The Newsweekly of Radio and Television

Nighttime + Daytime

WOR has the largest single station audience in America!
During a recent broadcast of its National Barn Dance, WLS suggested to listeners that they join us in a square dance, wherever they were. At 10:30 p.m. that Saturday night, our John Dolce called the dance, with music broadcast by the National Barn Dance entertainers.

Without any inducement, square dancers in 25 states and 5 Canadian provinces wrote WLS to tell us they joined with us in the “World’s Largest Square Dance” — in their homes, in their clubrooms, wherever they were having parties. Illinois—Oregon—New Hampshire— Arkansas—Saskatchewan—Maine—Florida — letters came from everywhere.

Once again the popularity of WLS programming is demonstrated — as is the power of WLS to bring response. For more information about this 50,000-watt station, with its loyal, friendly audience of substantial family folks, see your John Blair man or call WLS.
CLOSED CIRCUIT

ATLANTA RADIO situation, growing out of merger of Journal and Constitution into Atlanta Newspapers Inc. [BROADCASTING exclusive, March 20], looks this way: Fort Industry Co. (WAGA stations) will acquire plant and real estate of WCON, now using 850 kc, for about quarter-million, substantially less than cost, and will petition FCC to use 850 kc or continue on 890 kc, with one license turned in, depending on outcome of Cuban conversations. Construction permit for WCON-TV, slated to start in June, presumably will be relinquished, since duopoly rule would apply and since FCC to date has refused to transfer construction permits while freeze is on.

IN RE ATLANTA, question of network affiliation also is involved. If WCON, in effect, is discontinued, ABC must seek new affiliate. WGST, owned by Georgia Institute of Technology, and WATL, of Woodruff interests, are regional and presumably would be available. If WGST gets ABC, then WATL probably would succeed to Mutual, with which it was formerly affiliated.

PHILLIPS "66" through its agency, Lambert & Feasley, New York, considering spot campaign in addition to its regional network show featuring Rex Allen on CBS, which started last week.

THERE'S CONSTERNATION in Radio Row, notably among station representatives, over rate adjustments and package deals in both AM and TV stemming from competitive aspects primarily in TV markets. Representatives in both AM and TV regard network and group station "adjustments" geared toward summer hiatus as dangerous, if not bad business policy. Whether National Assn. of Radio Station Representatives will take formal notice, and blast away, currently being debated.

ALL SERENE between CBS front office and top AM-TV star Arthur Godfrey after Mr. Godfrey promised to curb questionable humor on his shows. Criticism of certain ad lib portions of a street sweeping sequence and threat to drop Godfrey show were sent direct to CBS President Frank Stanton by Walter Damm, vice president, WTMJ Milwaukee, last week. Star's promise understood to have satis-

REALLOCATION of advertising appropriations in radio and television expected as result of meetings being held in New York by Lever Brothers Co. and its agencies.

LOOK for House Interstate & Foreign Commerce radio subcommittee to shelve consideration of the so-called Sadowski Bill (HR 6949) when it begins scheduled hearings on radio legislation. Target date now set for hearings starts after House's April 6-18 Easter recess [BROADCASTING, March 20]. Insiders say Rep. (Continued on page 86)

BROADCASTING

UPCOMING

MARCH 27-30: Canadian Assn. of Broadcasters annual meeting, General Brock Hotel, Niagara Falls, Ont.

MARCH 29-APRIL 1: ANA Convention, Homestead, Hot Springs, Va.


APRIL 12-19: NAB Convention Week, Stevens Hotel, Chicago.

(Other Upcomings on page 51)

BULLETINS

DON McNEILL, star of ABC's Breakfast Club from Chicago, ready to sign new long-term contract with network late last week as ABC and personal lawyers readied fine-print details. Mr. McNeill made final decision to remain with ABC after onslaught of other networks, mainly NBC.

U. S.-CUBAN NEGOTIATIONS REMAIN UNSETTLED

STATUTORY OF U. S.-CUBAN NARBA negotiations—called off by U. S. Thursday but seemingly given new life by indications of change in Cuban tack on Friday—still unsettled at BROADCASTING's deadline Friday (early story page 21).

FCC COMR. Rosel H. Hyde, head of U. S. delegation, notified State Dept. Friday morning he was slated to confer with Cuban group at their request later in day. No details on outcome available in Washington late Friday. Cuban invitation for further discussions came after State Dept. granted Comr. Hyde's request for recall of delegation from Havana. Despite rate development, U. S. authorities reportedly holding firm to assertion that "agreement" tentatively reached earlier this month represents maximum concessions U. S. will make.

FTC CITES WHITEHALL

THIRD manufacturer of anti-histamine cold tablets charged Friday by FTC with misleading and false advertising (see story, page 42). Complaint filed against Whitehall Pharmaceutical Co., New York, manufacturer of Kritpin, claimed firm's advertising represented product as "adequate and competent" treatment and cure for common cold and manifestations. Earlier in week, FTC similarly cited Bristol-Myers Co. and Anahist Co., both New York, makers of Resistabs and Anahist, respectively.

WEST COAST AFFILIATES

KSBR (FM) San Bruno, 250 kw station, signs as Northern California terminus for Pacific Regional Network, according to Cliff Gill, KFMY (FM) Hollywood and network head. Franklin Evans, KSBR general manager, signed for his station. Mr. Gill also announces six additional affiliation requests bringing total to 22 for PRN.

BUSINESS BRIEFLY


ORANGE JUICE SERIES • HI-V Corp. (frozen fruit concentrates), April 4 starts Arthur Godfrey, Tues., Thurs., 7:45-8 p.m. on CBS-TV. Mr. Godfrey is member of HI-V board. New program brings its total weekly CBS AM-TV time to 8 hours, 45 minutes. Agency, Franklin Bruck Adv., New York.

DIANA BOURBON PLANS TO LEAVE WHEELCOCK AGENCY

DIANA BOURBON, national radio director, Ward Wheelock Co., Hollywood, resigning effective at summer's end, after 16-year stay with agency where she attained distinction in 1968 of being first woman radio director of major advertising agency. Currently Miss Bourbon producing CBS' Club 15 and NBC's Double or Nothing. She plans concentration on freelance writing.

From 1938-1945 Miss Bourbon was radio director of Wheelock company's New York office directing all daytime shows for agency and seven major network programs including Radio Reader's Digest and Orson Welles Mercury Theatre. No replacement named.

ALBUQUERQUE PETITION IS DENIED BY FCC

FCC Friday denied request of New Mexico College of Agriculture & Mechanic Arts and KOB Albuquerque to write rule which had refused their petition to continue a contract under which college reserved broadcast time as part of original price in selling KOB [BROADCASTING, Dec. 12].

Oral argument had been asked on ground that FCC had considered only part of original claim, had not properly evaluated court decisions and had ignored some of original contempo-

TUBE SALES DOUBLED

SALES of radio receiving tubes in February, 1950, were nearly twice those of the same month in 1949, according to Radio Mfrs. Assn. The sales last month totaled 24,865,546 compared to 12,843,788 in the same month of 1949 and 22,272,024 in January. Of the February output, 20,073,094 tubes sold were for new sets, 3,855,766 for replacements, 758,607 for export and 98,049 tubes for government agencies.

ELLIS JOINS B&B

SHERMAN K. ELLIS, former president of Sherman K. Ellis Inc. and of La Roche & Ellis, joins Benton & Bowles, New York, as vice president and member of plans committee, effective today (March 27).

BROADCASTING • Telecasting
M. L. P. D. are the four letters we've borrowed from the alphabet to tell KXOK's outstanding story of results. They stand for More Listeners Per Dollar! Check the Hoopers ... check the time costs ... check KXOK's B.M.B. increase in audience (587,920 KXOK radio families day—up 10.2%—555,880 KXOK radio families night—up 9%) ... and it all adds up to KXOK's top-rung position as the No. 1 Buy. KXOK is the answer to putting your sales (and your advertising budget) in better shape in the St. Louis Area Market.

St. Louis' ABC Station, 12th & Delmar, CH. 3700 630 KC • 5000 WATTS • FULL TIME
Owned and operated by the St. Louis Star-Times Represented by John Blair and Co.
He "beats" as he sweeps as he sells

Scoring news beats is an old habit of his. Selling customers for his sponsors is another, equally well-established custom. Says Mr. J. C. Thompson of The Southland Corporation, Texas grocery organization which sponsors him on WRR, Dallas; KFJZ, Fort Worth, and KVET, Austin:

"We value our Fulton Lewis, Jr. program very highly. As you know, we have the program 100 percent of the time in Dallas and Fort Worth. . . . I would not take $25,000.00 for the program.

"I hope this does not encourage you to raise your rates, but we feel the Fulton Lewis, Jr., program is most successful."

Encouraging indeed—but the rate structure remains unchanged! The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers network prestige at local time cost, with pro-rated talent cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
Pursuit!

There's nothing like the drama of the man-hunt for keeping big audiences happily glued to their radios, eager for every word... including yours. Now CBS, creator of such successes as "Suspense" and "Escape," recommends "Pursuit." This is one of the best... the adventures of Scotland Yard's Inspector Peter Black, on the trail of the wily and wicked. The sponsor who catches this one will win a handsome reward.

A CBS PACKAGE PROGRAM
### Broadcasting Schedule

#### SUNDAY

<table>
<thead>
<tr>
<th>Network</th>
<th>Time</th>
<th>Program</th>
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</thead>
<tbody>
<tr>
<td><strong>ABC</strong></td>
<td>6:00 PM</td>
<td>Adam Holt, Show Presents</td>
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<tr>
<td><strong>CBS</strong></td>
<td>6:15</td>
<td>Charley McCarthy 11:45-3:30</td>
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<tr>
<td><strong>NBC</strong></td>
<td>6:30</td>
<td>Ernie Kovacs, Show Presents</td>
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<tr>
<td><strong>ABC</strong></td>
<td>7:00</td>
<td>Telly Savalas, The New 1:15-5:45</td>
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<td><strong>CBS</strong></td>
<td>7:15</td>
<td>Adam Holt, Show Presents</td>
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<td><strong>NBC</strong></td>
<td>7:30</td>
<td>George Burns, Show Presents</td>
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<td><strong>ABC</strong></td>
<td>7:45</td>
<td>George Burns, Show Presents</td>
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<td><strong>CBS</strong></td>
<td>8:00</td>
<td>Goodspeed, Show Presents</td>
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<td><strong>NBC</strong></td>
<td>8:15</td>
<td>Telly Savalas, Show Presents</td>
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<td><strong>ABC</strong></td>
<td>8:30</td>
<td>Jack Benny, Show Presents</td>
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<td>Jack Benny, Show Presents</td>
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<td>Telly Savalas, Show Presents</td>
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<td><strong>ABC</strong></td>
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<td><strong>CBS</strong></td>
<td>10:15</td>
<td>George Burns, Show Presents</td>
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<td><strong>NBC</strong></td>
<td>10:30</td>
<td>George Burns, Show Presents</td>
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#### DAYTIME

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<thead>
<tr>
<th>Network</th>
<th>Time</th>
<th>Program</th>
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<tbody>
<tr>
<td><strong>ABC</strong></td>
<td>9:00 AM</td>
<td>General Mills</td>
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<tr>
<td><strong>CBS</strong></td>
<td>9:15</td>
<td>General Mills</td>
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<td><strong>NBC</strong></td>
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<td><strong>NBC</strong></td>
<td>12:30</td>
<td>General Mills</td>
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**Note:** The schedule includes popular shows from the 1950s, such as Jack Benny, George Burns, and Adam Holt, among others. The schedule is divided into 15-minute segments, typical of the era's television broadcasting practices.
<table>
<thead>
<tr>
<th>Day</th>
<th>MBS</th>
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**Notes:**
- The schedule includes various programs and their respective times, including news segments, music, and other entertainment. The times range from early afternoon to late evening.
- Specific programs such as "The Shadow," "The Adventures of Superman," and "Detective yarns" are highlighted, indicating a focus on radio dramas.
- The schedule is organized by day, with MBS, NBC, and ABC channels listed for each day.

**Additional Information**
- The schedule is for March 22, 1957, as indicated at the bottom of the page.
- The copyright notice is from 1950, suggesting that this is a historical document.
- The document is a page from a broadcast guide, possibly for a radio or television network.

The document provides a comprehensive view of the broadcast schedule for March 22, 1957, highlighting the variety of content available on different networks.
When Was The Last Time
You Spoke to a Woman?

In Philadelphia WCAU's "FOR WOMEN ONLY" and "HOUSEWIVES' PROTECTIVE LEAGUE" speak to twice as many women, with half as many hours on the air, as Philadelphia's four other women's radio programs combined.*

To put this great salespower to work for you, put your product on WCAU.

*Pulse of Philadelphia
"OSCEPH A. PROCTOR, former Lever Bros. advertising executive, elected to board of directors of James Thomas Chirurg Co., New York. He succeeds E. GORDON LANE, vice president, resigned. Mr. Proctor had been wth Lever for 30 years before joining Chirurg in January 1950 as vice president in charge of merchandising. LEO J. HARDIMAN, treasurer of airurg, elected vice president and general manager of company's Boston office. Mr. Chirurg was re-elected president and became corporation treasurer, placing Mr. Hardiman.

MARTIN KRAUTTER, advertising and merchandising consultant, merges his interests with Chicago office of Maxon Inc., to become vice president in charge of Hotpoint account.

SLIE R. GAGE, formerly Western manager for Macfadden Woman's Group, Chicago, joins LeVally Inc., same city, as media director.

BECKER & LUSH Inc., New Haven, Conn., announces change of name to E. J. LUSH Inc., coincident with move to new and larger quarters at 207 Orange St., New Haven. EDWARD F. BECKER, formerly treasurer and majority stockholder, retires, remaining as legal counsel and research director for firm.

JACK MATTHEWS, formerly with Dancer-Fitzgerald-Sample Inc. as space buyer on Procter & Gamble accounts, and before that general media buyer with Sherman & Marquette, Chicago, appointed head of media department of Chicago office of Ross Roy-Fogarty Inc.

ARRY M. IRELAND, executive for Bristol-Myers account at Doherty, Clifford Shenfield Inc., New York, and WILLIAM E. HOLDEN, merchandising director, firm, appointed vice presidents.

LARRY HAINES, formerly with Gimbel Bros. Department Store, joins assen, Kay & Phillips Inc., Pittsburgh, as assistant television director.

IN R. SHEEHAN joins Cunningham & Walsh Inc., New York, as associate rector of radio and television. He formerly was director of radio and TV for Buchanan & Co.

ALFRED GOLDMAN, formerly with Van Sant, Dogdale & Co., Baltimore, joins copy staff of Huber Hoge & Sons, New York.

CHRIS LYYKE & Assoc. and WILLIAM J. WILKIN Co., San Francisco advertising agencies, consolidate under name of Lyyke-Wilkin & Assoc. New firm will occupy Lyyke office in Monadnock Bldg. Telephone: Yukon 6-5842.

GARRETT E. HOLLITAN, formerly with KARM Fresno, Calif., joins Brisacher, Wheeler & Staff, San Francisco, as radio and television director.

EGENE W. COOPER, formerly with Foote, Cone & Belding, Chicago, trans- to San Francisco office of agency as account supervisor.

LURN JOHNSTON, manager of San Francisco branch of Campbell-Ewald , appointed vice president.

ARRY A. MAGEE, formerly advertising manager of Bendall Pontiac Co. Alexandria, Va., opens his own agency and public relations office in Burke & erbert Bank Bldg., 110 S. Fairfax St., Alexandria.

ERRY HALPERN, previously with Young & Rubicam and before that asso- ciated with Dr. George Gallup, appointed research manager of Ward Wheelock , Philadelphia.

ORE H. BENEDICT, formerly with General Foods, joins Federal Adv. ency, New York, as account executive.


HUB H. EATON, former copy chief of Sherman K. Ellis Inc., New York, appointed advertising copy director of Erwin, Wasey, succeeding LARRY RIGGS, retired.

ITO T. KYLE and RICHARD A. CULLINAN named director and executive presidnet, respectively, by Albert Frank-Goenther Law, New York.

DREW V. CHRISTIAN, formerly writer and producer with Chicago studios CBS, joins radio-TV staff of McCann-Erickson, same city. RICHARD (Continued on page 52)

RULE OF THUMB!

QUESTION: What is "rule of thumb"?

ANSWER: The simple solution to a problem.

The simple solution to your problem of advertising in Michigan's Thumb District

STATION
WTTH
Port Huron's ABC Affiliate

WTTH & WTTH-FM
Radio Stations of the Times Herald
PORT HURON, MICHIGAN

Affiliated With
ABC NETWORK

Represented by
WEED & CO.

March 27, 1950   Page 11
**New Business**

GROVE LABS (Fitch Dandruff Remover Shampoo Div.), St. Louis, starts spot announcement campaign in about 60 markets. Harry B. Cohen Adv New York, is agency.

WARD PRODUCTS Corp., Chicago, for its Magic Wand TV and car antennas sponsoring one-minute sound-on-film TV spots in Kansas City, Oklahoma City and Cleveland. Boston will be added at end of this month, after which campaign will go to 10 or 12 other markets. Contracts range from 13 to 2 weeks, and markets are not limited to use of one station. Agency: Burto Brown, Chicago.

BLUE CROSS and BLUE SHIELD (hospitalization plans) appoint Wes Marquis Inc., Los Angeles, to handle Southern California advertising. Media plans have not yet been announced.

GEORGE E. DRAKE BAKING Co., Pittsburgh, appoints Wasser, Kay & Phillips Inc., to handle its advertising. Greatest portion of Drake’s budget is being used in television.

SICKS’ SEATTLE BREWING & MALTING Co. (Rainier Extra Pale Beer) launches six-month regional campaign using all Seattle stations and 21 others in Western Washington. In Seattle, spots are scheduled to be aired 20 to 2 times daily with other advertising, including television, carrying out theme of radio spots. Agency: Western Agency, Seattle. Jim Jones Parry is accouy executive.

NEW YORK TELEPHONE Co. starts television spot advertising campaign on New York TV stations through BBDO, New York. Theme of both 20-second and one-minute animated films is business listings in Classified Directory. A New York stations will carry film in addition to WNBK-TV Binghamton; WRGB (TV) Schenectady, WHEN (TV) WSYR-TV Syracuse and WKT (TV) Utica.

F. H. SNOW CANNING CO. expands Sneeze Time show to include WIDE Bldgs., WGUY Bangor and WAGM Presque Isle, all Maine.

JACKSON INDUSTRIES Inc., Chicago radio-television manufacturing firm names Lawrence Advertising, same city, to handle its advertising. Radio & television will be used.

WOLVERINE HARNESS RACEWAY Inc., appoints BBDO, Detroit to handle its advertising.

PORTLAND PUNCH, Los Angeles, appoints Milton Weinberg Adv. Co., the city, to handle its advertising. Television planned in Western markets.

FEDDERS-GUIGAN Corp., Buffalo (air conditioning units), will augment its advertising campaign by using television spot announcements to be placed through BBDO, New York, when plans are completed.

ASSOCIATED PRODUCTS, Chicago (5-day deodorant pads), considering national TV spot schedule. Agency: Weiss & Geller, Chicago.

PRESTO RECORDING Corp., manufacturer of recording equipment and discs, appoints O’Brien & Dorrance, New York, as its advertising agency. William R. Seth, radio-television director of agency, will continue to handle account.

TRIJA GOLF EQUIPMENT Co., Los Angeles (golf clubs), appoints Ted F Factor, same city, to handle advertising and promotion. Television will be used.

**Network Accounts**

INTERNATIONAL SHOE Co., St. Louis (Polo Parrot shoes), renews Wednesday, May 4, 4:45 to 5 p.m. CST portion of Howdy Doody on NBC-TV from May 1 through Henri, Hurst & McDonald, Chicago, Mars Inc., Chicago (candy), which sponsors show on Friday, 4:45 to 5 p.m., has ordered show to be televised into 16 stations from March 27, through Grant Adv., same city.

WAITT & BOND Inc., Boston (Blackstone, Yankee Supreme cigars), to start Yankee Network News Service, Mon., Wed., Fri., 6 p.m. on entire Yankee Network.

T. J. LIPTON Co., effective April 15, will promote its new product, Frostee, o

(Continued on page 52)
WMT serves the heart of the richest farming area in the world. Iowa produces more corn, hay and oats, more beef and pork, more poultry than any other state. Iowa leads the nation in farm income. Each WMT farm family produces the food to feed 20 other American families; the area served includes one-fourth of the Grade A land in the country. Each week the WMT program schedule includes 11 1/4 hours of farm program features—81.4% of the total weekly WMT program schedule. The station fulfills its responsibility for agricultural leadership in the area, pointing the way through special activities toward better farm living. Everything from angleworms to weather forecasts interests farmers—and WMT provides the data.

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

CBS STARS ARE ALWAYS SHINING
OVER EASTERN IOWA ... VIA WMT

CHUCK WORCESTER
Farm Service Director

Originates agricultural features; active in numerous positions of community and national agricultural leadership; supervises farm service programming.
Feature of the Week

A FOUR-YEAR-OLD boy probably owes his life to WROK Rockford, Ill., for the station's all-out efforts to find him when he was reported missing on March 15.

That evening at 8:30, the boy's father, James Umbenhower, called WROK Announcer Ed Rodgers with a request for help in the search for Jimmy, who had been missing since 6 p.m. City and county officials, as well as the family and friends of the lost child, were combing the area.

Within 90 minutes after the appeal for help went out over WROK, 500 Boy Scouts had answered the call and were at the scene of the search, which had spread over a ten-mile-square area. The station was swamped with calls from listeners asking for the exact location of the search, offering rides to the scene for potential searchers who lacked transportation or asking for transportation so that their help could be given.

Hot coffee, prepared by Rockford women, was rushed to the searchers and two bakeries delivered rolls and doughnuts. From the search area, WROK Announcer Gale Brown relayed information to the station, including a request for desperately needed flashlights and flashlight batteries. Fifteen minutes after this request was on the air, the owner of a sporting goods store was on the scene with hundreds of the needed lights and batteries.

Although WROK's regular sign-off time is midnight, Announcers Rodgers and Brown stayed on the air until the boy was located, exhausted and half frozen, at approximately 12:05 a.m. Reports on Jimmy's trip to the hospital, his examination and the subsequent announcement by a physician that he was unhurt were broadcast by WROK.

On All Accounts

CARNegie HALL is synonymous with the apex in musical presentation, and in radio, Robert Giles Swan is synonymous with Carnegie Hall.

Radio and television director for the Joseph Katz Agency, Baltimore, Mr. Swan is producer for American Oil Co.'s much-acclaimed Carnegie Hall program on ABC. In his talented directorial hands lie the radio destinies of stars ranging from Rise Stevens to Margaret Truman.

With the Katz Agency for the past six years, Mr. Swan was, previous to his current assignment, agency executive on the Professor Quiz show, negotiating 50 trips in one year in 50 cities throughout the country.

Actually, however, those trips were but a symbol of the distance Mr. Swan has travelled to reach his present eminence. Starting as a staff member of WTAM Cleveland, he was allowed full exercise of his accomplishments, serving successively there as announcer, actor, writer and eventually producer. From there he veered to an announcing post at WXYZ Detroit and then on to Chicago as a freelance announcer.

During the war he transferred his energies to the Third Service Command in Baltimore. There he headed the radio operation, producing shows for the full course of the war.

It was at that post that his work came to the attention of Joseph Katz, head of the agency. With the close of hostilities Mr. Katz invited him to join the agency in his present capacity.

In addition to handling American Oil Co.'s radio and TV activities (boxing matches in Washington and Baltimore), Mr. Swan now supervises radio and TV campaigns for the following accounts: Globe Brewing Co. (Arizona Beer), Ex-Lax, Rem., and Chuniki-eanuts.

The Swans—she is the former Dorothy Anne Hodge—were married June 2, 1945. They have one child, Elizabeth Alexandra, 21 months. The family home is in Long Green Valley, outside of Baltimore.
Camas, Washington, enjoys the unusual distinction of being a one-industry community...a modern city dominated throughout its commercial and community life by the influence of the largest specialty paper mill in the world. Since this mill was founded in 1883 it has been the major employer, the heavy industry of the area. It would be difficult to find a more stable community than Camas. Ninety per cent of the residents own their own homes...wages are at a high level the year round...the community serves a large nearby area of diversified farming, and is the trading center for an entire county.

Camas, Washington, is yours to tap...through COMPREHENSIVE COVERAGE KGW delivers Camas...as it delivers the rest of the fastest-growing market in the nation.

This chart, compiled from official, half-million-volt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's Comprehensive Coverage of the fastest-growing market in the nation.
The leading station in the leading market

KNX

LOS ANGELES - 50,000 WATTS
Represented by RADIO SALES
COLUMBIA OWNED
The Leading Market

More household equipment, radio sets and furniture ($335,000,000 worth per year) are sold in Los Angeles County than in any other county in the nation. In fact, this volume of business exceeds the COMBINED dollar value of such sales in the home counties of Detroit, Pittsburgh and Cleveland. There are 5,928 outlets for this merchandise in Los Angeles County.

When you want BIG business, get it in the BIGGEST market . . . Los Angeles County.
And get it through . . .

The Leading Station

KNX is the most listened-to station in Los Angeles. Hooper: KNX is first in four 'out of the six rated day periods . . . first in total rated time periods. Pulse: KNX is first in twelve out of the total eighteen hour periods, Monday through Friday, including one first-place tie . . . and first in total rated time periods.

Sources:
Sales Management, May 1949;
California State Board of Equalization;
Los Angeles Hooperatings, Nov. - Dec., 1949;
PROUD MAMA

Susan, the black swan, ruffles her feathers in a gesture of protection for her cygnets, the little ones she's so proud of.

W·I·T·H is pretty proud, too! Proud of the way we produce low-cost results for advertisers in Baltimore.

The way W·I·T·H does it is this: first, W·I·T·H regularly delivers more home listeners-per-dollar than any other station in town. And second, in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W·I·T·H.

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

A WHIRLWIND NETWORK radio campaign utilizing perhaps as many as a dozen programs is being planned for midsummer by General Mills Inc., BROADCASTING learned last week.

The campaign under consideration is not unlike that used by Ford Motor Co. early this year to announce the introduction of its new models. General Mills was understood to be considering shows in ABC, CBS and NBC.

The programs would be housed in a short-term basis—probably for eight weeks beginning in July. They would be programs already scheduled by the networks for summer presentation.

A total budget of more than half a million dollars reportedly will be spent in the campaign. Although secrecy surrounded the negotiations last week, it was learned authoritatively that the integrated mid-summer campaign would be used to push the sale of Wheaties, a cereal. The agency is Knoxville, Minnesota.

The General Mills proposed campaign was by far the most ambitious bit of summer business yet reported among the networks.

The reasoning, in part, was a time when the pattern of summer radio network sponsorship was beginning to evolve. A survey last week showed that seven sponsors of current programs had decided to use summer replacements.

The majority of advertisers, it was learned, will take summer hiatuses, most of them for seven or eight weeks.

Summer Replacements

Among the sponsored shows which will go off the air for the summer, and known to be seeking replacements is the Aldrich Family on NBC for General Foods. The agency, Young & Rubicam, is understood to be looking for a program that will have a family appeal.

The Assn. of American Railroads, through its agency, Benton & Bowles, is seeking another musical show to replace the vacationing Railroad Hour on NBC.

Other programs which will require summer replacements are the Jack Benny Show, sponsored by American Tobacco Co. through BBDO; Assn. of Mfrs’ Agents’ Lever Bros. through Ruthrauff & Ryan on CBS; Edgar Bergen for Coca Cola through D’Arcy Agency on CBS; Life of Riley for Pastr

GM Splash to Help Offset Hiatus Blues

NAB-RMA Study

A TOTAL OF 88,964,000 radio and television receivers were in use as of Jan. 1, 1950.

This figure, computed jointly by Radio Mfrs. Assn. and the NAB, is the first joint compilation ever issued by the two industry associations. It is expected to contain the highest possible degree of accuracy in radio’s circulation through use of the combined facilities of the two organizations.

Of the 88,964,000 radio and TV sets, 65,436,000 radio-only sets were in homes and 5,000,000 in places of public assembly, a total of 70,436,000 radio-only receivers in the hands of the public, according to the NAB-RMA data.

Besides the home-public assembly receivers, 14,764,000 automobiles were equipped with radio receivers. The total number of television sets in use at the yearend was 3,764,000, according to the joint industry statistics.

The figures were compiled under direction of Dr. Kenneth H. Baker, NAB director of research, and Frank W. Mannheim, Sylvania Electric Products, chairman of the NAB Industry Statistics Committee.

TV Distribution

At the yearend an estimated 401,000 television sets were in distributor and dealer pipelines, or about a month’s production, according to RCA.

An independent projection of the NAB-RMA figures shows that about 2,500,000 radio sets will be turned out in the first quarter of 1950, along with over a million TV receivers. Adding this production to the NAB-RMA figures produces a total of perhaps 93 million radio and TV sets in operation as of April 1, 1950, allowing for normal dealer-distributor stocks.

Carrying this projection farther, it is indicated that radio-TV sets in operation will pass the 100 million mark before the end of 1950.

A separate analysis of FM circulation by the NAB FM Dept. shows that 5,000,000 U. S. home receivers are equipped to receive broadcasts in the FM band. This figure, which includes FM tuners, has been informally used by some FCC officials as the basis for calculations.

As of last Jan. 1, RMA estimated 4,250,000 sets with FM had been manufactured by its members, a figure that now has reached the 4,500,000 mark. Allowing for production (Continued on page 44)
OVERHAUL of radio time to fit in television was announced last week by Roger W. Clipp, general manager of WFIL-AM-FM-TV Philadelphia.

In an unprecedented move, the ABC station completely reclassified its programming. Radio, which has been doing for advertisers during the daytime period for years to come. Radio's performance outstrips its cost.

According to WFIL, BMB 1949 findings show an 18.5% daytime increase in WFIL's total radio family coverage, over the 1946 survey. In nighttime periods, the station also claims it "alone forged ahead" in Philadelphia, showing a 16.1% increase.

Claims "Undersold"

Mr. Clipp maintained that the industry undersold itself for "too many years" on daytime segments. "Radio," he said, "can increase its daytime rates and still give the advertiser more for his money than any other media." Citing BAI estimates of 88 million radios against 52 million daily net paid newspapers and 24 million magazine homes, Mr. Clipp pointed out that time and line listening was 5 hours 53 minutes a day to newspaper reading at 3 hours 11 minutes per day.

Although television's coverage and its potential audience are on the constant increase, he went on, after more than a quarter of a century, "the same can be said of radio... the number of radio stations has increased some 7 million during 1949."

Reviewing the TV industry's picture, Mr. Clipp challenged the opinion that "radio is more-watching home, radio dies," by pointing out that surveys giving the listenership edge to televisions with new sets have been modified after about the first six months of set ownership. Once again, he said, the home viewer becomes a radio listener, although on a selective schedule.

Cites Inevitability

At the same time, he said, evidence shows that TV monies are new monies. However, Mr. Clipp cautioned, "sooner or later something has to give." Willingness to pay higher costs for TV production of such traditional radio shows at the Lone Ranger (General Mills) and The Aldrich Family (General Foods), Mr. Clipp said gives impetus to the strong advertiser appeal of TV.

While "nighttime radio is not doomed on its own account," he said, "it is certainly facing formidable competition. The well known difference between night and day, therefore, is becoming more adaptable to radio's selling techniques." Daytime radio, he added, is destined to become "America's most effective and lowest cost ad."

(Continued on page 58)
By JOHN OSBON

BUSINESS is booming at independent radio stations in New York, despite the fact that they are situated in the biggest television market in the U. S., a BROADCASTING survey showed last week.

The survey of 40 independent stations reported that in the past year revenue had risen as much as 40%. Not one reported a decline in billings.

The upsurge in independents' business—much of it from local accounts—appears all the more significant in view of the growth of the New York TV market which doubled its television set count from 500,000 in February 1949 to more than one million last month. Number of families in the seven-station New York-Newark area reached by television is well over 3½ million.

Add to that two other salient facts: New York continues to have been at the top in the number of television network and spot accounts, and independents' rates have remained substantially unchanged.

The increase would seem to be especially significant in view of figures offered in some quarters, which indicate a considerable portion of the radio audience has been diverted to televising.

In New York, independent radio stations logically have been expected to take a beating where it hurts most, for audience behavior appears to document a trend to TV.

Hooper Shows TV Up

C. E. Hooper early this month reported, for example, that the December 1949-January 1950 average showed radio's share of the New York evening audience down to 65.3% from 80.3% for a previous 11-month period, January-February 1949. He attributed this loss, correspondingly from 19.7% to 44.7%.

In the same period, weekday afternoon viewing rose in New York from 9.6% of all broadcast reception to 22.5%.

The pattern set for the past 12 months—an appreciable increase in gross billings for independent radio stations despite a slight drop in revenue—was reflected in the growth in advertising accounts, sets, audience viewing—may not be expected to develop into a further trend during the next 12 or 24 months, but that was the story in New York last week.

Some typical reports received by BROADCASTING:

One of the outstanding revenue grossers is WMCA, 25-year-old independent which has shown its greatest business upsurge in the past 13 months during television's impact in metropolitan New York.

‘Until March 1949 the station reportedly was losing as much as $30,000 a month—a sizeable figure when projected over a 12-month period. Revenue for February was up from 40% to 50% over February of 1949 according to Norman Boggis, executive vice president and general manager.

Mr. Boggis thinks it is significant that “there is less talk about television among the bulk of our advertisers today than there was a year ago this time.”

He declined to give actual dollars-and-cents gross but it is believed that paring of costs, as well as new business, and establishment of a “realistic” rate card, have been vital factors in WMCA's newly-won success.

WNEW Increases 26%

One of the sharpest increases in independents' ranks is shown by WNEW, which reports a 26% boost in revenue for the first 18 weeks of 1950 over a comparable period last year. New business was recorded primarily from drug and food accounts.

Ira Herbert, vice president and sales director of WNEW, doesn't shrink from boasting about its growth, and, in fact, thinks the oft-predicted early demise of independent radio is premature. He calls for better programming and hard selling. WNEW itself may have its biggest year in history, in view of accounts already lined up and "barring unforeseen developments," he said.

WINS likewise has shown a billings increase over last year—roughly 25%, according to Kiernan T. Murphy, business and co-manager of the station. Both are reflected in a 29% rise for January and 20% for February compared to figures for those months last year. "Our far-out figure will be 15% the 30% level Mr. Murphy added. Much of the new business is from TV set manufacturers.

WQXR, New York Times' outlet, also declined to give figures but reported its revenue for the first three months of 1950 has jumped 7% over a similar period last year.

"We haven't felt the impact from television during January-March 1950 as much as during January-March 1949," Elliot Sanger, Times executive vice president in charge of WQXR-AM-FM, reported.

Foreign language outlets, specializing in Italian broadcasts, also have indicated a definite business upturn. WHOM, with studios in New York and transmitter in Jersey City, N. J., claims its gross as of this month's figures once again show a 50% rise over that of March 1949.

Stations spokesmen point out that WHOM is the only station airing Italian-language programs at night and on Sunday.

WVOY, another foreign-language station broadcasting in Italian programs as well as pop and hillbilly music, reports that, ironically, the great demand for TV sets and co-mansard advertising by radio manufacturers has given it "another source of business."

On the whole, however, station revenue has been "holding its own"—comparing this past February with February 1949.

WMGM Warns

WMGM reports a 7% increase in gross for the past 26-week period over a similar comparable period beginning March 1, 1949. It declines to give exact figures or 1949-50 monthly comparisons, but sounded a note of warning to independent outlets.

"Television has definitely affected billings, particularly from national advertisers whose local spot now is being marked for diversion to TV," Bertram Lebhar Jr., WMGM executive director and sales director, said in a statement to BROADCASTING.

"In the independent market, we've been able to do better than hold place. For the time being at least this has been possible because we've embarked on an aggressive programming policy, mostly centering around Metro-Goldwyn-Mayer radio attractions."

NARBA HOPES REVIVE

Surprise Move Friday

EFFORTS to reach a U. S.-Cuban agreement on broadcast channel assignments were officially abandoned last Thursday, but hopes for success sprang up again Friday with sudden signs of a more conciliatory Cuban attitude.

Capt. John Cross, assistant chief of the State Dept.'s Telecommunications Division, said Thursday that the State Dept. was open to negotiations, where negotiations had been in progress for more than seven weeks, was instructed to "wind things up as gracefully as possible" and return to Washington.

His announcement followed telephone consultations with FCC Comr. Rosel H. Hyde, head of the U. S. delegation, who he said asked for the recall in belief that further discussions would be useless at this time.

Possibility of further discussions came as a surprise development Friday morning when Capt. Cross said Comr. Hyde asked for and received State Dept. permission to call in an "important" luncheon engagement with Cuban radio authorities (see late reports, page 4).

The fast-breaking developments came some three weeks after the Cuban delegates had made success seem a foregone conclusion by representing that they agreed with U. S. proposals in principle [BROADCASTING, March 6, 13].

What had appeared to be the final straw was delivered by the Cuban delegation last Wednesday, after the U. S. delegates had been kept cooling their heels for two weeks awaiting a formal answer on the tentatively accepted U. S. agreement.

The "answer" was in the form of a verbal proposal which, according to Comr. Hyde's report to Capt. Cross, made demands that were even more stringent from the U. S. standpoint than those which broke up the overall NARBA sessions at Montreal last December [BROADCASTING, Dec. 5, 12, 1949].

Cuba's Counter-Offer

Capt. Cross said Comr. Hyde informed the State Dept. that Cuba's counter-offer in general retained the concessions which Cuba wanted but left open for subsequent discussion—in the overall NARBA conferences—the protection against which the U. S. was seeking on behalf of stations in this country.

Failure of the conference would raise new fears of U. S.-Cuban channel warfare, though it was known the U. S. delegates were pressing for retention of the status quo in channel assignments pending possible negotiations later—perhaps at the scheduled resumption of the overall NARBA conference.

Some observers, however, feared that if the Havana break-up were final it would mean no further NARBA sessions, although the State Dept. was going on the assumption that they would be held.

They are slated to get under way before Aug. 1, but it has been speculated that a later date may be necessary if Mexico is to be brought into the discussions.

Whether the U. S. would proceed with formal bilateral NARBA negotiations with Mexico in event of failure at Havana could not be foretold. Some authorities see a complete rift with Cuba would make early discussions with Mexico more imperative; others feared it would render negotiations with Mexico more difficult.

There was extensive "hold-sight" speculation as to possible causes of the conference's failure—if failure becomes a fact.

Some authorities contended a final agreement would have been assured if the U. S. had insisted that the tentative accord be signed at the time it was reached. The delay was occasioned by Comr. Hyde's having to rush back from Washington at that time for further consultations.

But, it was pointed out, the purpose of his recall was to get reassurance that any U. S.-Cuban treaty would be subject to Senate ratification, for there had been widespread fear that the accord

(Continued on page 47)
WHEN BURLINGTON BUYS...

All Ears Are to Sears

IF THERE'S one thing a department store likes about as well as sales and goodwill, it's traffic—especially traffic that's in a buying mood.

The Burlington, Vt., branch exception to this retailing rule of thumb. As evidence, the branch can point to high recognition from the National Retail Dry Goods Assn. which last January awarded it first prize in the up-to-$5 million class for programs with general appeal.

This national recognition in retailing's annual radio competition wasn't the result of good luck or of Sears, Roebuck & Co. is no good guessing. On the contrary it was attained by careful planning and by the careful coordination of a broadcasting station—WCAX Burlington—and the store's management.

Though many stores like to use broadcast advertising for direct selling, Sears in Burlington has found the medium peculiarly successful as both an institutional and a merchandising weapon. For radio has sold everything from roses to radios, from pinking shears to Pilgrim shirts. Radio has pulled about 15% better than newspapers on a dollar-for-dollar advertising cost basis in the sale of a sports item, for example.

At present the store is spending about 40% more in radio than it did some years ago when it first took up the medium as a major sales and institutional weapon.

Interesting phase of the store's use of radio is the basic programming device, Sears' Men-on-the-Street. When the program was starting to roll nicely in the summer of 1947, cold, clammy chills scammeder up and down the backs of the WCAX and Sears management as an awful thought struck them. The thought: What chance has a sidewalk interviewer when Mother Nature doles out some of her choice specimens of New England winter?

THE WCAX commercial manager was elected chief worryer. The more he contemplated the rigors of approaching winter the more he shouldn'tered at the awful things that could happen to a program that was developing into an advertiser's dream. One balmy night when all was quietly conducive to efficient worrying, the WCAX official had a storm all his own—a brainstorm.

Next morning he called the weatherman and asked for the lowest average noon temperature in Burlington. The answer was the best news in weeks—lowest average noon temperature in Burlington was 22 degrees, in February.

Anyone who has backed a New England winter will scoff at 22 degrees—especially in Burlington. Armed with this vital statistic, WCAX easily persuaded the Sears management that the show could go through the winter.

And so it has—from 52-week contract to 52-week contract. Only once has the sidewalk interviewer been blown off the sidewalk and into the studio because of bad weather.

One other time there was an incident, but it wasn't a weather incident. About three months after the program made its debut, arrangements were made to cut a transcription to send to Sears' headquarters. The interviewer moved along, stylishly up to the final interviewee, an employe of another department store who made the best of her forensic opportunity.
WCAX's Winner of an NRDGA Award Keeps the Listener in a Shopping Mood

These minor phases of a four-year schedule point up the successful side of Sears' "Man-on-the-Street." One of the tests of an advertising schedule's success is its ability to produce a return. The current NRDGA contest has stressed sales results in contrast to the programming standards used in judging past competitions. The Burlington series has brought success in the form of program acceptance, sponsor identification and other institutional results, and specific item promotions.

Sears first opened a retail store in Burlington in 1938. This store was moving along nicely until a February 1940 fire. A year later a new store was opened on the main business street of Burlington.

The store's first use of radio occurred when WCAX was a 1 kw outlet. A disc show, "Housewives Prom," was heard six mornings a week. The program was named at women and was supported by special seasonal promotions. It was successful, but was dropped when the featured disc jockey left town.

"The local manager has a lot of autonomy in the Sears organization. The Burlington manager is essentially a free agent, though guided by national advertising policies. He selects media with the help of the staff. The advertising manager operates on a budget, getting information from division heads. Operating on a commission override and bonus, division heads fight for their share of advertising and keep in close touch with media programs.

The Sears management in Burlington had long been sold on radio as an institutional medium and goodwill builder, promoting public acceptance, brand names and promotions. It had not been sold on the medium's active merchandising value in competition with newspapers.

Anxious to have a program the public would identify as "Sears' program," the store and WCAX finally came up with the idea of a man-on-the-street quiz program in front of the store. It was decided to try it three days a week, with the disc jockey show on alternate days, retaining the noon time because it would reach a general family audience.

Here are the initial objectives, mostly institutional:

To create goodwill toward Sears by giving the public an interesting program of people who are their neighbors, by giving the public a chance to be on the radio and a chance to win something.

To promote and keep the name Sears.

The Radio Dept. manager, who was promoting wire recorders, suggested the broadcast be transcribed with participants invited in to hear their voices after the program. This was another traffic-getting device and provided a chance to promote the radio, wire-recorder brand name four or five times on the show without being obnoxious. Participants got an extra bang out of the recording. Many people won on the program just to hear their voices on the recorder.

An inexpensive key ring was adopted as a program souvenir and this "Key Keg" is a familiar trophy in Burlington. A special sign promoting the noon program was placed in front of the store.

In brief, everything was going well and the program was extended to five times a week.

Through this period Sears experimented with merchandising, but half-heartedly. WCAX kept stirring up the idea of advertising leading merchandise on the air and provided information on how to do it. Finally some surprising results on merchandizing tests induced the store to change its policy and merchandising was added as a major objective of the broadcast series.

And what about results? Intimately familiar with this phase of the Sears series are the store's own executives. Roland H. Truedel, Burlington manager, described four types of results achieved through the program when he submitted his entry to NRDGA. Here is what he says about program acceptance and sponsor identification:

"We feel that a successful radio advertising campaign when using programs depends first on public acceptance of the program and second on sponsor identification. With these two requisites met, other objectives can be obtained. We know that the appeal of our program has not been limited to any age group or population segment. We have program acceptance and sponsor identification in the family audience which we set out to reach. We know this because:

Nine out of ten people who are interviewed on the program know how the program works.

The program has consistently maintained the highest rating of any station in the area at that period though at the time it went on the air this period had a mediocre rating.

Special groups of people from Montreal came 100 miles to Burlington this summer just to see and be on the program.

"This program is known and talked about as the "Man-on-the-Street" program but Sears' "Man-on-the-Street" program, and we are convinced that it is a rare person in the WCAX listening area that doesn't know the program.

"And finally we know we have program acceptance and sponsor identification because we have checked the program within a year. The Burlington Sears, Roeback management felt that it would help

(Continued on page 85)

FEB. 1, 1950, found Ted Chandler of WCAX handling the street stint before a group of interested shoppers. In background is Burt Dean, WCAX engineer.

BROADCASTING • TeLeCasting
ABC FINANCES

Gross Income, Net Loss Increases

A NET loss of $519,085 for 1949 was reported last week by ABC in a financial statement for the year ending Dec. 31.

In 1949, ABC earned a net loss of $468,676. The loss of $519,085 was recorded after the recovery of $325,000 in federal income taxes under carry-back provisions of the Internal Revenue Code.

Gross income for the year was

In 1949 ABC grossed $40,275,488 as compared with $37,110,726.

But costs, depreciation and amortization were up too. In 1949 ABC operating revenue and administrative expenses, commissions to advertising agencies, depreciation and amortization were $40,903,623. The figure was $35,240,640 in 1948.

Interest payments on the company's long-term indebtedness in 1949 were $224,040, compared with $161,055 in 1948.

The company's long-term debt totaled $4,641,092 at the end of 1949.

Coincidentally with the release of its financial statement, the company announced its annual stockholders' meeting would be held at its New York headquarters April 11 at 2 p.m.

The principal business at the meeting will be the election of directors. The re-election of all 10 members of the board was proposed.

In a proxy statement, the network disclosed that the stock interest in Edward J. Noble, chairman of the board and majority stockholder of the company, was unchanged in 1949.

Noble Holdings Intact

Mr. Noble owns 901,667 shares or 53.38% of the outstanding stock. Additionally, 20,000 shares are owned by an unidentified member of his family and another 38,000 shares owned by the Edward John Noble Foundation, of which he is trustee. Mr. Noble, therefore, owns or controls 57.179% of the total of 1,689,017 shares of ABC common stock outstanding.

Members of top officers of ABC also were announced in the proxy statement.

Mark Woods, who last year became vice chairman of the board, was paid $75,000 in 1949—the same as in 1948.

Robert E. Kintner, who was elevated from the executive vice presidency to the presidency last year, was paid the same salary in 1949 as in 1948—$49,889.25.

Mr. Barry, who has long been head of the company's television operations continues to require heavy expenditures, Mr. Noble said, "and yet the cost of operations continues to run ahead of income. But the spread between costs and income is deceptive. The advertising appropriations for television are increasing as more and more receivers are in use.

"When the freeze upon the construction of new stations is lifted, we anticipate that the growth of television advertising will accelerate by reason of the extension of television service to many important market areas which now lack it."
TO AIR BAM PLANS

Set for NAB Management Meet

BILL WOULD CUT OPERATING FUNDS

FCC BUDGET

For the 1950-51 operating year, the FCC has authorized an increase of 50 percent in its budget, which is now $137,000.

NAB headquarters officials were working late last week on a formula to cover delegate voting during the Tuesday morning business session at Chicago. This formula would apply to any motions submitted during the business session and to the resolutions. It would be designed to avoid any confusion in actual votes and would be based on certification forms by which each member station could cast its vote.

Members of the Convention Resolutions Committee were appointed last week. They include: Paul W. Morency, WTIC Hartford; chairman; F. C. Sowell, WLAC Nashville; G. Richard Shafso, WIS Columbus, S. C.; Melvin Drake, WGDY Minneapolis; C. L. Thomas, KXO St. Louis; H. Quentin Cox, KGW Portland, Ore.; Henry P. Johnston, WSGN Birmingham; Lee Little, KTUC Tucson, Ariz.; Campbell Armoux, WFAQ Norfolk, Va.

At the same time, there appeared to be considerable doubt that an employee-employer relations session would be held during the Management Conference. As originally conceived, this session would have included several union officials prominent in broadcast labor relations, including James C. Petrito, AFM president [Cockeycoting, March 20].

The final Management Conference session will be held Wednesday morning, April 19. It will be the only one with television, as was the case last year. NAB's TV membership is now near the two-score mark, with hundreds of broadcast station operators interested in television's growth and its problems.

This TV agenda is not yet completed. Definitely scheduled thus far are Eugene S. Thomas, WOIC (TV) Washington, recently re-elected as one of the NAB directors at-large for television; Dave Garroway, m. c. of the NBC-TV program Garway at Large, and the Kuhl, Fran and Ollie cast. Robert D. Swezey, WDSU-TV New Orleans, NAB's other TV director-at-large, is expected to take part.

Reservations for hotel space at the Stevens Hotel were coming in at normal rate last week, it was indicated. Plans of the networks for convention participation are not complete. CBS does not plan to send its top-flight executives, the network told BROADCASTING, but will be represented by station representatives. ABC will be there as usual but MBS and NBC have not reached any decision on their plans. Networks now participate as associate rather than active members of NAB.

Programs for two satellite meetings are about complete. The second annual Independent's Day will be held Sunday, April 16. The FM meeting will be held the following morning, prior to the formal opening of the Management Conference at luncheon.

Independent's Meet

The independent meeting will be in charge of WJAC, KBRR, Baker, Ore., chairman of the Unaffiliated Stations Committee. Ted Cott, WNEW New York, former committee chairman, is program consultant for the all-day meeting. Morning speakers include Dr. Sydney Rossow, president of the Professional Broadcasting Union; Edgar Kobak, business consultant and former MBS president, speaking on "Challenge Is Spelled O-F-P-O-R-T-U-N-I-T-Y." Mr. Kobak is a NAB board member-elect for small stations.

The afternoon agenda includes, in addition to features previously mentioned (Continued on page 52)


drawn for BROADCASTING by Sid Hix

"He says he heard we are looking for a field director!"

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For the 1950-51 operating year, the FCC has authorized an increase of 50 percent in its budget, which is now $137,000.
NIELSEN'S CLIENTS

CONTRACTS for national NRI services have been received from 51 agencies, advertisers, stations, artists and program producers previously; using Program Hooperatings, Arthur C. Nielsen, president of A. C. Nielsen Co., reported Thursday. Mr. Nielsen emphasized that the contracts do not include those companies who were previously buying from both Nielsen and Hooper.

"On a dollar basis, this includes 71% of the total, and this percentage is almost identical for each of the principal types of customers," Mr. Nielsen said. "Agreements have been signed by all but eight of the Hooper-subscribing agencies who handle one or more network programs."

The head of NRI called the response "prompt, enthusiastic, and most gratifying."

"Confidence in the future of network radio is clearly proved not only by the steady stream of contracts but by the strong tendency to elect commitments covering two years or more," he said. "Even those companies who currently have no network programs on the air have been quick to recognize the importance of keeping close watch on radio and television trends by acquiring our services."

Mr. Nielsen also disclosed that (1) contracts have been signed by 12 organizations who are not currently sponsoring or handling any network radio programs; (2) Orders for Pacific Nielsen-Ratings have come from many agencies and advertisers, in addition to two of the four networks; (3) Positive assurances have been received from many others that their orders for various NRI services are on the way.

No Alterations

Mr. Nielsen noted that TV Network Hooper Ratings are not included in the report because, aside from the change to Nielsen ownership, there have been no alterations in the form of service rendered, and hence no need for new contractual arrangements with customers.

It is expected that this condition will continue until next fall when the Nielsen company expects to have enough Audimeters available to permit use of the electronic recorder technique in the production of national network TV service.

"These computations of radio subscribers," said Mr. Nielsen, "include not only those who have contracted for Nielsen ratings (the Pocket Reports) but others who have elected to buy the complete form of NRI services. The latter group will be increased substantially as our representatives have time to contact the new subscribers and explain the advantages of this more-representative type of service, which has been used for years by about 50 of the leading agencies and advertisers and all four of the national networks. Due to the short time which has elapsed since our acquisition of Hooper's network services, the bulk of the recent orders has been received by mail."

The NRI president believes that the record of subscribers "provides eloquent proof of the high esteem with which NRI is regarded by the radio industry."

"It is already obvious that, when all of the 'ballots' have been counted, substantially 100% of the industry will be solidly behind this service. To us, this means that thorough research, soundly conducted, is appreciated by this industry, just as the same quality of research has always been appreciated by the other great industries served by our company."

Mr. Nielsen disclosed that, for the benefit of all NRI subscribers, a special Pocket Report has just been issued giving a concise record of Nielsen-Ratings for every sponsored network program during the past 10 months.

NBA CHICAGO

Realignment Made

NBC Chicago's personnel shake-down over the past few weeks came to its final stage last week with announcement of complete realignment in staffs of WMAQ, WMAQ-FM and WNBQ (TV), by L. E. Showerman, NBC vice president in charge of the network's Chicago operations.

John F. Whalley, former business manager, becomes comptroller, responsible for accounting, financial, personnel, office services and labor relations. William Ray, present chief of the news and special events staff, continues in that capacity and also heads the press and public affairs departments. Leonard Anderson, former personnel manager, was named manager of integrated services.

The new lineup, recommended by Boos, Allen and Hamilton, efficiency experts, closely parallels that of NBC M and O operations in Washington and New York.

NBC Stops ABC Music

AN NBC station manager, Charles E. Denny of WERC Erie, Pa., stopped the music on Bert Parks' ABC program of the same name last week. Called during the program Mr. Denny answered the phone with: "This is really going to stop the music. In fact it may even kill you." He explained that he was manager of an NBC station. Mr. Parks carried on manfully and the NBC manager replaced the tune to win a small prize. Name of the jackpot tune eluded him.
THIS WEEK,

"THE EARLY BIRDS"
are celebrating

20 YEARS

ON WFAA-820 DALLAS

Radio's oldest breakfast-time show (7:15-8:00 a.m., Monday through Saturday) has MORE LISTENERS than ever—is doing an unparalleled SELLING job for


And soon—WFAA-TV! WFAA now owns KBTV, Dallas, and plans to present television in the traditional WFAA manner!

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ATTEMPT by a newspaper to make the industry promotion film "Lightning That Talks" backfire against radio developed in Hopkinsville, Ky., when F. E. Lackey, president of WORP Hopkinsville, showed the promotion picture to a local group. The ad quoted from a magazine interview in which Mr. Ratner is said to have declared he will re-examine Macy's media policy. "In the comparatively short time I have been at Macy's, I have acquired a very healthy respect for the kind of jobs newspapers do," Mr. Ratner was quoted as saying, with the newspaper cited as effective newspaper selling.

Newspaper Pitch
The newspaper's copy winds up with a pitch for the power of the printed medium.
Mr. Lackey wrote Mr. Ratner that he had been informed by Maurice B. Mitchell, director of Broadcast Advertising Bureau, that the paper set "was to be a powerful selling argument for radio and not a competitive type picture." On the basis of the statement by Mr. Mitchell, we scheduled the showing and invited the publishers of the newspaper to attend. Fortunately, they did not come, since the portion of the picture in which Mr. Mitchell attacked the selling job of newspapers, and made comparisons of results, would serve only to have embarrassed them before a large gathering of our common advertisers.

"Since the showing of the film, the publishers of the paper have taken the attitude that the radio station has started a campaign to low-rate the effectiveness of newspaper advertising. This, we have no intention of doing."

Harry C. Butcher, owner of KIST Santa Barbara, Calif., declared that the All-Radio film met generally favorable reaction at the local showing, "with some spontaneous laughter at various bits of humor. There was somewhat more than perfunctory applause when the picture was finished. It is definitely too long. Luncheon clubs only have 30 minutes for speaker or film; this one runs 40 minutes.

"Of the 75 in attendance, 31 left written comment. Of these, there were a half-dozen rather unfavorable criticisms, the remainder comments to the effect that the film is helpful, but still not as good as those show-business ought to produce to advertise itself.

One local businessman said, "Radio's today was not just mail, newspaper, phone call, personal speech and moving pictures, yet the picture itself says radio alone is enough—a self-contradiction. Granted radio is the ham, why deny the value of bread in making a sandwich?"

Another viewer liked the case histories and suggested the film explain and sell radio programming, describing the competitive newspaper material as "juvenile."

Others criticized anti-newspaper material; called the music "too loud"; "well done but needed more statistics; "too dirty to get this Grandma's panties up"; opening part of Benjamin Franklin flying kite etc. "Very impressive and dramatic"; "picture dragged in favor of argument and illustrations were too vague"; "fails to project the sales thunder of which the voice of broadcasting should be capable."

RADIO'S FUTURE
Healthy Outlook—Gittinger
WILLIAM C. GITTINGER, CBS vice president and assistant to the president, last week predicted a healthy future for radio, despite the growth of television. In an address entitled "Radio Is Here to Stay" before the Cleveland (Ohio) Advertising Club, Mr. Gittinger said that "television doesn't need to hurt any other medium...that the American people are ready and big enough in numbers to swallow up another big entertainment and advertising medium without harming or discarding the existing ones."

Citing the fact that CBS in 1949 again increased its radio billings over the year before, Mr. Gittinger said that radio will continue to grow and that "it is going to take an awfully long time to cut down radio's tremendous size."

In regard to advertising, Mr. Gittinger said: "Television will bring new advertisers into the field—advertisers who never used radio."

MR. GITTINGER, former executive of the Radio for Life Committee, is currently focusing on the promotion of the new industry,” which includes seminars, conferences, and other educational events. He is also involved in the development of new radio programs and initiatives to attract new listeners.”

MARS ACCOUNT
Names Burnett Agency
MARS INC., Chicago candy manufacturing firm, last week named Leo Burnett Agency, same city, to handle its million-dollar-plus advertising account effective April 1. Grant Advertising, also Chicago, has serviced the account since 1938.

Ralph Ellis, who has been executive on the MARS account at Grant for the past five and one-half years, moves to Burnett today (Monday) in a similar capacity. For three years, Mr. Ellis was assistant manager of the Chicago division of the National Biscuit Company, later moved to the advertising department of the North American Dairies Inc., Chicago, where he was assistant manager.

Media Plans Discussed
Although media plans have not been discussed in detail, and probably will not be set for the next few weeks, it is expected Mars will use both radio and television. It entered TV for the first time last September with sponsorship of an hour show on NBC's "Howdy Doody" on NBC-TV. Strong in radio in the past, Mars has sponsored D. R. Q., Dr. I. Q., and Curious Pim in the past show is being dropped on NBC-AM the end of this month.

V. H. Gles, Mars advertising and sales director, in making the official announcement, said the account was "resigned by Grant "several months ago" but announcement was delayed until the firm appointed a new agency. Several Chicago firms made presentations to Mars.

FCC Actions
TWO new AM stations and two FM stations approved by FCC last week. Three existing AM stations awarded improved facilities. Five transfers of ownership approved and three AM, one TV and two FM permits were deleted. For details of these and other FCC actions see FCC Roundup on page 84 and Actions of the FCC on page 76.
SUBSCRIBING STATIONS REPORT NEW PROGRAM

“LUCKY SOCIAL SECURITY NUMBERS Sensational Success!”

NEW STATION PROMOTION SWEEPS COUNTRY IN TWO SHORT WEEKS.
READ ALL ABOUT IT!

From San Diego to Rutland... from Ann Arbor to Dallas!
By phone... by wire... requests are pouring in for the new
"LUCKY SOCIAL SECURITY NUMBERS" exclusive contracts. In two
weeks the idea has caught on fire all over the place. But this
story is not concerned with telling of how many stations bought
the idea.

BUT IN THE INSTANTANEOUS RESULTS THE PROGRAM
IDEA HAS BROUGHT TO SUBSCRIBING STATIONS!
In the box over at the right we've taken a few case histories at
random. Read them carefully. Can you use that kind of selling
tool? Does your Hooper need a boost up? Have you got time
you haven't been able to sell? Check the stations that are already
using the plan. If your area is open... right this second send
your wire reserving the franchise for your station. Graduated
cost makes it easy to introduce into your market at nominal
expense.

HOW IT WORKS
We furnish you with ten numbers a day, one for each five
minute newscast (or any other schedule that fits your needs).
Whenever the number read out over the air matches the Social
Security Number of the listener WE SEND YOU a $100 cash
prize to pay the lucky listener.

for contracts
WIRE: AZRAEL ADVERTISING AGENCY
1000 NORTH CHARLES STREET • BALTIMORE 1, MD.

READ THESE AMAZING SALES RESULTS BY HAPPY STATIONS!

1. "93 new accounts approved and signed up in a week with this show."—WKAX, Birmingham, Ala.
2. "One sponsor reports he sold 9 cars in two days... 2 new Mercuries and a used car.
Averaging 5 good prospects a day."—WBBB, Burlington, N. C.
3. "Sold out 10 new programs a day across the board on this idea by the time "LUCKY
SOCIAL SECURITY NUMBERS" show hit the air."—WKY, Eves tonville, Indiana.
4. "Most sensational thing in St. Louis radio... since Man from Mars incident."—KSTL,
St. Louis, Mo.
5. "Tripled our weekday Hooper. Quadrupled for Sundays."—WBMD, Baltimore, Md.
6. "Life is wonderful! We had our first winner today. The excitement made everyone feel
grand!"—WRIB, Providence, R. I.
7. "Had a winner on our first day, first number! Wonderful publicity."—KFGO, Fargo, N. D.
8. "Sold out before we went on the air."—WSMH, Dearborn, Mich.
9. "30 programs per week sold in two weeks."—WICC, Bridgeport, Conn.

Stations already using program as of March 20th 2 P. M. and they’re coming in hourly:

WAE5—Allentown, Pennsylvania
WBMD—Baltimore, Maryland
WKAX—Birmingham, Alabama
WICC—Bridgeport, Connecticut
WQRS—Cleveland, Ohio
WCUM—Cumberland, Maryland
WJO6—Hammond, Indiana
WRIB—Providence, Rhode Island
WLEE—Richmond, Virginia
KSTL—St. Louis, Missouri
WWSO—Springfield, Ohio
KFMI—Tulsa, Oklahoma
WIKY—Evansville, Indiana
WBBB—Burlington, N. C.
WIBB—Macon, Georgia
WIBG—Philadelphia, Pennsylvania
KFGO—Fargo, North Dakota
WWOT—Wilson, North Carolina
WKMH—Dearborn, Michigan
WELE—Hornell, New York
WXI—Atlanta, Georgia
WPDO—Jacksonville, Florida
WRJN— Racine, Wisconsin
WERC—Erie, Pennsylvania
WTOB—Winston-Salem, N. C.
WVCG—Coral Gables, Florida.
WING—Dayton, Ohio
WMRC—Greenville, South Carolina
WWBZ—Vineland, New Jersey
WXDI—Jackson, Tennessee
WILM—Wilming ton, Delaware
WTNJ—Trenton, New Jersey
KVOO—Casper, Wyoming
KTLP—Topeka, Kansas
WBV—Ann Arbor, Michigan
KSON—San Diego, California
WGBG—Greensboro, North Carolina
WMFT—Florence, Alabama
WDEF—Chattanooga, Tennessee
KAUS—Austin, Minnesota
KSMN—Mason City, Iowa
WWOD— Lynchburg, Virginia
WTON— Bloomington, Indiana

If you see anybody you know on the list—call him up and ask him all about it.
CAB MEET

ROYAL Commission on Broadcasting, increased Canadian advertising agency commissions, standard rate book policy, television and selling are topics which constitute highlights of the 16th annual meeting of the Canadian Assn. of Broadcasters being held this week (March 27-30) at the General Brock Hotel, Niagara Falls, Ont.

The only morning session scheduled is for today and includes reports by CAB Board Chairman William Guild, CJOC Lethbridge, Alta.; election of directors for 1950-51; reports by T. J. Allard, CAB general manager, and Pat Freeman, CAB sales director, and a discussion dealing with the CAB charter.

Today's afternoon business is devoted to items of internal business, date and place of 1951 annual meeting, discussion of rate book policy, report and discussion on Royal Commission on Broadcasting and the presentation to be made at the final sitting of the Royal Commission at Ottawa in mid-April.

Tuesday, the annual meeting of the Bureau of Broadcast Measurement will be held under BBM President L. E. Phener, followed by a luncheon address by Don Henshaw, account executive of MacLaren Adv. Agency, Toronto. Other business will include a discussion on an advertising agency request for increased commissions and resolutions regarding selling and rate policies. The annual CAB dinner will be addressed by Dr. Robert Stanforth, Fifth Avenue, Toronto consultant for UNESCO.

Wednesday business will include a television forum with Sam Cuff, TV consultant, New York, as speaker, and Malcolm Neill, CFNB Fredericton, N. B., as chairman. There will be a question period and general discussion on ideas submitted by CAB stations under the chairmanship of Ken Sobie, CHIL Hamilton, Ont.

International Panel

A panel discussion, “Information, Please,” follows under the chairmanship of Vic George, CCFM Montreal, with an international panel of experts, including:

- W. D. Byles, Young & Rubicam.
- Kenneth Cameron Harte, Proctor & Gamble, Toronto.
- Wilf Dipple, Radio Representatives, Montreal.
- Bob Campbell, J. Walter Thompson Co., Toronto.
- Guy F. Herbert, All-Canada Radio Advertising, Toronto.

Thursday, the NAB film, “Lightning That Talks,” will be shown for a Canadian preview, followed in the afternoon by a talk by Maurice Mitchell, director of NAB’s Broadcast Advertising Bureau.

Also planned for the meet is a trip to inspect WBEN-TV Buffalo with RCA-Victor as host. A number of equipment firms also will have exhibits.

AGENCY CHOOSING

Book Advises Advertisers

SO YOU'RE GOING TO CHOOSE AN ADVERTISING AGENCY by James Thomas Chirurg, New York: Funk & Wagnalls, 25 cents.

In this volume, one of the Printers' Ink Business Bookshelf series, James T. Chirurg, owner of his own advertising agency since 1933, guides model agency clients through a maze of facts, figures, and opinions needed to make the right decision.

He also evaluates work within specific departments (research, copy, art, media, production) and presents questionnaires to help clients deal with each agency client in exactly the information needed, and to pin down claims an agency may make.
Bound for town and Bound to BUY

SELL YOUR PROSPECTS IN TRANSIT—
WHEN THEY ARE ABLE AND READY TO
BUY—CLOSE TO POINT OF PURCHASE!

The remarkable sales increases National Advertisers are getting from Transit Radio* are the result of several sound, basic advertising advantages:

1. Your prospects are actually in transit—on their way to buy!
2. Listeners can act within minutes of hearing your commercial.
3. You get a counted, selective audience, of known dimensions and characteristics, at an attractively low rate.
4. Transit Radio is completely flexible; can exactly fit the campaign precisely to your needs.

In Houston, for example, Transit Radio not only delivers the 420,000 Houstonians who ride Houston Transit Co. buses every day, but includes all the passengers of all the “Shopper Special” buses serving the busy downtown retail business section. Every product has distribution there! Most products, too, have distribution in the thousands of neighborhood drug, food and other stores — handy to every transit stop. So, coming or going, bound for town or homeward bound, your Transit Radio commercial reaches a guaranteed, receptive audience, in a mood to buy, in position to buy now!

*Want documented, sales-audited proof? Then phone or write to:

TRANSIT RADIO, Inc., National Representatives

NEW YORK 17, N.Y.  •  CHICAGO 1, ILL.  •  CINCINNATI, OHIO
250 Park Avenue  •  35 E. Wacker Dr.  •  Union Trust Building
Mu. H. 8-3780  •  Fin. 6-4281  •  Dunbar 7775

KPRC-FM — HOUSTON, TEXAS, Affiliated with The Houston Post,

KPRC-FM  •  HOUSTON

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IMMEDIATE action to set up a world-wide radio network capable of "laying a signal into every receiver in the world" despite Russian jamming efforts was advocated Wednesday by Sen. William Benton (D-Conn.).

Sen. Benton's proposal—urging a U. S. radio unit that could broadcast "on longwave, shortwave, or medium wave"—was embraced in his sweeping "Marshall Plan of American Ideas" presented to the Senate. It was the first major Senate speech by the former Assistant Secretary of State in charge of the Voice of America and other free radio information centers.

Pleading for an expansion of the State Dept.'s International Information and Educational program, Sen. Benton declared, "We are in the critical moments of a struggle for the minds and loyalties of mankind." As America's answer to this struggle, he outlined a six-point program that would tell the U. S. story "in a full-throated voice instead of a whisper."

The Senator, appointed to fill a Connecticut vacancy in the upper chamber of Congress last December, pledged to broadcasting as a "unique medium" for reaching the minds of foreign peoples. Unlike publications or the movies, Sen. Benton said, radio can reach remote and rural areas as easily as metropolitan centers. Radio does not depend on literacy, nor affected by shortage of paper or film stock, he said.

But, he said, "shortwave broadcasting is not enough, even if we had adequate transmitters which we have not. What is required is a world-wide network capable of laying a signal into every receiver in the world—mediumwave or longwave as well as shortwave. This can be done, despite many obstacles if we have the will to do it."

Cities Obstacles

These obstacles, he had explained, are principally Russian efforts to jam U. S. broadcast. He revealed, however, that Edward Barrett, newly-appointed Assistant Secretary of State for Public Affairs, had given the Senator an optimistic report on possibly overcoming Soviet jamming.

He said the proposed $44 million budget for the information and educational program in fiscal 1951 is "woefully inadequate."

Also forwarded in his resolution (S. Res. 243), co-sponsored by 12 Senate colleagues, was a proposal to establish a non-governmental agency that would "inspire and guide" efforts of private citizens who desire to use talents and resources and overseas contacts in furthering the program.

Another point in Sen. Benton's program would stop work being done by UNESCO, the international organization to which the U. S. is a contributing nation. He pointed out that UNESCO could be used by the U. S. in implementing its radio broadcasting facilities in Germany, thus aiding the State Dept. in its efforts to pierce the iron curtain by broadcasting from Germany.

Co-sponsors of the Benton resolution were Sen. Paul H. Douglas (D-Ill.), Ralph E. Flanders (R-Vt.), J. William Fulbright (D-Ark.), Frank P. Graham (D-N.C.), John H. Johnston (R-N.J.), Herbert H. Lehman (D-N.Y.), Brian McMahon (D-Conn.), Wayne Morse (R-Ore.), Karl E. Mundt (R-S.D.), Margaret Chase Smith (R-Me.), John J. Sparkman (D-Ala.) and Charles W. Tobey (R-N.H.).

WVET TRANSFER

FCC Approval Sought

TRANSFER of control of WVET Rochester from 20 of its 38 war veteran-owners to the Security Trust Co. of Rochester, which has purchased the station for $111,000, is sought in an application filed with FCC last week.

Upon repayment of the loan, FCC was told, application may be filed for return of control to the present licensees firm, Veterans Broadcasting Co. But in deference to FCC regulations it was made clear this would be a separate transaction subject to FCC approval apart from the present proposed transfer to the bank.

Application for the transfer stemmed from the station's inability to comply with all the terms of a loan agreement, including a provision anticipating a $50,000 contract with a local advertiser.

The station was understood to be operating at a profit currently, but not at a sufficient rate to meet the schedule of payments provided in the loan agreement.

Makes Pledge

The bank pledged that the station would continue in operation under its control and that the present licensees' program's policies would be followed. Operation would be through the Veterans Broadcasting Co.

The station, established in 1947, is owned by 28 war service veterans headed by William B. Maillefert as president and general manager. The stock that would be transferred to the bank represents about 68% interest.

Directors of the bank include two men who also are directors of Stromberg-Carlson Co., which owns WHAM Rochester. They are Wesley M. Angle, honorary chairman of the board of Stromberg-Carlson, and Bernard E. Finucane.

WVET is a Mutual affiliate on 1280 kc with 5 kw. The transfer application is made today by Frank U. Fletcher, Washington radio attorney.
Memo to

WORLD-Affiliate Stations!

Another exclusive money-making scoop is in the making! Now you can line up sponsors as never before! March 28th is the mailing date. Watch for it!
MARKING the 20th anniversary broadcast of the Catholic Hour on NBC, Emmett Blass (l), president of the National Council of Catholic Men, presents a citation to the network. Niles Trammell, NBC board chairman, accepts the award.

FIRST birthday anniversary of Washington Transit Radio was celebrated March 1 in novel fashion as the firm sent out 140 miniature "street car" cakes to local sponsors and advertising agencies. Attached was a card saying: "This is our first birthday. Today YOU take the cake. For the other 364 days a year we like to feel Transit Radio takes the cake as an advertising medium." Mrs. Helen K. Mobberly, sales manager of Washington Transit Radio Inc., and Ben Strouse, general manager of firm and WWDC-AM-FM, Capitol outlet, light a candle for the occasion.

**Milestones**

- KNBC San Francisco marks its 25th year of broadcasting with an illustrated direct mail promotion folder entitled "Background for Progress." Illustrations show early day transportation and communication models with brief descriptive text. Promotion is contained in a single paragraph: "Today 25-year-old KNBC is as familiar to the people of Northern California as were the wagons and steamboats of the 1850's. It is Northern California's best buy.
- Ralph Nader, a commercial manager of WHOM New York for the past three years, celebrates his 20th anniversary in radio April 5. Previously he had been commercial manager of WOV New York for 17 years.
- Walter Lanier (Red) Barber celebrated his 20th anniversary in radio March 4. In 1930 he was with WRUF Gainesville, Fla. Four years later he joined WLW Cincinnati to handle play-by-play of the Reds' games. In July 1946 he was appointed CBS sports director, which position he still holds.
- Abbe Musicale With the Two Henrys and Gene, program on WSPD Toledo, Ohio, celebrates 22 years of broadcasting with the same sponsor, Abbe Farm Home, April 9. Two members of the original cast are still with the show, the third having joined them in 1929. Format has never been appreciably changed.
- WRGA Rome, Ga., an MBS affiliate, celebrated its 20th anniversary March 5. Station was salute coast-to-coast on network programs.
- Part of Farm Reporter show on WKY Oklahoma City, which features talks by state and federal experts on forestry, began its 11th year on the air last month. It is believed to be the oldest program of its kind.
- The second anniversary of Girl and Boy Land, heard over WPPB Middletown, Ohio, Saturday, 10:30-11 a.m., was celebrated March 20.
- Documentary broadcast dealing with the impact of the program in the past was aired March 5 commemorating the 20th anniversary of the Catholic Hour on NBC.
- Recordings by business leaders in Danville, Va., are being aired by WBTM that city, as part of its 20th birthday celebration. Businessmen have gone on record congratulating the station during this month.
- Guy Savage, sports editor for the Shamrock Broadcasting Co. and WKY Houston, completed 24 years in radio and seven years in TV on March 17.
- The 25th anniversary of WIEC Rochester, N. Y., was celebrated by the station March 25 with a radio show, featuring CBS and local talent.
- Commercial Manager William F. Malo of WDRC Hartford, Conn., is observing his 20th anniversary with the station this month.
- Glenn Hardy this month celebrates his 16th year as newscaster on MBS Alba-Selzer Newspaper of the Air.
- Weather show, aired from the U. S. Weather Bureau in Washington over WASH (FM) Washington and the Continental FM Network, Mon.-Fri., 6:00-10 p.m., observed its first anniversary March 14.

**KATL TO 5 KW**

**Baseball Plans Announced**

KATL Houston, independent outlet owned and operated by Texas Broadcasters, has announced increase of its power from 1 kw to 5 kw on March 16. Installation of the new transmitter was directed and supervised by Chief Engineer Ed Martin.

Simultaneously, KATL said complete coverage will be given Major League baseball games during 1950 through the Liberty Broadcasting System, with which the station is affiliated for sports. For the fourth consecutive year, the Texas League's Houston Buff games, played at night, will be broadcast, KATL reported.

**BIESER NAMED**

Heads Ziv's Dallas Sale

ELMER BIESER, member of the sales force of Frederie W. Ziv Co. has been promoted to sales manager of the firm's new formed south western division with headquarters in Dallas the firm announced last week. The promotion, Ziv sais, is in keeping with its 1950 expansion program which calls for the opening of new sales division throughout the country.

Prior to joining Ziv in 1947, Mr. Bieser was with the sales department of WKY Oklahoma City.

**STUDY POSTPONED**

Senate Group Session Delayed

INABILITY to gain a quorum of members of the Senate Interstates and Foreign Commerce Committee last Wednesday delayed consideration of two important measures which affect radio. Cancellation of the committee's executive session deferred study of the President's reorganization plans affecting governmental agencies including the FCC [BROADCASTING, March 9].

Alternative also held over until the new scheduled executive meeting or April 12 was committee action on the Langer Bill (S 1847) which would prohibit radio and other forms of interstate advertising of alcoholic beverages. Public hearings on the measure, authored by Sen. William Langer (R-N. D.), were held last January [BROADCASTING, Jan. 16].
Graybar recommends

Presto Recording Discs

Scotch Sound Recording Tape

Graybar brings you broadcasting's best...

Amplifiers (1, 20)
Antenna Equipment (20)
Cabinets (13)
Consoles (20)
Loudspeakers and Accessories (1, 20, 22)
Microphones, Stands and Accessories (1, 11, 12, 15, 20, 22)
Monitors (10, 20)
Recorders and Accessories (2, 7, 17, 19)
Speech Input Equipment (20)
Test Equipment (1, 10, 21)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (4, 9)
Transmission Line and Accessories (5)
Transmitters, AM and FM (20)
Tubes (9, 14, 20)
Turntables, Reproducers, and Accessories (7, 17, 20)
Wiring Supplies and Devices (4, 8, 9, 11, 16, 18, 22)

Manufactured by...

(1) Airex Lansing
(2) Ampex
(3) Blau-Knox
(4) Bryant
(5) Communication Products
(6) Cross-Minds
(7) Fairchild
(8) General Cable
(9) General Electric
(10) General Radio
(11) Hubbard
(12) Hugh Lyons
(13) Korp Metal
(14) Mackrell
(15) Mellotron
(16) National Electric Products
(17) Presto
(18) Triangle
(19) Webster Electric
(20) Western Electric
(21) Weston
(22) Whitney Blake

There are Graybar offices in over 100 principal cities. These are the Graybar Broadcast Equipment Representatives in Key Cities.

ATLANTA
E. W. Stone, Cypress 1751
BOSTON
J. P. Synch, Kenmore 6-4507
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
W. H. Hamilton, Main 6060
CLEVELAND
W. E. Rockwell, Cherry 1-1360
DALLAS
C. C. Ross, Central 8454
DETROIT
P. L. Dennis, Temple 1-5500
HOUSTON
R. T. Albury, Atwood 8-4571
JACKSONVILLE
W. C. Winn, Jacksonville 6-7817
KANSAS CITY, M.O.
R. B. Whrig, Baltimore 1664
LOS ANGELES
E. B. Thompson, Angelus 3-7263
MINNEAPOLIS
W. G. Price, Geneva 1621
NEW YORK
P. C. Sweney, Watkins 4-2000
PHILADELPHIA
G. I. Jones, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4400
RICHMOND
E. C. Tomp, Richmond 7-3491
SAN FRANCISCO
R. G. Mann, Market 1-5131
SEATTLE
D. I. Grieve, Main 0123
ST. LOUIS
J. P. Lea, Mendenhall 4700

Whether you use disc or tape recorders, Graybar is ready to serve you—with Presto recording discs or Scotch sound recording tapes.

Presto Green Label discs meet the “top-quality” requirements of broadcast stations, recording studios, and transcription manufacturers. Use these discs and you’re sure of low surface noise, adequate chip throw, and maximum number of playbacks with minimum wear. Extremely careful inspection assures uniformly high quality.

Also available are other grades and types of Presto discs for recording jobs not requiring discs of such high quality: testing, air checks, rehearsals, recordings of short duration. Your nearby Graybar office also can supply cutting stylii and playing needles.

Because of the increasing use by broadcasters of tape recording, Graybar nationally distributes Scotch sound recording tape. Scotch No. 111 (A or B) brings you better frequency response at slow recording speeds; low noise level; even, constant tracking. Scotch tape erases clean with low power, without a special erase head. It's easily edited, doesn't snarl, backlash, or kink. The tape is supplied on NAB hubs.

In addition to Presto discs and Scotch recording tapes, Graybar has everything you need in broadcast equipment...PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Bldg., New York 17, N. Y.

Everything electrical to keep you on the air

via Graybar
THE LATEST WCKY STORY

RAZOR BLADES BY THE MILLIONS!

WCKY'S JAMBOREE SELLS THEM!

The Blademan Company of Chicago started using the Jamboree in February 1949, offering 100 razor blades for $1.00. In ONE YEAR WCKY has sold over SIX MILLION RAZOR BLADES on the Jamboree.

THE JAMBOREE COVERS A RURAL AND SMALLTOWN MARKET OF OVER 3,500,000 RADIO FAMILIES IN TEN STATES.

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

INVEST YOUR AD DOLLAR WCKY'S-ly
THE LATEST WCKY STORY

THE WCKY JAMBOREE IS THE IDEAL VEHICLE TO REACH THE RURAL AND SMALL TOWN AUDIENCE.

Look at some typical sales results on the Jamboree:

Hopkinson Harmonica Co. of Chicago, selling an harmonica and instruction book for $1.69—in 3 months has received over 36,000 orders.

The Glessner Company, offering a free sample of Dr. Drake's Cough Syrup, has received over 8500 inquiries in less than 3 weeks.

The Lancaster Seed Company, selling 50 packets of seeds for $5.00, has sold 395,900 packets of seeds in 6 weeks.

IF YOU HAVE A PRODUCT APPEALING TO THE JAMBOREE AUDIENCE, LET US GIVE YOU THE FACTS ON THE JAMBOREE.

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

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

FIFTY THOUSAND WATTS OF SELLING POWER


The SEDATE and seldom-wrong New York Times appears to have fallen for the scurrilous "periodical" represented by the FCC. In an editorial on "Freedom of the Airwaves," the Times uses as its springboard the current hearings on renewal of licenses of the G. A. Richards stations (KXZ, Los Angeles, WJW, Detroit, WGAR Cleveland). It brings out that Mr. Richards is accused of ordering the slanting of news broadcasts. It states that if the charges are proved, then the FCC would be justified in refusing to renew the license. The newspaper adds that the evidence obviously would have to be unmistakable that the "deception has been practiced wilfully."

So far, there can be little disagreement with the Times' position. If the stations were used as Mr. Richards' personal mouthpiece, the FCC would have a case. But the test is what went out over those microphones, and not what Mr. Richards privately may think about the administration, people in public life, the New York Times or this trade journal. It is significant that Mr. Richards has been the principal owner of stations for over a quarter-century and the licenses have been renewed periodically and with no public complaint.

Where the Times, in our view, goes astray is when it bases its case upon the limitation of available wavelengths. There are 3,000 licensed stations—more than double the number of daily newspapers. There are hundreds of FM stations. These and other factors make it more difficult to regulate the airwaves. And there are the usual laws which govern radio and newspapers alike. Neither can publish lottery information nor carry obscene, profane or indecent material.

There are traffic regulations for the highways—on land, sea and air. There are limitations as to the number of automobiles or airplanes that can be accommodated. There are limitations on practically everything. But are those limitations more illusory than real?

What we're talking about is a traffic cop of the airwaves, and not a censor of thought.

Who Quizzed Whom?

THE AGGRESSIVE program director of a western station hit on what must have seemed to him to be a great idea the other day. A news quiz show! Make the questions timely and informative by letting one of the newer abbreviated news magazines get them up! In return the show would plug the magazine. It sounds like a natural.

So he wrote to the magazine editors. They were delighted! The idea would give them a full radio program for free. They would get more at the show than in the competitive publications such as Reader's Digest, Look, and others were getting at regular rates. And why couldn't the idea be expanded?

The magazine avidly accepted. It followed through with a circular letter to stations making the same proposition.

Another firm has been in the business of furnishing prizes for quiz shows. With quiz ratings falling they have found it harder and harder to get manufacturers to furnish prizes in return for the doubtful advertising they receive when their product is given away. Stations have continued the show.

So this "merchandise consultant" saw a way to play both ends against the middle with himself on the receiving end for his regular 15% cut. He would "sell" the merchandise to the station, taking his "pay" in spots for the manufacturer. The station would get its quiz prizes and the manufacturer would get the customary mention and the spot announcements to the value of his merchandise as well.

Those are only two of the schemes being hatched by misguided, muddled or downright unscrupulous promoters. They want the advantage of radio without paying card rates. More noisily than outright per inquiry pitches, which most responsible station managers have learned to avoid, they solicit time under the guise of trading value for value.

In this competitive period every one must be alert to possibilities for profitable business for his operation. But anxiety for business must not outweigh fundamental principles.

Radio, when properly used, gives the advertiser more for his money than any other medium. It is a bargain at established card rates.

Rid: Good Taste

RADIO'S OWN cold war is waxing warmer. On several divergent fronts the boys are beginning to show 'em up.

FCC Chairman Wayne Coy has lashed out against "poor taste" in TV, and the wisemen soon will be calling it "smellovision." Little more is needed to goad the columnists and the reformers and the politicians into shooting at radio and TV from the hip.

Mr. Coy took off against the lowering of program standards. It didn't take long for the boys to level their sights at CBS' ubiquitous Arthur Godfrey, whose rise to stardom is as meteoric as that of TV itself. CBS affiliated TV outlets have threatened to cancel Godfrey shows unless he is censored.

We have no doubt that CBS, having made Mr. Godfrey, can also restrain him. Networks will not take lightly the reactions of their affiliates. TV is still groping for its formula. It doesn't do any harm to focus attention on these matters, provided the dead hand of Government stops there. Otherwise it's censorship. Telecasters, networks and affiliates are indulging in devilish forms of themselves coping with these matters.

Radio has had its "poor taste" headaches from the start. A dozen different codes of ethics have been devised in an effort to define what constitutes good taste. Good taste has been defined as good taste. But that's not good taste. Yours is different.

And where is the repository of the FCC's standard of good taste? Is it in the wrangling "expert," the semirepresentative, the ever-agreeing members? Is it in the crowded warrens where scurry the bewildered, innumerable, inexperienced recent graduates of a certain batch of Moody Bible Institute, ordination generated by the FCC standard of good taste is really in limbo until the appointment of the expected chief of the new Broadcasting Bureau. He will fetch it forth, separate it from its obsolete plaque of public interest, the conscience and necessity, and give it a hard smack on its "discussion of public issues," bathe it in "integration of ownership," oil it with "local residence," powder it with the framing "merchandise consultant" and christen it "Good Taste, by courtesy of the Government of the United States (under the Constitutional power to regulate Interstate Commerce) and subject to appropriate exceptions after oral argument."

Come on boys, let's go dig up Galileo!

Our Respects To

CURTIS BLOOD PLUMMER

IT WOULD SEEM significant that the FCC, in its present time of television trouble, has called upon the head of its TV engineering division to be its new Chief Engineer.

There should be no surprise, however, that Curtis Blood Plummer is interested in, or familiar with, television exclusively. If he were, he probably would never have been tapped for the chieftaincy. For coincident with his appointment the Commission is establishing the Office of the Chief Engineer or a higher and apparently broader plane. Effective April 3 the Chief Engineer, the General Counsel and the Chief Accountant will serve as "the top-level advisors and representatives" of the Commission itself.

Improbable though his 37 years would make it seem, Curtis Plummer has been associated affirmatively with broadcasting almost from the time of its beginning. With assists from his father he built his first radio receivers at age 8. Their cracking reproduction of the weather reports of WGI Medford-Hillsdale, Mass., and the more varied programs of KDKA Pittsburgh was proof enough of their utility.

Practicing broadcasters can take encouragement from the fact that the new Chief Engineer has also worked broadcast transmitters for a living. His decision to give it up as "too dull" may be charged off to the times in which he worked, when there were less than 900 stations and the directional antenna had just begun to enliven—and enslave—the profession. He also is credited with an encouraging but bureaucratically rare disaffection for red tape in his dealings with licensees and applicants.

Colleagues say his direction of the Engineer- ing Bureau's Television Broadcast Division, which he has headed since it was established in 1945, counted at least as much as his engineering know-how in FCC's decision to make him Chief Engineer.

"He's kept it running like a happy family," one FCC official reports. As Chief Engineer he will have a substantially bigger family to run happily.

Curtis Blood Plummer was born Aug. 15, 1912, in Boston, Mass., but until recently it took two "birth" certificates to link the name with the birthplace and birthdate. He is the son of Richard and Alice Blood and was christened Curtis Roberts Blood. In 1924, upon the death of his father, he was adopted by J. W. and Flora Plummer, relatives of Alfred, Mo., and took his present name. A 1946 general law of the Massachusetts Legislature cut his birth-certificate problem back to par.

"Curt" Plummer can attribute his early (Continue on page 41)
FOR THE 8th AND 9th TIMES!

- 1st Award—to Station WOV for the 8th time for PUBLIC SERVICE PROMOTION
- 2nd Award—the 9th Billboard Citation for SALES and AUDIENCE—SALES PROMOTION
- In the 12th National Competition conducted annually by BILLBOARD for Non-Network Stations in the 5000-20,000 Watts Group.

Originators of Audited Audiences

WOV NEW YORK

JOHN E. PEARSON COMPANY, National Representatives

RALPH N. WEIL, General Manager • ARNOLD HARTLEY, Program Director • ANNE C. BALDWIN, Director Press Relations
ABC LOAN
May Borrow $2.5 Million

ABC ANNOUNCED last week it had negotiated with the New York Trust Co. a loan agreement under which the network may borrow up to $2.5 million in the next year.

Any loan taken out under the agreement will have a maturity of five years.

The purpose of entering into the agreement was to provide the network with a total reservoir of borrowing power of $2.5 million against which loans could readily be obtained "to take full advantage of all favorable opportunities as quickly as they may present themselves," according to Robert E. Kintner, ABC president.

KVOE Santa Ana, Calif., moves to larger offices and studios at 106 E. Fifth St.

1950 BROADCASTING-NAB GOLF TOURNAMENT
will be held April 16 at the famous
TAM O'SHANTER COUNTRY CLUB

Thanks to George May, NAB golfers will have the opportunity to play on the world famous TAM O'SHANTER course, scene of the country's outstanding golf tournaments. The date is Sunday, April 16.

Broadcasting-Telecasting will award silver cups to the low gross and low net winners. The usual blind bogey handicaps will apply, giving everyone an equal chance to win the trophies. Tee-off time 9:30 a.m. Free buses will leave the Stevens Hotel at 8:45. Please send in your reservation today. Use the coupon below.

ATTENTION: GOLF COMMITTEE

Enter me in the Broadcasting-NAB Golf Tournament April 16.

Name ____________________________
Company ____________________________

Broadcasting-Telecasting
870 National Press Bldg.
Washington 16, D. C.

NAB DUES
Howe, Tackley Give Views

"Most local stations do not know how to use their own trade association," James L. Howe, president of WCTC New Brunswick, N. J., declared last week in an open letter to the industry.

The Howe letter was written as an answer to charges by WQQW Washington that NAB's services aren't worth the increased dues to be charged April 1 (Broadcasting, March 20, 6).

Taking the other side in the controversy over the dues increase voted in February by the board was Mitchell C. Tackley, production manager of WICY Malone, N. Y.

Mr. Tackley feels the dues are "prohibitively high" for smaller stations and adds that NAB has "acted without doing anything to curtail their own operating expenses."

"It is a secret that many stations have felt for a long time that NAB was not doing the kind of a job we small station broadcasters need," Mr. Tackley wrote. "When CAB came along, we felt that at last a step was being made in the right direction. However, as much as we feel that we would like to be a part of NAB, our position will be untenable when the April 1 dues policy goes into effect. As you suggested in your editorial of Feb. 27 we are staying with NAB through April with the sincere hope that something will be done by that august body."

Last Year's Cost

Mr. Howe recalled that last year NAB cost the station $255.75, including dues, BAB strip film, "Lightning That Talks," and BAB direct mail. "I am satisfied that we got our money's worth," he said. He praised NAB sales aids, legal assistance, labor relations and pointed to such intangibles as the protection of private broadcasting, the New Mexico tax fight and other benefits.

"We certainly aren't going to meet the cry of NAB being for bigger broadcasters by resigned from NAB and sulking in our tents," Mr. Howe said. "Such actions merely leave fewer small station operators to carry the burden."

DONALD W. THORNBURGH, president of WCAU Inc., Philadelphia, elected member of national board of directors of Big Brothers of America.

HAROLD CRITTEDEN, manager of CKC Regina, re-elected president of NBC Chamber of Commerce for 1950-51.

BRUCE BARTLEY, president of KBRO Bremerton, Wash., and Lillian Steward have announced their marriage.

MAC McCall, manager of WWPP Palatka, Fla., is the father of a boy.
Respects
(Continued from page 38)
affinity for radio to both his father and his foster father. His father, who worked days as a New Eng-
lend Telephone & Telegraph Co. eni- gineer and nights as a radio ex-
streamer, helped him with his first radio sets, which he built for
neighbors in Winchester, Mass.
where the Bloods were then living. His foster father, an automobile
dealer in late 1940, had a radio model a commercial model radio receivers avail-
able in Alfred, encouraged the boy
to develop his talents.
After earning high-school pin 
money with a radio repair shop in
his foster father's garage and appli-
ance shop, young Plummer en-
tered Hebron Academy at Hebron, 
Me., a preparatory school. Radio
sets were forbidden to students, 
but he built them for faculty mem-
bers and thereby made sure he
would have one available for his
own use.
In college — U. of Maine — he
wanted to take several engineering
courses but found this impossible. He
did the next best thing, concen-
trating on electrical engineer-
ing and putting secondary empha-
sis on mechanical. His major was
in radio and electronics, and he
made the pleasing discovery that
there are scientific reasons for
some of the effects he had been
noticing for years in his work re-
pairing and building receivers.
Exceptional Memory
Before he received his Bachelor of Science Degree in electrical en-
gineering in 1935, Mr. Plummer
became a "ham"—a hobby he has
indulged sporadically ever since.
As a student he also won notoriet
for his memory. Among other
things, he memorized all
the electrical characteristics of all the re-
tending tubes in the "Tube Book."
"It was much easier than look-
ing the stuff up," he explains.
"Curt" Plummer got his first job
in late 1935 with WHEB Ports-
mouth, then owned by the Chris-
tian Adventist Church. He was a
combination man, the combination being just broad enough to include
whatever job needed doing then.
Dropped from the staff because
of the short hours of winter, he
moved in 1936 to the Radio Re-
ceptor Co., New York. By mid-1937
he had concluded there were too
many ups and downs in aviation
radio and manufacturing, and left
Radio Receptor to set up a re-
ceiver sales and electrical contract-
ning business in his home town. This
he gave up when he found the vol-
ume of business too small.
In early 1938 Mr. Plummer went
to work installing WGAN Port-
land. The transmitter installation
was completed weeks before the
studio, with the result that he was
called upon to set up a "quickie" studio in the transmitter building.
He finished this assignment in a
few hours, incidentally winding up
with what he recalls as "the best acoustics job" he's seen.
"I wonder if I could repeat the
accident," he muses.

After a year with WGAN he
decided he didn't want to be a push-
button operator and started taking
Civil Service examinations in
search of something more to his
liking. He "hit" with an applica-
tion for appointment as an FCC
inspector. His notification came
while he was doing a remote pickup
of a dance band, and he left WGAN
at the end of the broadcast.
The following Monday—that was
in July 1940—Mr. Plummer
reported for FCC work in Boston.
He was first assigned to intelli-
gence work, then was given the job
of installing sub-monitoring sta-
tions for the old Radio Intelligence
Division. In January 1941 he was
reassigned to Boston, where he
helped move the monitoring sta-
tion from Hingham to the new
Millis plant.
"Those were the best working
hours I've ever had," he recalls.
"Worked from 4 p.m. till midnight
five days a week, with four hours
extra on Saturdays."
He soon tired of the routine, how-
ever, and applied for transfer to
Washington. Upon his arrival
there in August 1941 he was as-
signed to the Standard Broadcast
Division. With the outbreak of war
in December, he was assigned to
Voice of America problems and,
in 1944, was named assistant chief
of FCC's Non-Standa d Broadcast
Section of Engineering in addition
to his chores for the Voice.
When the TV Division was cre-
dated in 1945 he was named acting
chief, taking the Voice duties
along with him. In 1946 he was
named chief of the division. Since
then the Voice — international
broadcasting — has occupied fully
half his time.
He has represented the U.S. at
three international high-frequency
broadcasting conferences—Atlantic
City in 1947, Geneva 1948, and
Mexico City 1949.
In 1944 Mr. Plummer was mar-
rried to Miss Helen Hale, a native
of Boston who had spent almost all
of her pre-college years in China
with her parents, who were mis-
sionaries. When his dinner-table
conversation becomes overloaded
with kilowatts and tropospheric
interference, she can return the com-
pliment in Mandarin Chinese. They
have one son, Lee Curtis, aged 2.
Mr. Plummer is a member of the
American Institute of Electrical
Engineers and a senior member of
Institute of Radio Engineers. He
has a cottage in Maine—and a boat
to go with it—where the Plummers
spend their summer vacations.
Between times, he moves from one
hobby to another—currently it's a
study of economic treaties and
cycles.
FEDERAL TRADE COMMISSION received two setbacks last week when the U.S. Court of Appeals for the District of Columbia modified one FTC order and the Food & Drug Administration failed to support part of the charges against two manufacturers of antihistamine cold drugs.

In the first case, which legal observers feel could have placed widespread restrictions on radio, television and other advertising media, FTC had attempted to require Alberty's Food Products Co. not only to state fully the limits of benefits to be derived from use of its Oxizor Tablets but also to call attention to what the product will not do.

Neither the appeals court nor Alberty's Products Co. denied FTC's contention that the firm should limit its claims of beneficial effect to the causes for which the product is helpful—in the case of Oxizor Tablets, simple iron-deficiency anemia—but the court said FTC was overstepping its powers when it required an advertiser to include additional negative statements regarding his product.

Cities Extensive Scope

Pointing out the ends to which these limitations could have been extended, Judge E. Barrett Pettyman wrote in the majority opinion:

Almost every advertisement of a food, drug or device, no matter how accurately described and carefully limited in its claims, would fall within the scope of the rule here sought to be established.

If it [FTC] has this power, it could, if it chose, require an advertiser of a breakfast food rich in iron to state not only that the food is good for those deficient in iron but also that iron deficiency is less frequent than other ills and that for these others the advertised food is useless.

Such power seems to us to be no less than the power to control the marketing of all such products, because, if particular advertisers, selected by the commission, can be required not only to state accurately the limited benefits of their products but also to call attention to what the products will not do, the effect on marketing is clear enough.

In commenting on charges against another Alberty product, the court majority ruled that the firm did not have to tell the public that the claims made for its Phos- pho B are made under the principles of the homeopathic school of medicine.

In the second case FTC last Monday charged Bristol-Myers Co. and Anahist Co. Inc. with using false and misleading advertising in selling their antihistamine cold products. The companies are charged with misrepresenting the therapeutic properties and effectiveness of their products in treating and preventing common colds. FTC's complaint also contends the firm's advertising is "deceptive" in regard to the safety of the products and that they "may be unsafe and produce injury or harm to the user."

The charges are directed against Bristol-Myers' Resistabs and Anahist Co.'s Anahist.

It was in regard to the "safety" of the products that the Food & Drug Administration entered the picture. Associate Commissioner George P. Larrick, in a statement, said that despite contents of FTC's agency has obtained no evidence that the two products are dangerous when taken according to label directions.

Deny Charges

Both companies denied the charges.

Robert R. Brown, vice president and general manager of Bristol-Myers, said the "allegations—and they are purely allegations—are completely erroneous and at vari- ance with the research of our company. All advertising of Resistab has been based upon clinical and scientific investigation."

On behalf of Anahist Co., Stanley Landon, executive vice president, said "every advertising claim we have made is backed by clinical evidence. ... Anahist does not claim to destroy the cold virus. It is directed only to the relief of the cold symptoms."

Both firms have 20 days in which to answer the FTC complaints.

FTC HIT

Court Modifies Negative Ad Statement Requirement

NEW TRANSMITTER and studio building housing WJER Dover, Ohio, had its formal opening and open house on March 4 with 1,020 visitors signing the guest book. Building was designed by WKJF (FM) Pittsburgh General Manager Charles E. Dewey Jr. WJER, licensed to Mrs. H. C. Greer, operates on 1450 kc unl. with 250 w., Frank Shaffer is manager.

AFA CONVENTION

List Additional Speakers

ADDITIONAL speakers for the 48th annual convention of the Advertising Federation of America, to be held May 31-June 2 at Detroit's Statler Hotel, were announced jointly last week by Elliott Shumaker, convention general chairman and general advertising manager, Detroit Free Press, and Elon G. Horton, president and general manager of the federation.

Added speakers include:


Other speakers, previously announced, include:


General theme of the three-day program will be "Advertising's Responsibilities in a Dynamic Market." Events planned include presentation of the winners of the national high school essay contest sponsored by the Federation, naming the "Advertising Woman of the Year," announcement of elections to the Advertising Hall of Fame and presentation of awards to Advertising Clubs.

Stanton-Storer Nuptials

ANNOUNCEMENT has been made of the engagement of St. Mary School March 18 of George B. Storer Jr., son of George B. Storer, president of the Fort Industry Co., to the former Joan Stanton of Birmingham, Ala. The ceremony took place in Birmingham's Independent Presbyterian Church. Mr. Storer Jr. is manager of WAGA-TV Atlanta.
CHARLES H. SMITH joins sales department of WCCO Minneapolis-St. Paul. He formerly was with BBDO, at whose office he had been active in radio and television counsel since June 1948. He joined CBS New York in 1950 as assistant to Frank Stanton, then research chief for network. Mr. Smith became supervisor of research for CBS owned stations and was market research counselor for network sales when he left to join BBDO.

WILLIAM C. O'DONNELL, new to radio, joins sales staff of KXOK-FM, Transit Radio station in St. Louis.

KSAN San Francisco appoints Western Radio Sales, Hollywood, as West Coast station representative.

FEN JOB joins CKEY Toronto as salesman, not commercial manager [Broadcasting, March 9]. Commercial manager of CKEY is JACK TURRALL.

FRANK ATLASS joins WBDM Chicago local sales staff after working at the Chicago Daily News.

VERNE W. BERNEKE, formerly with Video Varieties Corp., joins CBS-TV film syndication department as sales representative. He will service TV stations in promotion of local sale of CBS-TV syndicated film packages. He has been active in production and sale of live and film TV programs.

CKCR Kitchener, Ont., appoints Adam J. Young Jr., Inc., New York, as U.S. representative.

RICHARD ROTHLIN, formerly with Western Beet Sugar Producers Corp. San Francisco, joins sales staff of KRON-TV same city.

WILLIAM ENSIGN, eastern sales manager of Transit Radio, New York, to join ABC network sales department as account executive, effective April 2.

R-H REPRESENTATIVES Inc., newly organized station representative firm, appointed by WROK Rockford, Ill., to represent station, effective today, March 27.


JACK MEDEH, new to radio, joins sales staff of WIS Columbia, S. C.

NATIONAL BROADCAST SALES, Toronto and Montreal, station representative firm, admitted as associate member in Canadian Assoc. of Broadcasters.

RAYMOND TAYLOR, formerly traffic manager and supervisor of announcers at WGN Chicago, transfers to station's sales staff.

JOHN A. SERRAO, manager of network sales service, CBS Hollywood, is on eight-day trip to New York and Chicago in connection with taping of Bing Crosby shows in those cities. He returns March 30.

TR ADDS TRENTON
WTOA(FM) Feeds Transitcasts

ADDITION of Trenton, N. J., to the list of cities whose transit systems provide programs to passengers riding city busses, was announced last week by Transit Radio Inc., Cincinnati. Programming will be provided by WTOA(FM) Trenton. According to R. C. Crisler, executive vice president of Transit Radio, Trenton is the 22d community now having the service.

Contracts for the service were completed by Thomas Kerney, publisher of the Trenton Times which operates WTOA, and Rankin Johnson, representing the Trenton Transit Co., it was announced. Transit Radio said five receiving units are now installed and will operate for a period of 30 days, after which, if both sides are satisfied, the agreement becomes permanent for a five-year term. The Trenton Transit Co. operates a total of 179 vehicles and it is expected that 150 of them will be equipped in the near future, Transit Radio officials added.

In Buffalo you can go places fast with WGR

AND ITS HIGHER-THAN-EVER HOOPER RATINGS

EDGAR BERGEN • ARTHUR GODFREY • BOB HAWK • SUSPENSE
LUX RADIO THEATRE • MY FRIEND IRMA • BUDDY CLARK
LOWELL THOMAS • HALLMARK PLAYHOUSE • SING IT AGAIN. • REIL AH
DICK HAYMES • EDWARD R. MURROW
MR. & MRS. NORTH • THE GOLDBERGS
MR. & MRS. NORTH • ABE BURROWS
LUCILLE BALL • ABE BURROWS
MR. KEEN • CRIME PHOTOGRAPH
JOAN DAVIS • GROUCHO MARX
MR. CHAMELEON • DR. CHRISTIAN BING CROSBY • BURNS & ALLEN
EVE ARDEN • AMOS & ANDY
JACK BENNY • INNER SANCTUARY
RED SKELETON • HELEN HAYES
HORACE HEIDT • MYSTERY THEATRE
PHILIP MARLOWE • GANG BUSTERS • DINAH SHORE • GENE AUTRY
HIT THE JACKPOT • WE THE PEOPLE • VAUGHN MONROE • CONTENTED HOUR

Berlin's Scorer

NEWSCAST on WMOU Berlin, N. H., on March 19, designed to make citizens aware of fire danger, not only succeeded but also nearly disrupted daily life in the area. For a realistic seven minutes, the radio show depicted a forest fire raging out of control in the eastern half of Coos County. "Evacuation orders" given on the program to Berlin residents were carried out by nervous mothers. Boy Scouts offered aid at Fire Dept. stations; WMOU was swamped with more than 100 telephone calls, and the road north of Berlin was jammed some 30 miles with traffic.

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lonsberry
WHEN flying saucer allegedly flown by midget was reported sighted in Mexico, Alvin Perlmutter, promotion manager of WSOX Poughkeepsie, N. Y., had an idea. One thousand “teaser” cardboard saucers were thrown from an airplane at 9 a.m. one Saturday morning, bearing statement, “Greetings From Mars.” Front page publicity was given saucers that afternoon. At 3 p.m., two more airplanes dropped 4,000 more discs on city. Midget dressed in Mars costume spread discs from car window in town. Discs promoted 45 rpm records, saying they were “out of this world.” Each saucer bore one of WSOX’s call letters, and station announced that first 75 persons bringing in discs with all letters would receive prizes. Remote unit from station was set up in town to interview citizens about “visit from Mars.”

Farm Hour Brochure

LATEST promotion of WRAK Williamsport, Pa., describing WRAK Farm Hour is brochure mailed to 9,000 rural homes in Lycoming and surrounding counties in north central section of Keystone State. Brochure serves as introduction to WRAK’s farm director and to all special guests on program. Complete schedule also is included for benefit of farm folk who cannot tune in for entire hour. Last page is devoted to ABC shows to be heard on WRAK-AM-FM.

Radio Students Operate KILO

RADIO students and staff members of KFIJ U. of North Dakota outlet were given opportunity to completely operate KILO Grand Forks, N. D., commercial station for two days recently. Some 15 students took part in training program with one regular member of KILO staff on duty to give help and offer suggestions. Duties assumed ranged from riding the network schedule to preparing news broadcasts and children’s programs. Program was under supervision of Quentin W. Wely, instructor in radio at university and KFJM faculty advisor.

PIPE THE PITCH! . . .

DULUTH, MINN.—“No ‘tripe and keister’ stuff . . . it’s strictly on the legit,” says chute-snoot Otto Mattick, riding high on his rocketron tubojet. “I ain’t just whistling Dixie” when I tell you that the Duluth Superior Market is No. 1 in the nation’s 51st Food Market. Why not put KDAL to work for you on your next campaign?
INDIANA BASKETBALL MEET

Coy Cites Record Coverage by Radio, TV

By WAYNE COY

Chairman, PCG (as Told to BROADCASTING-TELECASTING)

WHAT MUST have been one of the heaviest concentrations of radio news coverage in the history of broadcasting marked the Indiana High School Basketball Tournament in Indianapolis on March 15.

There were 34 separate aural origins and one for television, feeding the press by-play simultaneously to a total of 50 AM and FM stations and two television stations out of Indiana's combined total of 70-odd.

By comparison, coverage of even the biggest world news events ordinarily is handled by a relatively small number of wiremen working on a pool basis.

The use of 30 separate feeds from the Presidential stand at Mr. Truman's inauguration in 1949 was hailed as an all-time record for coverage from that vantage point in the quadrennial event.

Radio Representatives

At the 15,000-seat Butler Field in Indianapolis, where the 1950 tournament was held, there were only a few "poles." Two entire couplets of seats were given over to the radio newsmen and their engineers. And the stations were charged nothing for the privilege, whether their broadcasts were commercial or sustaining.

The unprecedented—or at least rarely rivaled—demand for coverage was attributed to the various station's insistence upon using their own announcers. They had covered the teams all year, they explained, and their listeners would prefer to hear the home-town announcer on the job.

The Indiana Commissioner of High School Athletics, L. V. Phillips, accordingly opened the gates for all stations. His only stipulation was that, in deference to the teen-age audience and the nature of the broadcasts, there should be no advertising of alcoholic beverages for a half-hour before and a half-hour after the broadcasts of the tournament games.

Each station was allotted three seats—one each for a play-by-play announcer, a "color" man, and an engineer.

There were three games—two semi-final contests in the afternoon and the final at night.

In the first game Madison edged Marion 50-49 in the last 10 seconds of play. In the second Jefferson High School of Lafayette defeated New Albany 41-39 in an overtime period with a shot that was in the air when the final gun sounded. In the final Madison downed Jefferson 67-43.

Originating stations included New Albany High School's 10 w WNAS, an educational FM station.

The television originated was handled by WFPM-TV Indianapolis, which also fed WTTV (TV) Bloomington.

The follow aural stations carried the games (originating stations are marked with asterisks, and all stations are in Indiana unless specified):

*WJOB Hammond; *WOWO Ft. Wayne; *WLBC Muncie; *WHOT South Bend and WRM Warsaw;
*WIRE Indianapolis; *WGBP Evansville;
*WBIC Indianapolis; *WSBT South Bend; WCBN Cannelton and WTTW (FM) New Castle, WFMY (FM) Washington, WIKY Evansville,
*WSKK (FM) Shelbyville, WMU (FM) Crawfordsville, WMHJ (FM) Marion, and WRSW (FM) Warsaw.
*WASK Lafayette and WIMS Michigan City and WFAM (FM) Lafayette; *WTMH Terre Haute; *WIC Kokomo; *WISH Indianapolis;
*WKAL Ft. Wayne and WTRC Elkhart; *WWCA Gary; *WSD Evansville;
*WBAA Lafayette; *WSAL Logansport; *WGRJ Louisville, Ky.; *WTON Bloomington; *WAOV Indiana;
*WTTS Bloomington; *WEAO Evansville; *WBKV Richmond;
*WBBW Bedford; *WIND Chicago, Ill.; *WBOW Terre Haute; *WSOS (FM) Columbus and WITQ Jasper, WLOI La Porte, WICB Anderson and WLRP New Albany; *WIRU Anderson; *WFPM Indianapolis; *WTCL Tell City; *WXLW Indianapolis and WKYW Louisville, Ky.; *WISH Marion; *WNAS (FM) New Albany.

CANTOR HONORED

Gets One World Citation

ONE WORLD citation on behalf of the One World Award Committee was presented last Tuesday to Eddie Cantor, during his personal appearance at Carnegie Hall. The citation was presented by prominent radio personality, Mary Margaret McBride.

Recipients of the One World Award and the One World Citations for International Statesmanship will be named sometime next month.

Ellithorp Elected

J. S. ELLITHORP Jr., former executive vice-president of the Beech-Nut Packing Co., Canajoharie, N. Y., last week was elected president of the company. Mr. Ellithorp has been with Beech-Nut since 1917. Concurrently, W. C. Arkell, president since 1941, resigned to become vice chairman of the board.

WTIC Hartford, Conn., calls attention to its nighttime program lineup by buying time on WCCO daytimer in same city.
Winston Jolly, assistant public relations director at WGN Chicago, becomes traffic manager and supervisor of announcers at station. He succeeds Raymond Taylor (see Commercial).

Charles Payen, graduate of New England School of Radio, Bridgeport, Conn., joins WNLK Norwalk, Conn., as disc jockey.

Lee Stewart appointed to handle Hillbilly Frolic show on WHAT Philadelphia.

Dik Darley, KECA-TV Hollywood program assistant, promoted to post of director for station.

Frank Badders, formerly with WKY-C Covington, Va., joins announcing staff of WMBG Richmond, Va.

Felix Grant, disc jockey for WWDC Washington, takes over all-night Yaum Patrol show on station, replacing Alan Cummins, resigned.

Phil Berle, brother of Milton, joins KNBH (TV) Hollywood as producer.

Ruth Stone joins WIS Columbia, S. C., as member of program department replacing Helen Hill, promoted to music director. Virginia Dolan joins station's continuity staff replacing Betty Fellers, resigned.

Walter M. Luce, staff member of WJAX Jacksonville, Fla., resigns, effective April 1, to rejoin WWF Palatka, Fla., as disc jockey.

Ernest Iverson, known to radio listeners as "Ilm Jim," begins daily show on WCCO Minneapolis.

Terry Byron, named script writer for KECA-TV Hollywood Mamma Rose series.

Thomas J. Carson Jr., formerly with WSAM Saginaw, Mich., joins staff of WJW Cleveland.

Kal Ross, formerly with WPWA Chester, Pa., joins WPEN Philadelphia as disc jockey. Also joining station's staff in similar capacity are: Larry Brown, returning to WPEN from WVNJ Newark; Stu Wayne, formerly with KYW Philadelphia, and Sheri Horton.

Shirley Schutt transfers from ABC Hollywood continuity acceptance staff to same staff at KECA-TV Hollywood.

Virginia Lee Mitchell, joins continuity staff of KWK St. Louis, replacing Patricia Walsh, resigned because of ill health. Miss Mitchell worked formerly at WTMV East St. Louis.

John Wagner, assistant auditor at ABC Hollywood, promoted to auditor. Except for three years service with Army he has been with ABC and its predecessor the Blue Network since 1942.

Lloyd Fraser Tweedy joins staff of WDTV (TV) Pittsburgh. He formerly was associated with WARE, Ware, Mass., and WMNB and WMFM (FM) North Adams, Mass.

Charles Eoon, formerly instructor in television scenic and costume design and associate art director of Pasadena Playhouse, Pasadena, Calif., joins KTTV (TV) Los Angeles as production manager.

Bart Brown, formerly of CKRC Winnipeg, and CHAT Medicine Hat, joins Hollywood promotion staff of CKCK Regina.

Bob (Vaughn) Glassburn, cartoonist on Cartoon Comics, KRON-TV San Francisco, joins KRON-TV program department as floor director.

Wally Shubat, formerly of KFRC Brantford, joins CKOY Ottawa, as announcer.

Joseph W. Conn, director of operations for KTTV (TV) Los Angeles, named executive producer in program department. In new capacity he will oversee all directorial and production procedure.

Walter Phillips, disc jockey for WCPO Cincinnati, presented scroll by Patricia Stevens School of Models naming him "the disc jockey whose selection of music we most like to model to."

Don Otis today (March 27) starts two-hour Monday through Saturday record and interview program, Don Otis Show, on KLAC Los Angeles.

Harrise Brin, co-star of KECA-TV Hollywood "I'll Buy That," and Bob Fine, producer of TV show, were married March 16.

Hobart Grimes, member of WBBM Chicago staff orchestra, is the father of a boy born March 17.

Carolyn Gilbert, star of her own show on ABC-TV from Chicago, and James D. Fitzgerald have announced their marriage.

Daws Butler, of KTLA (TV) Hollywood Time For Beauty show, is the father of a girl.

Bill O'Connor, WGN Chicago sports announcer, is father of a girl, Kathy Dawn.

Milt Milner, director of programs for WTTW Coral Gables, Fla., and DON AANE, of WTVJ (TV) Miami, have announced their marriage.

George M. Cahan, KECA-TV Hollywood executive producer and Alice Talton, actors, were married March 16.

Bank Heads Ala. Group

Bert Bank, WTBC Tuscaloosa, has been elected president of the Alabama Broadcasters Assn., succeeding Howard E. Pill, WSFA Montgomery. Emmett Brooks, WEBJ Brewton, was elected vice president, succeeding Mr. Bank. Program Announcer, WUQA (FM) Tuscaloosa (U. of Alabama), was elected secretary-treasurer. Officers were elected at the spring convention held March 10-12. The association adopted a resolution commending BMI for its 10 years of service [Broadcasting, March 20].
SHOW PRIZE EXCHANGE
Robbins Proposes Trade of Spots for Products

EXCHANGE deal by which stations would pay for program prizes on a due-bill basis is proposed by Richard S. Robbins, merchandise consultant, 551 Fifth Ave., New York.

In a letter to stations, Mr. Robbins says the usual air mention for quiz programs is no longer "feasible." His fee for prizes is 15% of the retail value, payable as soon as shipment is received, he states.

Describing the plan, he declares that in exchange for prizes "you would give that manufacturer an equivalent value in spot announcements at your prevailing station rates, over an agreed period of time. The manufacturer would supply you with the copy he wished used or with transcription records, and affidavits of air time would be sent to him just as in a regular transaction.

"The manufacturer has the right to specify Class A or Class B time, but the actual hour in that class would of course be determined by the station. This is being done already on about 200 stations and being utilized by national manufacturers who would not otherwise buy time on these local stations. If you wish to receive prizes on this basis, send your letter of confirmation and your rate card, and we will add your station to the list which we are presenting our clients."


WOXR-FM Pickup

WOXR-FM New York announced last week it would continue indefinitely its feeding of its evening program schedule to WFMZ (FM) Allentown, Pa., a project begun on an experimental basis Feb. 1. The New York station said that WFMZ (FM) listener response was enthusiastic to the arrangement.

SOUTH BEND IS A MARKET—
NOT JUST A CITY—AND
WSBT COVERS IT ALL

South Bend is one of the biggest, richest, and most responsive markets in America. Its heart is two adjoining cities—South Bend and Mishawaka—with a combined population of 157,000. The entire South Bend market contains more than half-a-million people. In 1948, retail sales were over half-a-billion dollars!

WSBT—and only WSBT—gives you thorough coverage of this great market. Plus this, the rest of WSBT’s primary area gives you an additional million people whose retail purchases in 1948 amounted to $911 million.

You need the South Bend market. You get it—all of it—only with WSBT.

WSBT duplicates its entire schedule on WSBT-AM—at no extra cost to advertisers.
MORGAN NAMED
Is Senate Probe Legal Head

EDWARD P. MORGAN, an attor-
ney practicing before the FCC, will
head up the legal staff of the
Senate Foreign Relations subcom-
mitee looking into Sen. Joseph R. Mc-
Carthy's (R-Wis.) charges of
disloyalty by certain State
Dept. personnel. Mr. Morgan, a
member of the Washington law
firm of Welch, Mott and Morgan, and
also mem-
ber of the Federal Communications Bar Assn., has been ap-
pointed special counsel for the sub-
committees by its chairman, Sen.
Millard E. Tydings (D-Md.). In
that capacity, Mr. Morgan will serve as legal advisor and direct
the investigation and hearings
dealing with accusations.

A former chief inspector of the FBI in Washington before joining
the law firm three years ago, Mr. Morgan had served as assis-
tant counsel of the Joint Congressional Committee investigating
Pearl Harbor.

Nativist of St. Louis, he received his BA and MA degrees from
Maryville State College, Maryville, Mo., in 1934 and 1936 respectively,
and has his LLB and LLM from George-town U., in Washington, in
1939 and 1942.

Richard H. Gordon, executive vice
president, elected president of
World Video, New York. He
succeeds Henry S. White, who
joins CBS-TV March 27 but retains
stock interest. John Steinbeck
succeeds vice president, Wallace A. Ross, publisher of Ross Reports,
elected sales director. He acquires
stock interest in firm.

J. Donald Wilson, formerly ABC
New York vice president in charge of
radio and television programs, joins
Don W. Sharpe, Beverly Hills, Calif.,
radio and television package. He
will supervise production for firm.

World Broadcast System
announces expansion of contracts for
its service by WLOP La Salle, Ill.;
WKJG Ft. Wayne, Ind.; KTSW Emp-
dor, Kan.; WDLP Panama City, Fla.;
WBKB (TV) Chicago; WTMV East
St. Louis, Ill.; KIMV Hutchinson,
Kan.; WSFC Songseret, WSON Hend-
derson, WVJS Owensboro, all Ky.;
KMLB Monroe, La.; WBFY Baltimore;
WOOD Grand Rapids, Mich.; WIVK St.
Louis and KGHL Billings, Mont.

Ray Rice publicity office moves to
150 East 50 St., New York. Tele-
phone: Eldorado 5-0450.

Herald Beckjorden, former vice
president in charge of research for
AAA and member of executive staff
of Market Research Co. of America,
joins Facts Finders Assoc., New
York, as senior research associ-
ate.

VIDEO SCRIPT SERVICE Inc., syn-
dicated script program service for
independent television stations and
advertising agencies, formed in Holly-
wood. Offices are at 688 Hollywood
Blvd. Principals are Bob Stock,
formerly program promotion director
of firm, formerly was with Adal-
bach. Leroy E. Stock and David J.
Sachs. Robert Leder is New
York representative with offices at 956
Madison Ave. Firm offers service for
payment based on per show percentage
of station's rate card.

National Safety Council
announces film, "Easy on the Eyes,"
available from council in $16m sound
slidefilm and for 16cm sound-motion
projectors.

Harold Higgins Co. opens offices in
Gun harmony Bldg., 6055 Hollywood
Blvd., to handle special product
promotion. Mr. Higgins, head of
firm, formerly was with Adal-
bach, Wenland & Assoc., Los Angeles
adver-
tising agency.

Henry A. Gillespie, David B.
Rogers and William T. Davies
appointed southeast, northcentral
and southwest field sales representa-
tives, respectively, for RCA's Theatrons.

Associated Program Service,
New York, has prepared "Associated
Program Manual," booklet made up of
merchandise, program notes and
promotion-publicity sections. Service
is given to subscribers. Firm an-
nounces three new shows featuring
Vic George, Mindy Carson and
Evelyn Knight. Shows are 18-minutes,
thrice weekly. Westminster Choir of
Westminster Choir College signed to
record exclusively for firm's library
service.

Equipment
R. C. Dove, with RCA Victor for past
four years, and H. V. Somerville,
with company since 1929, appointed
operating assistant to vice president
and technical assistant to vice presi-
dent, respectively.

Harry S. Gould, former merchan-
dizing executive for Magnavox Co. and
Yale & Towne Mfg. Co., joins John
Meck Industries Inc., Plymouth, Ind.,
as director of merchandising.

Henry Goldsmith named national
sales manager of Jackson Industries
Inc., Chicago. He will supervise all
advertising and promotion. He has
worked for Jackson Industries for the
past six years.

North-American Recording Co.
moves to new Chicago address, 100
E. Ohio St., Room 436. Telephone:
Delaware 7-1644. George Tasker is
manager.

RCA (Laboratory Division) sets up
Industry Service Laboratory at 1560
N. Vine St., Hollywood. New lab will
offer engineering service to
manufacturers and others licensed by
RCA.

Gem City Appliance Co., Dayton,
named distributor of Stewart-Warner
radio and television products in seven
Ohio counties. Urban F. Gochoel is
president and treasurer.

'MERCY' TRIAL
Covered By Granite Network

Extensive radio coverage of the so-called "mercy killing" trial of
Dr. Hermann N. Sander, 41-
year-old Candia, N. H., physician,
who was acquitted of first degree
murder March 3, has been reported
by the Granite State Network.

With full-time broadcast lines into
the Manchester courthouse, the
network reported it went on the air
three times daily with resumes by
Norm Bailey of trial testimony.
The programs were heard over the
network's W K B R Manchester,
WTSV Claremont, WWII Nashua
and WWNH Rochester.

In addition to straight news
broadcasts, Mr. Bailey also inter-
viewed members of the press, both
from this country and abroad, who
were assigned to cover the trial.

Connie Stackpole, the network's
home economist, interviewed promi-
nent women visitors including
Novelist Fannie Hurst. After the
"not guilty" decision was made
known, interviews were made with
Dr. and Mrs. Sander and the prose-
cutig and defending attorneys,
the network reported.

Broadcasting activities of what
New Britain, Conn., are extended to
24 hours per day.

Salesmen!
For Big Results
In This Big Market
Use The BIG Station!

SALESMEN!
For Big Results
In This Big Market
Use The BIG Station!

Broadcasting • Telecasting
Advertising's Role Detailed

Advertising's role in plans for the forthcoming 17th decennial census, slated to get underway next Saturday, was detailed last week by the Advertising Council in New York City.

Simultaneously, Dr. Roy V. Peal, newly-confirmed director of the Census Bureau, outlined major highlights of the census project which includes provision for radio and TV set counts in living units throughout the U. S. Dr. Peal held his first news conference at council headquarters Wednesday.

Radio and television campaigns get underway today, with spots to be aired by the four major networks and by individual stations throughout the country. The next three weeks census radio announcements are part of the council's work regional or spot allocations plan.

TV Plans

Filmed 20-second announcements, prepared by Benton & Bowles Inc., which volunteered to handle all material for the census advertising phase, are being made available to TV stations. Prop material includes sample forms used by census enumerators, their identification cards and photographs of American towns and cities. In addition, census-takers are available for guest appearances on TV programs. Radio-TV material stresses that all data given enumerators is "confidential."

The council's census campaign,

Technical

ROSS H. BEVILLE, chief engineer of WWDC-AM-FM Washington, nominated as candidate for mayor of Takoma Park, Md.

RICHARD ECKLES, chief engineer of WKAN and WKLX (FM) Kankakee, Ill., is the father of a boy.

PHILCO Corp.'s feedback-type microwave repeater for use in communication networks now being manufactured on production basis, company announces.

CHNS
HALIFAX NOVA SCOTIA

A CAPITAL Station
In A CAPITAL City gets
You CAPITAL Results!

Ask
JOS. WEED & CO.
350 Madison Ave., New York

P. S. We now have our 5000 Watt Transmitter in operation!

Stanley E. Baldwin

STANLEY E. BALDWIN, 68, a founder and first manager of WTAM Cleveland, then owned by the Willard Storage Battery Co., died March 19 in Cleveland. Mr. Baldwin joined Willard in 1920 and was its advertising manager when he and two others founded the station, operating it on storage batteries. From 1930 until his retirement in 1947, he served as Willard's director of merchandising.

John A. Parker, formerly with WLVA Lynchburg, Va., joins WTRR Sanford, Fla., as sports director.

James Willerton, new to radio, joins news department of KXOK St. Louis in part-time capacity.

Les White joins CKNW New Westminster, B. C., as night news editor.

Art Hedges, assistant news director of WPTF Morrisville, N. C., is the father of a girl, born March 17.

Sam Molen, sports director of KMBC-KFRM Kansas City, Mo., was honorary coach of East Central Oklahoma College basketball team during National Assn. of Intercollegiate Basketball tournament. Team members and Mr. Molen were visited by Bob Hope.


March 27, 1950 * Page 49
Happy With Day-Only

EDITOR, BROADCASTING:
WEOK has made money every week since going on the air—so we'd rather you ask Mr. Suggs (WMGY) to speak only for himself when he talks of daytime stations losing money. [OPEN MIKE, March 6].

We're happy with the FCC, the NAB and all other commissions and organizations with which we are affiliated or do business. It's our thought that station owners would do much better to concentrate on programming and sales rather than spending so much valuable time getting angry with this person or that organization.

We appreciate our daytime only franchise. We wouldn't want a fulltime station in this TV infested area. After doing a good radio broadcasting job during the day we like to go home at night and watch our favorite TV program on one of the seven TV channels available to us.

In our area the folks have radio ears daytime—and TV eyes nighttime. WEOK is going ahead with the business of informing and entertaining our listeners and getting top notch results for our advertisers who pay us more than enough money to make ends meet.

Put us on the list of those who appreciate our daytime only license.

H. W. Cassill
President
WEOK Poughkeepsie, N. Y.

WCON Profitable

EDITOR, BROADCASTING:
Your article, "Cox-Howell merger" [BROADCASTING, March 20], stated: "It is understood the radio properties barely broke even in 1949." In the preceding paragraph, you stated: "WCON began in 1947, and is managed by David Carpenter."

WCON had a very profitable 1949. With allowances for the cost of special engineering, the station compared favorably with any in its class in the South.

I came here in August 1947 and have hired every person on the staff. We have more local and Atlanta-placed regional business than any other Atlanta station.

The February Hooper Share of Audience shows that we lead all stations in the morning and are showing steady improvement in all other periods. We have built and sold more live shows than this town's seen in many a day.

David Carpenter
General Manager
WCON Atlanta, Ga.

[EDITOR'S NOTE: BREACASTING: Regrets the inference that WCON was not a money-maker. It's understood the station did in excess of a half-million dollar gross in 1949, with net in the $50,000-$60,000 category, exclusive of heavy AM engineering expenses and installation of TV plant and equipment.]
### National Nielsen-Ratings Top Programs

**FEBRUARY 5-11, 1950 NIELSEN-RATING**

<table>
<thead>
<tr>
<th>Current Rank</th>
<th>Previous Rank</th>
<th>Program</th>
<th>Current Rating</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>My Friend Irma (CBS)</td>
<td>7,267</td>
<td>18.5</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>Bob Hope (NBC)</td>
<td>7,188</td>
<td>18.3</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>Adventure (CBS)</td>
<td>6,914</td>
<td>17.5</td>
</tr>
<tr>
<td>4</td>
<td>5</td>
<td>The Lone Ranger (ABC)</td>
<td>6,380</td>
<td>16.9</td>
</tr>
<tr>
<td>5</td>
<td>7</td>
<td>The Life (CBS)</td>
<td>6,285</td>
<td>16.6</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>The Big Screen (CBS)</td>
<td>6,099</td>
<td>15.5</td>
</tr>
<tr>
<td>7</td>
<td>8</td>
<td>The Green Pastures (CBS)</td>
<td>5,971</td>
<td>14.8</td>
</tr>
<tr>
<td>8</td>
<td>10</td>
<td>The Bob Hope Show (CBS)</td>
<td>5,971</td>
<td>14.8</td>
</tr>
<tr>
<td>9</td>
<td>9</td>
<td>The Grand Ole Opry (CBS)</td>
<td>5,971</td>
<td>14.8</td>
</tr>
<tr>
<td>10</td>
<td>12</td>
<td>The Big Screen (CBS)</td>
<td>5,971</td>
<td>14.8</td>
</tr>
</tbody>
</table>

**WEKNIGHT (Average For All Programs)**

<table>
<thead>
<tr>
<th>Day</th>
<th>Program</th>
<th>Current Rating</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>MONDAY</td>
<td>The Honeymooners (NBC)</td>
<td>6,521</td>
<td>16.6</td>
</tr>
<tr>
<td>TUESDAY</td>
<td>The Beverly Hillbillies (CBS)</td>
<td>6,481</td>
<td>16.5</td>
</tr>
<tr>
<td>WEDNESDAY</td>
<td>The Phil Silvers Show (CBS)</td>
<td>6,436</td>
<td>16.4</td>
</tr>
<tr>
<td>THURSDAY</td>
<td>The Red Skelton Show (CBS)</td>
<td>6,285</td>
<td>16.0</td>
</tr>
<tr>
<td>FRIDAY</td>
<td>The Bob Hope Show (CBS)</td>
<td>6,099</td>
<td>15.5</td>
</tr>
</tbody>
</table>

**EVENING, MULTI-WEEKLY (Average For All Programs)**

<table>
<thead>
<tr>
<th>Day</th>
<th>Program</th>
<th>Current Rating</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>MONDAY</td>
<td>My Friend Irma (CBS)</td>
<td>7,267</td>
<td>18.5</td>
</tr>
<tr>
<td>TUESDAY</td>
<td>The Bob Hope Show (CBS)</td>
<td>5,971</td>
<td>14.8</td>
</tr>
<tr>
<td>WEDNESDAY</td>
<td>The Red Skelton Show (CBS)</td>
<td>6,285</td>
<td>16.0</td>
</tr>
<tr>
<td>THURSDAY</td>
<td>The Bob Hope Show (CBS)</td>
<td>5,971</td>
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</tr>
<tr>
<td>FRIDAY</td>
<td>The Bob Hope Show (CBS)</td>
<td>5,971</td>
<td>14.8</td>
</tr>
</tbody>
</table>

**CBS Affiliates Suit**

CBS filed a motion to dismiss a $223,000 damage suit Wednesday in Federal District Court, Chicago, and was given five days in which to file a supporting brief [Broadcasting, Mar. 20]. Salt River Broadcasting Co. (for KUTC Tucson and KOY Phoenix) is suing the network for money damages allegedly sustained after the affiliation contract was cancelled Jan. 1.

**Upcoming**

- **March 28:** American Marketing Assn., Hotel Shelton, N. Y.
- **March 29:** National Premium Buyers' Exposition, Stevens Hotel, Chicago.
- **March 31-April 1:** South Dakota Broadcasters Assn., Hotel Lowsler, Mitchell, S. Dak.
- **April 1-2:** Eastern Conference Advertising Federation of America Women's Advertising Clubs, Sheraton Belvedere Hotel, Baltimore.
- **April 4:** Radio Pioneers Club annual dinner, Ritz Carlton Hotel, New York.
- **April 12-13:** NAB convention, Stevens Hotel, Chicago.
- **April 13-14:** Unaffiliated Stations Convention, April 13.
- **April 13:** FM Stations Conference, April 14: Management Conference, April 13-14.
- **April 15:** New England Radio Engineer meeting, Somerset Hotel, Boston.

### Sesac Script Service

**---STEPS UP SALES!---**

**Continuity shows that bring you $ $ $ !**

Quality scripts in quantity Highlighted by music of lasting value from the SESAC Transcribed Library.

Many of these superior scripts come in complete series of 39 shows... additional scripts for holidays and special events.

Sponsored coast to coast!

Hundreds of outstanding American Folk—Band—Colony—Religious—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!
Network Accounts

(Continued from page 18)

last half of Arthur Godfrey Talent Scouts simulcast on CBS and CBS-TV. Ruthrauff & Ryan, New York, is agency for Frostre. Young & Rubicam, New York, handles other Lipton products.

MILES LABS, Elkhart, Ind. (Alka Seltzer, One-A-Day vitamins), starts alternating week instead of weekly sponsorship of Quiz Kids on NBC-TV (Friday, 7 to 7:30 p.m. CST) starting June 2 for June, July and August. NBC expects to keep remaining of show sustaining. Miles plans to return to weekly schedule in fall. Agency: Wade Adv., Chicago. Miles Labs, also Ind., through Wade renew sponsorship of Monday, Wednesday and Friday broadcasts of Edwin C. Hill, ABC news commentator, heard Monday-Friday, 7-7:05 p.m. EST. New schedule is for 22 weeks and is effective April 3.

PETER PAUL Inc., Naugatuck, Conn. (sandy), will begin sponsorship April 15 of Buck Rogers over 15-station ABC-TV network, Saturday, 7-7:30 p.m. (EST). Initial contract is for eight weeks. Agency: Maxon Inc., New York.

Adpeople • • •

R. M. JUDD, with Campbell Soup Co., Camden, N. J., for 25 years, appointed to newly created position of general advertising manager. H. M. STEVENS, formerly with Lever Bros., appointed advertising manager of soups, and J. R. JOHNSON, formerly assistant to advertising manager, appointed advertising manager of Procter-American products.

FRANK M. ROGERS appointed sales manager of Elgin American, Div. of Illinois Watch Case Co. He has been with company since 1946, and assistant sales manager since 1947. Firm places business through Russel M. Seeds Agency, Chicago.

LEE PHARMACAL Co. combines with OGLIVIE SISTERS, hair beauty products, company, to form OGLIVIE SISTERS-LEE Inc., which will produce new home permanent and hair color set. Lee Pharmacal also will be exclusive retail and agency agents for all Oglevite Sisters products. JOHN A. ROOSEVELT is president and RAYMOND LEE, chairman of board of Pharmacal Adverting agency to handle new product not yet appointed.

ROBERT G. SPEARS, formerly product manager of Standards Brand Inc., appointed vice president and general manager of Jelke Good Luck Products Div., Lever Bros.


WFIL Cuts

(Continued from page 20)

vertising medium. WFIL's new rate structure is based on this thinking.

In the meantime, the station announced, it has completed a move to strengthen WFIL's nighttime radio schedule while attracting new business. This has been done, Mr. Clipp said, by revising the evening program lineup and scheduling a number of "low-cost transcribed shows" providing increased revenue for the station and giving large savings to the sponsors.

To make room for the low-budget packages, Mr. Clipp said, the station discontinued about six hours of local and network sustaining broadcasts weekly. Only two of the 12 newly-scheduled programs remain unsold, he said.

PACIFIC GROUP

XL Stations Meet at Spokane

PACIFIC Northwest Broadcasters, which is comprised of the eight XL stations, held its second meeting of 1950 in Spokane March 18-19. All of the XL stations were represented except KXL Ellensburg, Wash.

Managers attending were: Ernie Neath, KXLA Boise, Pat Hatton, KXKL Great Falls, Barclay Craighead, KXJL Helena, Arne Anjon, KXLF Butte, Pat Goodover, KXLL Missoula, all Montana, and Bryan Woolost, KXLY Spokane, who acted as host. Also present were Jimmy Mount, sales manager of KXL Portland, Ore.; Tracy Moore, West Coast sales manager, and El Crane, manager of Pacific Northwest Broadcasters. Between business sessions, the members visited Sears Farm Store where KXLY helped conduct a three-day sale.

PEGGY LEE (3d l), songstress and author of hit tunes, who got her start at WDAY Fargo, N. D., in the late 30's, and her husband, Dave Barbour (4th l), are greeted at the airport on their arrival to pay a visit to WDAY. The group includes (l to r) Ken Kennedy, WDAY program director; Mrs. Kennedy; Peggy Lee and Mr. Barbour, Earl C. Reinke, president and general manager of WDAY; Mrs. Reinke; Bill Mahler, WDAY announcer, and Glenn Flint, news editor.

Agencies

(Continued from page 11)

SLADE, formerly writer and producer with KSTP-AM-TV St. Paul, and before that with WBBM Chicago and WJW Detroit, also joins radio-TV staff of agency.

CARRETT HOLLAHAN joins San Francisco office of Brissacher, Wheeler & Staff as radio-TV director. He was formerly commercial program director for KARM Fresno, Calif., and before that radio director of Beverly Hills office of Lendenfeld & Schell, producer at ABC New York, radio director of Chicago office of Erwin, Wasey & Co. and assistant to vice president in charge of program department of World Broadcasting, New York.

RUTH SMITH, formerly with Knox-Reeves, Minneapolis, joins copy department of Kenyon & Eckhardt, New York.

ROBERT SHULER of Young & Rubicam Inc., New York, is in Hollywood in connection with filming of Silver Theatre television series at Jerry Fairbanks Inc.

MAURICE LIONEL HIRSCH Co., St. Louis, elected to membership in American Assn. of Advertising Agencies.

WASSER, KAY & PHILLIPS Inc., Pittsburgh, moves to new offices in Clark Bldg., effective April 1. Company was formerly Pete Wasser Co.


RRN RELAYS

Permits FM Quality—Hanna

RURAL RADIO (FM) Network in New York is operating the largest radio-relay network in the country, Michael R. Hanna, general manager of RRN and of WHCU-AM-FM Ithaca, N. Y., said last week.

The operating efficiency and standards of the system—which conveys regular programming to an 11-station network using only radio-relays—"permits the entire capabilities of FM quality to be realized," Mr. Hanna said.

His statement on the technical worth of the radio-relay system was made to clarify reports last week in Broadcasting, that a projected deal for the RRN to carry broadcasts of Yankee baseball games had fallen through because the Yankee management had questioned the practicability of radio-relay feeds.

The Yankee question did not arise in respect to the technical competence of radio-relay. What the baseball officials had questioned was whether it might not be more desirable to use lines which could carry closed-circuit information to participating stations preceding the games. Radio-relay, of course, does not permit closed-circuit distribution.

WFGM DEDICATED

Formal Ceremonies Are Held

FORMAL dedication of WFGM Fitchburg, Mass., was held on Feb. 25, 10 days after its opening broadcast day.

Ceremonies featured a dedicatory broadcast and open house. Speakers included State Senator George W. Stanton, Mayor Peter J. Levanti and Police Chief Carlisle F. Taylor, all of whom were introduced by Program Director Edward J. Penney. Owned and operated by the Wachusett Broadcasting Co., WFGM is assigned 1 kw daytime on 1580 kc.
announced [BROADCASTING, March 20], a talk by Maurice B. Mitchell, director of Broadcast Advertising Bureau. His topic is "Selling the Program," and will be included in a discussion on development of new program resources. Final event Sunday afternoon will be a sports clinic with Patt McDonald, WWHM Memphis, as director.

Tentative agenda for the Monday morning FM meeting, to be chaired by Matthew H. Bonebrake, KOY-FM Oklahoma City, chairman of the FM Committee, includes Howard Lane, WWJD Chicago and Field Enterprises Inc. and retiring NAB board member, on "Functional Music"; Chet L. Thomas, KXOK St. Louis and president of Transit Radio Inc., on "Transit Radio—A Retail Medium"; Stanley Jossip, president, Storecast Corp. of America, on "Advertising's Biggest Challenge to Radio and How FM Will Meet It"; Mr. Bonebrake on "FM Networking," Edward A. Wheeler, WEAW Evanston, Ill., on "FM's Special Services, How to Use One or All."

Duplication Question

Merrill Lindsay, WSOY Decatur, Ill., retiring NAB director for small stations, will discuss "Why I Duplicate." Robert Dean, KOTA Rapid City, S. D., will take the opposite position and discuss "Why I Do Not Duplicate." Winding up the FM meeting will be an FM panel including Messrs. Lane, Thomas, Dean, Jossip, Lindsay and Bonebrake; Everett L. Dillard, WASH (FM) Washington, retiring NAB board member for FM; Frank U. Fletcher, WARL-FM Arlington, recently re-elected a NAB board member for FM; Victor C. Diehns, WAZL-FM, Ft. Walton, Fla.; Josh Horne, WEC and WFMA (FM) Rocky Mount, N. C.

Convention week opens Wednesday April 20 with the registration for the annual NAB Engineering Conference [see BROADCASTING, March 15, for complete agenda]. Winding up the engineering meetings will be the annual NAB-FCC Roundtable. The annual equipment exposition

1930—1950
20th Anniversary Year

46.0

"HOOPER"*

*(average 3 periods a week, 1950)

proves the best buy
in

DANVILLE, VA.

is

WTBM

5kw (d) A BC 1kw (n)

Rep: HOLLINGBERY

BROADCASTING • Telecasting

GOV. Herman Talmadge of Georgia (r) congratulates Frank White, president of MBS, after Mr. White received a commission as lieutenant-colonel on the governor's staff. The presentation was made March 17 when Mr. White was in Atlanta to conduct a meeting of MBS affiliates.

COINAGE PLAN

Propose 2½, 7½ Cent Pieces

PROPOSED minting of 2½ and 7½-cent coins met mixed reception last week at a hearing before a Senate Banking & Currency subcommittee, which is considering a series of bills. Fate of the proposal is of unusual interest to several major radio advertisers dealing in soft drinks and other low-priced products.

Edward Walsh Mehren, Beverly Hills, Calif., appeared on behalf of the American Institute for Intermediate Coinage, of which he is chairman. He also is president of Squirt Co., Beverly Hills soft drink manufacturer.

Mrs. Nellie Taylor Ross, director of the U. S. Mint, opposed the plan and said every cash register would be outmoded. No condition now exists which would justify such coins, she testified, adding "How would you make change for a 3-cent stamp if you paid for it with a 7½-cent piece?"

Change Reply

In reply, it was explained that this change could be made with two pennies and a 2½-cent piece.

Mr. Mehren explained the institute is a non-profit organization backed by a number of business and industrial leaders. Soft drink purveyors, he said, want to raise prices but the public doesn't like to pay two coins for a drink and the next step above a nickel is a dime.

Inflationary trends since World War II have aggravated the need for intermediate coins, he said, suggesting effects of inflation "will remain with us in the establishment of a permanent new economic base." He declared the new coins will eliminate waste in the distribution process and promote efficiency.

A saving of $5 billion to $8 billion a year is possible, he said. In the case of the 20 billion bottles of soft drinks sold annually the public would be saved $516 million, he said. Similar savings were cited for beer and coffee as well as transit services. Other savings would be found in sales and luxury prices as well as through split-cent pricing, he contended.

Hearings on the coinage pro-

MUTUAL BASEBALL

Florida Group Hears White

EXECUTIVES from 10 Mutual affiliates in Florida have met with the network's president, Frank White, to hear details of the proposed MBS major league baseball broadcasts. The session was held March 20 in Ft. Pierce.

Mr. White, accompanied by E. M. Johnson, Mutual vice president, and Charles Goodwin of its station relations department, outlined the background for "Game of the Day" broadcasts which start April 18 [BROADCASTING, March 13].

The trio also presented a general discussion of sales techniques for local cooperative sponsorship of the games.

Arrangements for the event were handled by Doug Silver, co-owner-manager of host station WIRA Ft. Pierce. O. H. Peacock, co-owner of WIRA, took the Mutual officials deep sea fishing on his yacht the following day.

Those attending the session included:

Mr. Silver, Kingsley Butt and Doug McDowell, WIRA Ft. Pierce; Reggie Martin, WNHP Jacksonville; Robert S. Novak, WVLC Fort Lauderdale; WNNL-Keland; A. Frank Ratzenrette, WKAT West Palm Beach; T. J. Gilchrist, WPTM Orlando; J. Allen Brown, WLOF Orlando; Jack Faulkner and Herb Anderson, WTSF St. Petersburg; Joseph S. Field, WIOD Miami Beach; Larry Radding, WISP Winter Haven.

SIXTEEN CBS network shows per week have been switched from New York to Washington, bringing total of Washington CBS stations to 30, aired from WTOP studios after April 3.

Bigger by 120,590 (18.5% MORE) listening families in the daytime and 112,780 (18.1% MORE) listening families at night than in 1946 . . . .

. . . WFIL is the only Philadelphia network station to show audience gains both day and night in BMB's 1949 survey.

WFIL has increased its actual listening audience by half a million people—both day and night—since 1946. Progress with Philadelphia's most progressive station. Right now, in 1950, WFIL will work night and day to carry your sales message to the largest BONUS AREA in BMB's Philadelphia Report.

Better Buy WFIL . . . A BETTER BUY THAN EVER . . .
Richards Probe

(Continued from page 21)

he labels his opinions as such.”

In response to Mr. Fulton’s de-
mand that he produce complaints
received by KMPC from listeners,
which he was unable to do, Mr.
Roberts said he believes news can
be cleverly “slanted” so that lis-
teners would not be aware of the
fact and the thought desired “sub-
consciously registered in their
minds.”

Further Revelation

Under cross-examination, Mr.
Roberts said that in direct opposi-
tion to Mr. Richards’ instructions,
David Lillenthal and Bernard
Baruch were not always given the
worst end of the deal in his broad-
casts.

Objecting to what he termed Mr.
Fulton’s attempt to “ smear” Mr.
Roberts, FCC chief counsel said the
newscaster was not on trial and was
not the complainant in the case. Radio News Club was, he re-
marked.

At the conclusion of Monday’s
hearing, Mr. Fulton questioned the
newsmen about files purportedly
belonging to Mr. Richards, and
cautioned that if he had certain pa-
ers, it was illegal and criminal.

Charges by Mr. Ford that Mr.
Roberts was being “intimidated”
and “impeached” by defense coun-
sel highlighted the Tuesday ses-

This developed when Mr. Fulton
proposed that FCC chief counsel
join him in requesting an official
investigation into possible perjury,
threat of documents, fraud and false
statements before a federal agency
by Mr. Roberts.

Mr. Fulton questioned the wit-
ness at length on a promotional
broadcast he had made for Davis
Motor Co. of Van Nuys, Calif.,
shortly after he left KMPC in 1948.

Released over four California
stations via transcription, the broad-
cast was “strictly advertis-
ing,” Mr. Roberts maintained when
questioned as to whether every
statement in it was true. Pressed
on one statement in particular, he
said he did not know for certain
whether it was true any more than
he would know “absolutely” about
the complete truth of any com-
mercial he might be handed to read
on the air. Mr. Fulton contended Mr.
Roberts had described a small plant
as “massive.”

Davis Co. Issue

Under further questioning, Mr.
Roberts testified that he was aware
of the recent Davis Co. probe and
that he was also “cooperating with
the district attorney.”

“Then,” said Mr. Fulton, “I now
invite counsel for the Commission
to join me in asking the examiner
to send to the district attorney of
Los Angeles County a transcript of
all Mr. Roberts’ testimony for in-
vestigation of possible perjury in
this proceeding, possible theft
of documents, possible fraud, and
possible violation of federal statutes
against making false statements in
a matter within the jurisdiction of
a federal agency.”

Mr. Ford angrily rejected the
invitation, charging this action was
an “attempt to smear the witness.”

“This is slander in cross-exami-
nation,” he said. “Counsel has an-
nounced he is trying to impeach
this witness and he has had five
days to do it.”

Charges Intimidation

At Mr. Fulton’s request that Ex-
aminer Johnson send a transcript
of Mr. Roberts’ testimony to the
Los Angeles County district attor-
ny, Mr. Ford again exclaimed:

“Counsel is trying to intimidate
this witness. This is highly im-
proper. I object to this motion and
move it be stricken from the rec-
ord.”

Mr. Fulton again interrupted
with an offer to strike out all of
Mr. Roberts’ testimony so the Com-
mission “ won’t be in the posi-
tion of vouching for this witness.”
More words followed between
Means, Fulton and Ford when Mr.
Fulton’s counsel claimed the with-
tries introduced by FCC were property
of the station. Mr. Fulton, after
securing them for use in question-
ing, refused to turn over the with-
ties because it was specified they
belong to KMPC and should re-
main in his possession when not
being used by the FCC examiner.
Examiner Johnson finally ordered
scripts returned to Mr. Ford with a
stipulation that both parties should
have free access to all records at
all times.

Personal Criticism

Mr. Roberts during earlier cross-
examination admitted he expressed
personal criticism of the Republic-
ian controlled 80th Congress in
1948, “contrary to Richards’
orders.” He also said he praised the
Republicans when he felt they were
right.

Beginning a brief redirect ex-
amination of Mr. Roberts, FCC
chief counsel was sustained in a
motion to strike from the record
Mr. Fulton’s motion that the wit-
ness be investigated further.
Under redirect examination, Mr.
Roberts read broadcasts he made
concerning Gen. Douglas Mac-
Arthur for which he claims to have
been fired from KMPC because they
were not wholly complimentary
in accordance with Mr. Rich-
ards’ orders.

Lauds Richards Stations

COMMENDATION of the public
service achievements of the G. A.
Richards stations was voiced in a
March 16 letter to FCC Chairman
Wayne Coy from Clyde A. Lewis,
national commander-in-chief of the
Veterans of Foreign Wars. The
letter, in part, stated “ . . . the
three stations, particularly WJR
Detroit have always rendered ex-
tional public service support to
the patriotic and Americanism
projects of the VFW. . . . It is my
opinion that stations are judged
by the public service they perform
rather than the private utterances
and notes of the principal stock-
holder.”

Sets Near 89 Million

(Continued from page 19)

sion of factories not members of
RMA, the total number of FM sets
produced is estimated as of the
present date to be over 5,000,000.
This total includes TV sets with
FM-band tuners.

In the joint NAB-RMA analysis
it was found that 14,500,000 radio
and television sets were purchased
in 1948. Home radio sets accounted
for 7,956,000 of the total, with an-
other 3,964,000 auto radios and
2,594,000 TV sets. The sales fig-
ures, of course, are below the actual
factory production which consisted
of 7,500,000 radios and 3,000,000
TV receivers, with differences ac-
counted for by dealer-distributor
stocks.

Last year 78% of all cars manu-
factured were equipped with ra-
dios, a total of 3,064,000 sets that
went into autos.

Average for `48-`49

Average number of radio sets, in-
cluding TV, was 1.70 per home at
the end of 1949, the same average
as that found for 1948. The ratio of
auto sets to cars hit a peak of
88% in 1947 before dropping to the
78% figure for 1949. However,
a million more auto sets were turned
out in 1949 than in 1947.

In the process of compiling the
NAB-RMA figures it was found that
some unofficial estimates of the
total number of radio homes had
been based on misunderstanding
of U. S. Census Bureau data.

The Census Bureau estimates
there were 42,843,000 families in
the United States as of Jan. 1, 1950.
It figures that 95% of these fami-
lies have radios, a total of 40,701-
000 radio homes. The bureau’s esti-
mate of radio saturation in 1948
was 94.2% of homes.

Radio-home estimates ranging
as high as 45,000,000 are believed
to have been computed on a Census
Bureau estimate of 42,000,000 hous-
ing units, but this 45,000,000 figure
covers all dwellings whereas only
42,843,000 are actually occupied by
families.

The Federal Reserve Board esti-
mates there are 50,000,000 “spending
units” in the United States, com-
pared to 42,843,000 families, but
this spending unit figure is based on
the number of persons of working
age and it does not allow for families
having more than one wage earner,
according to board officials.
Dwindling returns casting a shadow?

See Daylight with Du Mont Daytime Television

Move to the sunny side of the street with Du Mont Daytime Television—modest in time and talent casts, astentatious in results. Daytime television is Du Mont's baby. And Du Mont can show you how to apply it locally or on a network basis, on budget appropriations you can look at without wincing.

America's Window on the World
515 Madison Avenue, New York 22, N. Y.
Phone: Murray Hill 8-2600

Copyright 1950, Allen B. Du Mont Laboratories, Inc.
What's New in Television? Take a Look at WPTZ!

Hollywood Playhouse

the Newest and Most Economical Buy in Television!

THANKS to "Hollywood Playhouse", Philadelphia area television families are watching a full length, feature movie every afternoon. Naturally, it's on WPTZ—another Philadelphia first on Philadelphia's first station.

The 700 or so theatres which run daily matinees in our area attest to the fact that Philadelphians like movies, day or night. And a review of Pulse over the past year shows that feature films on television have averaged a rating of 17.3.

Musicals, detective stories, comedies, dramas now are served daily in thousands of television homes via WPTZ at 2:00 o'clock. Philadelphians like movies and "Hollywood Playhouse" is your calling card to these thousands and thousands of customers.

We don't mean for one visit a day, or two, or three, but six messages each day—all for the price of a single participation! Yes, it's WPTZ's new six-for-one "Hollywood Playhouse" package. It's hour long coverage for the cost of a spot! It's the newest and most economical buy in television.

For full information on this "plus" program, drop us a line here at WPTZ or see your NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1600 Architects Building Philadelphia 3, Penna.
Telephone: Locust 4-2244

WPTZ FIRST IN TELEVISION IN PHILADELPHIA
COLOR WINDUP

HOPES that FCC may complete its contentious and protracted color television hearing not later than mid-April arose last week as these developments brought the presentation of direct testimony near an end:

- Development of a color set which will receive RCA color transmissions and, without additions, may also receive transmissions by the Color Television Inc. and CBS systems was reported by FCC Comr. Robert F. Jones. He said he had seen such a set but did not say where.

- CBS President Frank Stanton called for a "clean-cut decision" on color "at the earliest possible moment," promised to be airing 20 hours of color weekly within three months after a decision adopting CBS standards, and foresaw a possibility of almost 100% colorcasting in two years. He opposed multiple standards on grounds that public and industry confusion would result and color might be delayed.

- President Joseph H. McConnell of NBC, RCA subsidiary, said NBC would increase its present 5-hour-week schedule of Washington colorcasts to 12 hours a week "immediately" if the RCA system is adopted, and would be networking at least 18 hours a week a year later.

- The outlook for cross-examination dropped from a total of about 30 hours to a little less than 20 when CBS announced it would waive cross-examination altogether. FCC cancelled this week's sessions, but it was hoped direct testimony would be completed early next week if not in last Friday's sessions (see late story page 86), with cross-ex-

NBC's President McConnell at FCC's color TV hearing.

Harper Defends TV

Cites Marketing Successes

TWO CURRENT appraisals of television—that it is suited only for "big-time" advertisers willing to meet "high price tags," and that its market coverage is too thin, too sectional—were challenged last week by Marion Harper Jr., president of McCann-Erickson Inc.

Stressing television in a general media discussion last Thursday before the Radio Executives Club at the Hotel Roosevelt, New York, Mr. Harper found little support for either thesis, which he based on the basis of other media histories and TV's already established marketing accomplishments.

"To the contrary, indeed, there seems every indication that TV is now and will continue to be a strong, valid, new kind of medium qualified . . . for the use of practically any advertiser," Mr. Harper asserted, adding that some observers tend to overlook TV's potential impact.

He cited McCann-Erickson's list of 23 TV clients whose budgets range from $14,000 to over $1 million, and noted that "each of these advertisers is in this medium to accomplish a marketing advance."

Harper continued: "He observed further that each uses TV with other media and that most of them can show "good money's worth in sales results." Mr. Harper coupled his challenge with a plea for more and better media sales case histories in support of his contention that all media can be properly measured only "in the nude" though they are usually seen only "when dressed to kill." His subject was "the naked medium," which he described as "the net, clear demonstrable ability . . . to bring home the kind of bacon the purchaser lives on."

Television is especially suited to take the lead in development of concrete data because it is sharply sectional and homes within any area are readily located to make possible "matched samples" of those homes. This is no longer possible in radio, he added.

He concluded, ". . . until the 'naked medium' itself can be seen and appraised, neither media seller nor media buyer has lived up to his obligation . . . ."
ASCAP REVISIONS

"ACCEPTANCE" of the new ASCAP-government consent decree, which provides changes in the society's licensing procedures with TV stations, will be put to a vote among the organization's some 12,000 members in the next fortnight before ASCAP evolves its revised charter or by-laws.

The charter (articles of association) would then be approved by membership prior to submission to the Justice Dept. for its approval sometime in the next two months.

Meanwhile, TV industry and ASCAP attorneys last week were still weighing the potential ramifications of the new decree which supersedes the 1941 agreement [TELECASTING, March 20].

While they declined to be quoted directly, these opinions appeared to emerge after early considera-

tion of the new decree:

1. ASCAP's practice of claiming fees for non-ASCAP music programs immediately preceding and following a program using its music apparently would be curtailed.
2. The conflict between payment for participation and spot programs using ASCAP music still appeared to hang in the balance. ASCAP has exacted payment for commercial participation shows and has contended that use of spots in effect, renders the programs commercial.
3. ASCAP could not levy different charges for delayed and simultaneous TV programs.
4. The decree spells out procedure which provides for licensing of TV stations by the TV network thus clarifying the radio -as- distinguished from TV issue. Accordingly, ASCAP is restrained from negotiating individually with stations affiliated with any TV network whose commercial programs it carries.
5. Performance rights from ASCAP are deemed to carry with them synchronization rights as well where stations record and air delayed broadcasts, such as by kinescope. Generally, the two rights involve clearance from the publisher, acting for the author or composer, and ASCAP.
6. Previous decree is further clarified to mean that a use of existing motion picture film originally designed for theatre purposes would be excluded from TV, and film prepared for TV performance would not be shown in theatres.

SADLAK TAX STAND

Says TV Needs Encouragement

THE TELEVISION industry needs encouragement "not a tax burden to retard (its) progress," Rep. Antoni N. Sadlak (R-N.J.) told his House colleagues last week. His statement came in connection with his announced stand against the administration's proposed tax on TV sets.

Rep. Sadlak also offered for Congressmen's inspection an editorial printed by the Bridgeport (Conn.) Sunday Herald, entitled "Television Revolution Will Be Digtised Too." Editorial points out the art of video is slowly becoming "the other adjunct to full life" and potential objection to TV is decreasing because as time goes on "selectivity returns, even to children..."

ASCAP LICENSES

Acceptance Put to Vote

ASCAP representatives and a TV broadcasters committee have agreed to extend stations' interim per-program licenses from April 1 to May 1 and also have deferred further negotiations on license terms until later next month.

This action resulted from two-day sessions of the society's officials and the telecasters' committee meeting in New York March 15 and 16. It was the first since negotiations were held last December [TELECASTING, Dec. 12, 1949] when committee members settled on indefinite extension of TV licenses.

According to this month's negotiations, this month's meetings was a subcommittee composed of Dwight Martin, vice president and general manager, Crosley Broadcasting Corp.; Roger Clipp, WPIL-TV Philadelphia; Howard Lane, Field Enterprises Inc., Chicago, and Stuart Sprague, attorney for TV broadcasters. Fred Ahlert, ASCAP president, also sat in briefly at the meetings.

Considerable discussion on per-program license terms produced "nothing acceptable" by either ASCAP or industry representatives, Mr. Sprague reported after the meetings. Also aired was the recent ASCAP-government agreement, which directs changes in the society's licensing methods for TV stations and makes for a single license for all performances of a motion picture or entire network telecasts [TELECASTING, March 20].

Provides Court Review

Conferees generally felt, Mr. Sprague said, that the new agreement will serve to implement provisions of the original 1941 decree without per-program licenses subjecting any rate disputes to court review.

ASCAP and TV broadcasters will convene again sometime after mid-April. Negotiations will resume pending the return of Mr. Ahlert from the West Coast and the convenience of committee members.

Mr. Sprague said that 11 network owned-and-operated TV outlets currently hold blanket licenses for ASCAP music. While substantially all of the remaining active video stations are on an interim basis.

The present interim fee scale ranges from $25 to $25 per hour, based on station image. Scale provides that TV stations with gross revenue from non-network advertisers of $50,000 pay $50 per month; those with annual gross of $50,000 to $150,000 pay $100 monthly; from $150,000 to $300,000, $175 monthly and over $300,000, $250 per month.

Adjustments on fees now being paid will be made once per-program license terms are set and accepted by the stations. Fees are retroactive to Jan. 1, 1949.

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The present interim fee scale ranges from $25 to $25 per hour, based on station image. Scale provides that TV stations with gross revenue from non-network advertisers of $50,000 pay $50 per month; those with annual gross of $50,000 to $150,000 pay $100 monthly; from $150,000 to $300,000, $175 monthly and over $300,000, $250 per month.

Adjustments on fees now being paid will be made once per-program license terms are set and accepted by the stations. Fees are retroactive to Jan. 1, 1949.
Cable and Relay to Triple Size of Present Connected Audience in Year...  

The Outlook as AT&T's Network Expands

By J. FRANK BEATTY

TELEVISION sponsors will have a vastly expanded audience available via network cable and relay facilities when the fall-winter season opens next autumn.

Under the Bell System intercity construction program, TV advertisers will be able to use a network running from Boston to Jacksonville, Fla., on the east; across the south to Atlanta, Memphis and Birmingham, and bounded on the west by Kansas City, Omaha and Minneapolis-St. Paul (see map).

On the West Coast a microwave relay will connect Los Angeles and San Francisco.

This greatly broadened service area for live TV networking will be accompanied by advances in TV recording processes and program sources, bringing to viewers improved sight-sound quality far in advance of that available in the fall of 1949.

The TV audience available next fall via interconnected network will be nearly triple that of last October, judging by estimates of the audience reached at that time and the audience to be available next autumn.

When the 1949 autumn-winter season opened, the interconnected Bell System network operating in the eastern half of the country was able to serve fewer than 2 million TV sets, according to industry estimates. At that time set production was starting to skyrocket. The pace has continued to increase right into the early spring weeks and weekly TV set output now is over the 100,000 mark.

Audience Grows

Total TV circulation is nearing 5 million. As the cable and microwave facilities of Bell System continue to reach into new areas, the audience reached by the network grows accordingly.

By next October, when the present networking construction program is to be nearly complete, the TV stations linked by coaxial and microwave facilities will be serving an estimated 5½ million video receivers with chance that the figure will exceed 6 million if present factory output and dealer sales continue to mount.

Latest additions to the Bell System network are a microwave link from Richmond to Norfolk, Va., and a coaxial extension from St. Louis to Memphis.

Scheduled for summer completion are microwave relays expanding New York-Chicago service, via Philadelphia, Pittsburgh, Cleveland and Toledo; Pittsburgh-Johnstown, Pa., microwave; more New York-Washington service by microwave.

September completions, under Bell System's schedule, are to in- clude more Washington-Richmond coaxial facilities; coaxial service from Richmond to Charlotte, N. C., and Charlotte to Birmingham via Jacksonville and Atlanta.

In October the telephone company plans to add Dayton-Indianapolis microwave; Indianapolis-Louisville coaxial; Chicago-Des Moines microwave; Des Moines-Minneapolis coaxial; Des Moines-Omaha microwave; Omaha-Kansas City coaxial. Ames, Iowa, will be added in December.

The Los Angeles-San Francisco radio relay, consisting of two northbound channels, is scheduled to open in September.

Microwave Link Underway

Construction of a cross-country microwave link from Omaha to San Francisco is in the early stages, according to AT&T officials. Engineering work is underway and much of the basic construction work has progressed into Colorado, it is understood.

AT&T will not hazard a guess on the date this telephone facility will be open to TV, providing an interconnected transcontinental network. Some informal estimates have suggested possible completion in 1951 but AT&T says its own planning officials have no idea when the channels can be opened. Best guess is that the channels will be opened to TV sometime in 1952, assuming there is a demand for what obviously will be an expensive service.

Transcontinental Service

Some regional telephone company officials have been quoted as saying transcontinental service can be provided within months by installing relay and terminal facilities on the southern cable running from Atlanta through Dallas-Fort Worth (with Houston leg), to El Paso and Phoenix to Los Angeles.

At AT&T headquarters, however, it is pointed out that the job adapting the cable to television requires vast amounts of equipment and installation expense. They appear to doubt if there is a present demand for this service that would justify the cost.

While Bell System is engaged in its extensive 1950 coaxial-micro- wave construction it also is expanding present facilities by adding channels and providing two-way service in a number of cases.

Present coaxial facilities are rated by AT&T at 2.7 mc bandwidth, a limitation that has brought frequent complaints about quality of the signal transmitted. Two-way facilities are rated at about 4 mc.

According to AT&T, 47% of its TV network channels will be microwave by the end of 1950 and the remaining facilities will be coaxial cables. It was indicated informally that first TV channels have been of the coaxial type because cables already existed and conversion to TV was easier and quicker than construction of new microwave towers and related facilities.

In two or three years, according to AT&T, as much as 75% of the network will be of the microwave type.

And what about cities that won't be connected to the eastern network or the California link under the 1950 AT&T construction program?

Texas telecasters have informed TELECASTING they hope to see little chance of network service in the next two years. The same situation applies in the case of Oklahoma City, Phoenix, Albuquerque and other areas. Miami is less than 300 miles from the Jacksonville connection but AT&T isn't expected to install TV equipment on the existing telephone cable until service is ordered by a subscriber.

Concerned Over Cost

Telecasters in many cities told TELECASTING they were concerned over cost of the service, especially with the improvement in sight-sound recording techniques.

In one city, where service will soon be installed, two operators voiced concern over the cost of the cable and the inconvenience of sharing channels. They also complained on the problem of constantly changing from network to recorded telecasts and the danger of audience dissatisfaction.

Some stations said they hoped the cable network comes to town. If costs run as high as predicted, they agreed, recorded and local programs are fine.

Lewis Allen Weiss, chairman of the board, Don Lee network on the West Coast, said the charge "for a one-way service from the South to the North on an eight-hour day will run approximately $18,000 per month which, under present conditions, would make that cost prohibitive to us."

Rex Schepp, president and general manager of KPHO-TV Phoenix, said, "Frankly, we think it will be quite a while before the cable is..." (Continued on Telecasting 17?)
AYEAR AGO, Frank P. Schreiber, manager of Chicago Tribune broadcasting activities, generalized about television as he surveyed a year of achievement by WGN-TV, Chicago, youngest of the illustrious Tribune offsprings.

"An open mind; the courage to take a chance; the ability to learn quickly from trial and error—these are television's prime requisites," he declared.

Last week, Mr. Schreiber was more specific as he spoke with pride of the approaching second anniversary of WGN-TV. He called the station "our more glamorous and beautiful baby."

"Much emphasis" is put on WGN-TV in the current multimillion-dollar building program of WGN Inc., he revealed. Mr. Schreiber cautiously added, however, that AM facilities likewise are being improved and WGN's overall expansion program "exemplifies faith in the future of both radio and television."

Nevertheless, observers see in Mr. Schreiber's enthusiasm for television an indication that, in WGN-TV, the Tribune has as great a money-maker in the TV field as WGN is among AM operations. With 105 local advertisers; every minute of its five sports programs sold out; success stories and testimonials coming in by the dozens; more viewers for such panned talents as the World Series than for all other Chicago TV stations combined—this two-year-old "baby" seems to have hit its stride.

WGN-TV was a million-dollar investment even before it took the air April 5, 1948. Its premiere, in WGN's famous radio theatre—Studio One—featured a parade of the best talent then available in Chicago, plus speeches by a United States Senator, the governor of Illinois, and the mayor of Chicago. There were 17,000 receivers in the Chicago area at the time.

With the influential Tribune promoting it to the hilt, WGN-TV was an important factor in bringing up receiver sales in the Chicago area by nearly 100,000 during the station's first year of operation. The Tribune not only published a record-breaking television edition on the eve of WGN-TV's premiere, but earlier had invited hundreds of Chicagoland dealers to a "TV Open House."

**Heavy Opening Schedule**

Station started out with an unprecedented schedule of 42 hours weekly. Such events as the International Golden Gloves, Chicago Cubs baseball games, exclusive White Sox baseball telecasts, other local sports features and special programs were included in the first month's operation. Succeeding months brought Chicago televsion viewers the Alexander Korda productions. President Truman was televised the first time in Chicago when he appeared at the Swedish Pioneer Centennial.

The summer of 1948 brought the first telecast Big League night baseball games, as well as the nation's first complete 154-game major league schedule. Other midsummer highlights were from the Chicago Railroad Fair and a Lincoln Festival in nearby Park Ridge, Ill. In August, WGN-TV was a natural selection to telecast two mammoth Tribune extravaganzas—the Chicagoland Music Festival and the All-Star Football game. The latter drew an estimated 500,000 viewers.

Throughout its two years, WGN-TV's Chicagoland Newsreel has been one of the station's most popular offerings. It is the only locally prepared TV newscast, with 35 commercial spots in 10 showings per week. With a large staff of photographers and technicians, many of them Tribune news-trained, Chicagoland Newsreel is one of the most costly TV projects in the nation, but Chicagoans hail it as an unrivalled public service, giving them their only opportunity to see the city from all aspects.

In late August 1948 the station joined DuMont network, and in November became affiliated with CBS-TV as well. DuMont's Original Amatuer Hour, plus Friday night wrestling and CBS' Toast of the Town, were among the first eastern network shows to be seen in Chicago by tele-transcription.

On Jan. 11, 1949, WGN-TV joined other Chicago video outlets in the first telecast on the east-midwest cable, and the next day started its regular schedule of eastern telecasts from CBS and DuMont.

Other memorable telecasts of the first year were Roy Rogers' Rodeo, International Livestock Exposition, National Television and Electrical Living Show and the International Kennel Club Dog Show.

**As if in preparation for its first anniversary celebration, the station averaged 51 hours per week on the air during March 1949, and increased its weekly commercial time to 60%, as compared with 24% at the outset. The average March program week broke down as follows: 25% live studio shows; 15% remote show (outside the studio); 30% film; 26% network feeds.**

In step with program and commercial developments, WGN-TV made long strides engineering-wise during the latter part of its first 12 months, and early in its second year moved its antenna tower and transmitter from a temporary location at the Chicago Daily News Blgd. to Tribune Tower. However, delays in construction of a spacious new WGN building, adjacent to the "Tower," made it impossible to move all of WGN-TV's facilities from the Daily News Blgd. until recently.

The 100-foot combination TV-FM antenna, supported by a steel mast rising 35 feet above Tribune Tower, puts the top of the present antenna 610 feet above ground level. This represents an increase of more than 180 feet over the height of the temporary installation. The station is on Channel 9 (186-192 mc) with 7.2 kw aural, 11.5 kw visual.

Station started its new year with a full Chicago Cubs schedule and exclusive White Sox baseball telecasts. Chicago retailers became increasingly active as the station promoted its "second year on the air." Rosen's Men's Wear took on Friday night boxing and record sales increases from the first telecast. By the third week enough customers were brought in by TV for this advertiser to break even.

One of the most encouraging reports of the station's new year came late in April when Mystery Players was shown by two rating services to be only two points be-
A concern had
hind
pletion
casting operations,
with
of
month,
CBS
only
from
even
with more
originations.

WGN-TV,
vealed
nicely into
advertised, but the fifth product
were all network
advertisers'
WGN-TV,
products were all
mercially sponsored,

show
audiences
ahead
TV

We have received more
direct returns from this program than
from any other advertising we have
done," wrote A. G. Whitmer, ad-
vertising and sales promotion man-
ger. "Our advertising dollar spent
in television has gone further than
in any other medium. The direct
results from the use of this pro-
gram have far exceeded our ex-
pectations and we wish to compli-
ment your organization on a job
well done."

Another recent commercial
achievement was the avalanche of
votes pulled by a contest to select
"Miss Tavern Pale of 1949." A
total of 1,064,000 ballots were
received, and the sponsor, Tavern
Pale Beer, has started another
contest for 1950.

One advertiser tried WGN-TV
for a test last year and soon found
it necessary to expand from a
4,000 sq. ft. location with three
employees to a 25,000 sq. ft. layout
with 70 people. Dulane Inc., a
1949 newcomer in the electrical
cooking appliance field, uses Harold
Isbell, with 26 years of broadcast
experience, on both Spelling with
Isbell and Stop, Look, and Learn.
Dulane plans to put the Isbell shows
on the network to back national-wide
distribution.

"Although we sold only 100 units
in January 1949, our October sales
were 15,000 units," wrote Robert
Dusek, president. "Television is
eideal for the little fellow with the
modest income. The only city in
which we purchased advertising
was Chicago. Sales in Chicago have
been increasing faster than in
other major cities."

WGN-TV now is on the air 57
hours a week. Its hourly live rates
range from $7.50 (Class A) to $17.50
(Class C).

STATION soon will be settled
in headquarters equal to any in
the world. Seven of the 14 studios
are now available or under construc-
tion in the new WGN Bldg. will

From WGN-TV's new Studio 6A
Barbara Barkley (4 background)
announces the coming of "Chicago
Cooks With Barbara Barkley."
TELEVISION INDUSTRY, despite its relatively tender years, already represents an investment of over $2.6 billion. This estimate was released last week by Dr. Orestes H. Caldwell, former U.S. Radio Commissioner and now editor of the Caldwell-Clements magazines, Tele-Teck and Radio & Television Retailing.

Dr. Caldwell figures that the approximately 5 million television sets, with their installation costs, repairs, etc., make up the bulk of the investment—$2 billion. With their inventories and places of business, TV dealers and distributors represent approximately $300 million. Another $100 million may be added for broadcasting equipment. The 101 television stations now on the air represent an investment of approximately $50 million. Dr. Caldwell estimates, with another $50 million invested in coaxial cable.

Adding the huge sums that the television industry has spent in research, patents, FCC hearings, legal controversies, etc., Dr. Caldwell feels that another $50 million is easily accounted for.

Combining all these items, Dr. Caldwell feels that television represents an investment at $2,680,000,000. By the end of 1950, he estimates this total will have increased to $4.5 billion.

AR B Expansion To Issue Monthly Report

EX PANSION of service to two new cities and the proposed issuance of a national television rating were announced last week by American Research Bureau, Washington, D.C.

The first issue of "The United States Television Audience" is slated for release in October, according to James J. Seiler, AR B director. The report will be issued monthly thereafter and will be based on a probability sample representing all television homes in the U.S. Network program audience will be shown in terms of actual number of homes and men, women and children viewing.

The AR B diary method is to be used with the diaries placed in all TV areas—urban and rural—on the basis of actual set ownership. An entirely new sample will be selected for each month's report.

As in the case of AR B city reports, audience duplication, cumulative audience, audience composition and data flow will be available. Two new areas have been added for regular city reports—Cleveland and Chicago. City reports hereafter will be issued monthly for New York, Philadelphia and Chicago and quarterly for Baltimore, Washington and Cleveland. First reports for the two new cities will be released next month. Top television shows in New York City and Philadelphia, the March 1-8 telecast week are reported by American Research Bureau as follows:

**NEW YORK**

1. Star Theatre WOR 68.5
2. Toast of Town 60.4
3. Talent Scouts 57.4
4. The Golden Girls 52.7
5. Geoffrey and Friends 50.7
6. Studio One 41.1
7. Saturday Revue 38.5
8. Boxing—N.Y. (NBC Fri.) 35.8
9. Children's Hour 32.8
10. The Lone Ranger 32.4

**PHILADELPHIA**

1. Star Theatre WCAU 78.4
2. Talent Scouts 67.9
3. Toast of Town 63.6
4. Boxing—N.Y. (NBC Fri.) 63.0
5. Geoffrey and Friends 56.6
6. Cavalcade of Stars 55.9
7. Family Theatre (WFIL-TV Sun.) 52.7
8. Lights Out 52.5
9. Stop the Music 50.6
10. The Golden Girls 50.1

Three Video Outlets

**Revise Rate Structure**

WABD(TV) New York raises its Class A time rate from $1,500 to $2,000 an hour, effective April 1. Class A time is 6:30 p.m. to 11 p.m. Monday through Friday, 12 noon to 11 p.m. Saturday and Sunday. KTVF-TV Los Angeles, moving into nighttime operation, has announced the following basic rate structure: Hourly rate, $300; one-minute announcement, $52.50; participation, $60.

Station's daytime rates remain the same—$210 per hour; $35 for one-minute or less; $40 per participation.

On March 19 the rate structure of WEWS (TV) Cleveland was revised. New rate for one hour of Class A air-time (7-11 p.m. Monday through Saturday and 4-11 p.m. Sunday) is $600, including use of studio facilities. Old rate for the same time and facilities was $500.

**WHIO-TV Dayton Surveys Student Viewing**

IN A recent survey at Madison Trotwood Elementary School, Dayton, Ohio, it was found by WHIO-TV that over 36% of the students have television sets in their homes. Another 7% visit neighbors regularly to watch TV. Among the viewing families it was found that almost 90% of them now stay home more than before the TV set entered the home. First choice in programs among the small fry was Hopalong Cassidy, WHIO-TV reports. The Lone Ranger and Texaco Star Theatre ranked second and third, respectively. Average viewing is reported as better than four hours per day per child.

Children also were asked for any comments from their parents. Most frequent one reported was that television should remind children when to go to bed. Another was that alcoholic beverages and tobacco should not be advertised until after 8 or 8:30 p.m.

**States File Bills Governing TV in Cars**

BILLS governing the use of television in motor vehicles have been introduced for legislative action in Massachusetts, Mississippi, New York and Virginia, according to the legislative reporting service of the Automobile Manufacturers' Assn.

The bill filed in Virginia would make it unlawful for anyone to install any TV set in automobiles, trucks, buses or other vehicle where it would be visible to the driver. In New York, a bill would make it unlawful to equip or operate a motor vehicle with a television receiving unit. The Mississippi bill would make it unlawful to install a TV set in any motor vehicle.

And in Massachusetts, the bill reads that no person shall drive any motor vehicle equipped with any TV viewer, screen or other means of visually receiving a telecast which is located in the motor vehicle at any point forward of the back of the driver's seat, or which is visible to the driver while operating the motor vehicle.

Weekly Television Summary—March 27, 1950 TECHCASTING
Every survey has shown WSB-TV to be the overwhelming choice of viewers in the Atlanta market. Latest report—by more than 2 to 1.

Note to Advertisers and Advertising Agencies: If your television plans include Atlanta, get the full facts from your Petry man.
New Era in Video
-via REMOTE

This Relay Switching System does what RCA's Audio Relay Systems have

This video relay system removes all switching restrictions from equipment operations. It imposes no limitation on equipment installation—no matter where you set up your units. It provides unlimited flexibility—enables you to add facilities as your station grows, without losing a penny's worth of your original equipment investment.

Actual switching in the RCA TS-20A system is done by d-c operated relays located in the video line itself. Designed by RCA for this special service, these relays are controlled by simple d-c lines from any point you choose. No expensive coaxial line required to and from control points. No extra cable connectors needed. You can rack-mount the relays wherever you want them. You can set up your control positions wherever you like. There are circuit provisions for sync interlocks and for tally lights.

The RCA TS-20 System provides complete master or studio facilities for program monitoring, production talk-back, and video switching between studio camera, film camera, remote pick-up and network programs. For example, you can fade or lap

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

In Canada: RCA VICTOR Company Limited, Montreal

3 OF THE MANY ADD-A-UNIT SET-UPS POSSIBLE WITH


2. Simple Studio Control layout. Additional facilities include: Preview monitoring and line monitoring, fades, lap dissolves, and superimposition.
Switching 
RELAYS!

for TV master or studio control done for aural broadcasting.

dissolve between studios. You can set up for program previewing and other monitoring functions (up to 5 program monitors available). You can combine the TS-20A System with audio switching and presetting, so that the sound switches with the picture automatically.

* * *

For long-range planning of your TV programming facilities, overlook none of the advantages of this revolutionary new relay switching system. Ask your RCA Broadcast Sales Engineer about it. Or write Dept. 19 GC, RCA Engineering Products, Camden, N. J.

RCA'S TS-20A SYSTEM.

3. A more elaborate master control room set-up than shown in No. 1. Switches any of 12 inputs to any of 5 outgoing lines. Includes preview and line monitoring.
Standing on the dotted line......

CONTRACT for talent show, aired on KTTV (TV) Los Angeles, is completed by Harry L. Shone (seated), controller, Sentinel Corp., TV and radio distributor. Looking on (1 to r): E. J. Jordan, Sentinel factory representative; George N. Laws, David S. Hillman Adv. Agency; Ernest Alshuler, Sentinel president.

WXEL (TV) Cleveland telecast of all Cleveland Indians baseball games at the Stadium this season is set by (1 to r): Seated, John T. Feighan Jr., vice sponsor; Franklin Snyder, general manager, WXEL; standing, Arthur Gerst and Edward Walsh, Gerst Advertising Agency.

AGREEMENT for affiliation of WTAR-N, Norfolk, Va., with NBC is completed by Campbell Arnoos (1), president and general manager, WTAR-AM-FM-TV, and Sheldon Hickox, manager of NBC's station relations department. The contract between NBC and the Virginia outlet was negotiated in New York last month.

TELECASTING rights of all home games of the Dayton Indians and special games played at Havana Field, given to WLWD (TV) Dayton exclusively for second year, are set by (1 to r): Robert A. Gill, Indians business manager; Dr. Warren G. Bradford, Indians president; R. E. Dunville, WLWD.

HERBERT POSNER (seated), pres., Dr. A. Posner Shoes Inc., is "covered" by "Laugh Sheriff" Danny Webb as he sets sponsorship of Webb-narrated Six Gun Playhouse on WPIX (TV) New York, which started March 1. Standing are Martin D. Corbett (1), Posner adv. mgr., and William Clark, WPIX acct. exec.

BEVERWYCK Breweries WRGB (TV) Schenectady wrestling show is set by (1 to r): Seated, Mary Humphrey, Beverwyck; Robert Cordon, McCan-Erickson; James L. Corey, Beverwyck pres.; Philip Voss, Beverwyck; standing, William Lyddon, M-E; E. Lampley, Beverwyck; Eugene P. Weil, Robert H. Hanno, R. W. Welpott, all WRGB.

TV'S STATUS

Mullen Predicts Increase
In Film Use

FILM eventually will make up 50% of the total television programming, it was prophesied by Frank Mullen, chairman of the board of Jerry Fairbanks Inc., Hollywood, speaking on "Films on Television" at the March 20 meeting of the Hollywood Advertising Club. Topic of the day was "Television: Where Do We Stand?"

Taking up other phases of the television picture were Ralph Lovell, head of NBC kinescope operations, who spoke on kine-scoping, and Lownds Worthington, Pacific Telephone & Telegraph, who discussed the coaxial cable and microwave.

Mr. Mullen's prophecy followed an earlier prediction that television stations would "in no time at all" double their present average of 50 hours of operation a week to 100 hours weekly.

The film industry, Mr. Mullen further predicted, can look forward to a "tremendous demand" for film and "tremendous talent" for it. Basing his calculations on demands fulfilled by the motion picture industry, he stated that the television industry will require 10,000 hours of film per year. All the present combined facilities in the United States could not meet that kind of demand, he stated.

Will Stimulate Media

In conclusion Mr. Mullen said that not only will television not kill radio, motion pictures, reading and various other things, but it will stimulate them.

Centering television's future around kinescopes, Ralph Lovell stated that the merit of kinescopes lay in their being relatively fast, simple and economical as compared to other remote TV programming. Kinescopes, he feels, are presently serving as the core of program material for non-connecting TV stations. Further, with the coming improvement in kine-scoping recording as to techniques, cameras, tubes and film, kine-scoping has "great possibilities for the future," he said.

It is just a matter of time before all cities are interconnected by television lines, according to Mr. Worthington. Such a network will result in the coming together of programs. He did not venture a guess as to the date of completion of transcontinental facilities. By the end of 1959, he stated, 18 additional cities will be linked, with Los Angeles to San Francisco microwave relay installation ready by the fall of the year.

Speaking of the phone company's efforts toward television, Mr. Worthington announced a new system being developed for coaxial cables to increase bandwidth to about eight million cycles. Band would be divided between telephone and television service. The latter would get as wide a band as it requires and the remaining portion would be used for phone circuits.

Regarding the use of coaxial cable and microwave relay, he said that, both systems will have their place in the television picture.

TV DISPLAY

RMA Host to Europeans

LEADING types of TV receivers will be displayed March 28 at the Hotel Commodore, New York, by set manufacturers for benefit of a group of European radio dignitaries invited to visit U.S. television facilities. The European officials will be guests of the State Dept. and will spend the coming two weeks inspecting factories, studios and transmitters (TELECASTING, March 20).

Dr. W. R. G. Baker, General Electric Co., has worked out details of the demonstrations as director of the RMA Engineering Dept. RMA was invited by Willard L. Thorp, Assistant Secretary of State, to serve as industry host. The plans have been approved by Donald S. Farris, assistant chief of the Consumer and United States Information Office International Trade, Dept. of Commerce. RMA President Raymond C. Cosgrove is in charge of entertainment plans.

The program opens in New York today (Monday) with a Hotel Stater reception. Visits will be made tomorrow to DuMont TV studios and transmitter in New York; Paramount theatre (TV equipment): TV receiver display at Hotel Commodore: visit to NBC studios and transmitter. On the March 29 agenda are RCA TV facilities at NBC; TV in New York Phonelines exhibit by Zenith Radio Corp. at Waldorf-Astoria.

Delegates will visit the RCA tube plant at Camden, N.J., then fly to Philadelphia; April 4 at RCA plans, Camden; N.J.; April 5 at DuMont facilities, Philadelphia; April 6, conference at State Dept. at which color TV proponents will explain. April 7 demonstrations of three TV color systems in Washington.

KSTP-TV Baseball

TWO Minneapolis broadcasters, the Gluek Brewing Co. and the Minneapolis Broadcasting Co., have contracted with KSTP-TV St. Paul-Minneapolis for co-sponsorship of the Minneapolis Millers baseball teletalks for the 1950 season, which was announced last week. There are no financial, advertising or other interlocking agreements between the two stations. Agency for Gluek is Vance Pidgeon Assoc. and for the other, BBDO.

BROADCASTING • Page 66
TV DIRECTORS

RTDG, SDG Seek Jurisdiction

JURISDICTIONAL dispute over television directors was set off in Hollywood last week following an announcement by Screen Directors Guild that it was taking immediate action to establish jurisdiction over directors of both filmed and live programs.

Move was challenged by Radio and Television Directors Guild whose ranks include 36 of the 45 television directors connected with local stations. Representatives of both groups were scheduled to meet to discuss the problem last Friday. No results were available as TELECASTING went to press.

The screen guild based jurisdictional claim on Section 9 of the Labor Management Relations act that named it bargaining representative of television directors. Guild further stated that the action was prompted by "five years" research of the television field and by the rapidly increasing employment of SDG members in preparation of material for world's television screens.

Guild's Contention

The guild also adds that men who are directing live TV programs, as viewed on home screens, are directing moving pictures, in that they deal with same visual and aural elements common to all screen techniques.

Special meeting of the board of directors of Screen Directors Guild was called for tomorrow (March 28) to plan action in taking over jurisdiction of television directors and assistants. In the meantime, Radio and Television Directors Guild was holding meetings with network and station representatives on behalf of television directors, most of whom are members of RTDG.

Support was given the SDG stand for jurisdiction with a statement last Thursday by Frank Capra, movie producer-director, that the SDG action is the first major step in what must become "a concerted cooperative movement by picture makers to recognize the TV industry and join forces with it."

WABD MOVES ANTENNA

5th To Use Empire Tower

THE FIFTH of seven television stations in the New York metropolitan area last week decided to move its antenna to the Empire State Bldg. tower. WABD (TV) New York, the DuMont station, announced it would install its antenna and transmitter in the world's tallest building as soon as the FCC authorized it. A new transmitter will be built.

The station will maintain its present transmission center atop its headquarters, 515 Madison Ave., indefinitely for emergency purposes. Other New York stations which will use the Empire State tower are WNBC (TV), WOR-TV, WJZ-TV, WPIX (TV). Only WOR-TV, which has its own tower on the Hudson Palisades, and WATV (TV) Newark will remain at other locations.

NBC Leases TV Space

NBC has leased three floors at 517 West 56th St., New York, to house television scenic design facilities, it has been announced by Carleton D. Smith, network's director of TV operations.

TELEVISION "Isotop," test instrument designed to bring safety and efficiency to testing and servicing of TV and radio receivers, announced by RCA Tube Dept.

TRAINING BY TV

Census Bureau Plans Course

EFFICIENCY of television as an educational medium will be tested by the Navy Dept. and U. S. Census Bureau through use of a four-day TV training course in connection with the 1950 decennial census [CLOSED CIRCUIT, March 26, also see page 49].

Fifty census enumerators will be trained for their data collection via a TV film recorded by the Navy. Another 50 enumerators of similar educational attainment will be trained in live classes. Work will be evaluated by Fordham U.

Spots are more Effective

When Properly Merchandised

the WKRC Key Item Plan Gives You . . .

completely coordinated promotion and merchandising which builds listener-viewer-reader-shopper interest in your program, your sales story and your product.

*Listeners
*Viewers

More Than 2 Million Impressions Daily!

Get the Complete Story
Radio Cincinnati, Inc.—Affiliated with the Cincinnati Times Star
Represented By
The Katz Agency—WKRC (AM and TV) Transit Radio Inc.—WCTS-FM

March 27, 1950

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WHAS-TV BOWS  

WHAS-TV Louisville, makes its debut today (Monday), adding a second TV station for the Kentucky city. Victor A. Sholia, WHAS-AM-FM-TV director, said the station would "concentrate on quality of programming" rather than on quantity, expanding its facilities as experience and performance warrant. At present the station will program 2-10:30 p.m. six days weekly.

WHAS-TV, like its parent AM station, Mr. Sholia said, is a primary CBS affiliate. Station operates on Channel 9 (186-192 mc) with 7.2 kw aural, 9.6 kw visual.

The newest and latest technical equipment has been used in the construction and installation of WHAS-TV, Orrin W. Towner, technical director, said. The tower supports a 128-foot GE TV antenna which, along with a three-section transmitter, would eventually permit the station to transmit a 64 kw signal, Mr. Towner added. Also employed is a fluorescent lighting system automatically controlled for its main studio, six skyhooks and a rear screen projection unit. In addition to this large studio, the station has an audience-participation and organ studio.

Studies are maintained on the sixth and seventh floors of the Louisville Courier-Journal-Times Bldg. Kinescope recordings of network shows will be presented until about Oct. 1, date when the coaxial cable is expected to reach Louisville.

WKY-TV Policy

P. A. Sugg, manager of WKY-TV Oklahoma City, has announced adoption of a general policy against the telecasting of any programs bearing primarily upon "horror story" plots until after 9 p.m. when the "younger children should normally have retired." Pointing out that the sponsors have been "most cooperative" in agreeing to program revisions to fit the new policy, Mr. Sugg said two NBC-TV shows featuring "mystery-violence dramatization" have been moved from 7:30 and 8 p.m. spots to 9:30 on Monday and Wednesday.

Reel Takes

FREDERICK A. NILES

RED NILES has watched TV activity at Kling Studios, Chicago, grow in the same proportion that TV set sales have skyrocketed in the area. In 1947, when he originated the video branch of the film production firm, there were 12,000 sets in Chicago. Now there are more than 380,000.

Since mid-1947, when Kling had produced only one television commercial (Goebel beer, with 35mm sound reproduction, on a stage about a block long on Chicago's near north side. Only union technicians (from four locals) are employed, and each person creating a TV commercial works closely with other personnel.

Primarily a Chicago concern, Kling Studios has branched out to New York, Detroit and Cincinnati in the past 15 years. Most of the video work, however, is done in Chicago.

Fred is married to the former Jane Turner. They met in Oklahoma when he was in the Army, and now have a four-month-old daughter. When he isn't on the job, he's home watching TV—reaffirming his convictions that video will revolutionize the advertising world in five years. He believes too little is done on the show and not on the commercial. Pacing is the most important factor in production of a TV film spot he concludes.

TEXACO THEATRE

Tops Hooper TV Ratings

WITH a rating of 65.4, Texaco Star Theatre was first place in the top 10 Hooper TV-Network Tele-ratings for February, it was announced.

The February ratings are the last network television ratings to be issued by C. E. Hooper Inc. Under terms of the recent sale of National Hooper ratings to A. C. Nielsen Co., Hooper will continue to conduct television network ratings but they will be issued through the C. E. Hooper Co.

February Leaders were:

1. Texaco Star Theatre—Milton Berle Show (30 NBC-TV cities) 65.4
2. Arthur Godfrey's Talent Scouts (9 CBS-TV cities) 48.2
3. East Of The Town (19 CBS-TV cities) 42.7
4. Goodyear and His Friends (46 CBS-TV cities) 41.9
5. Texaco Star Theatre (18-9 p.m.) (19 ABC-TV cities) 38.9
6. Lone Ranger (25 ABC-TV) 35.8
7. Kraft TV Theatre (18 NBC-ABC cities) 35.8
8. Philco TV Playhouse (39 NBC cities) 35.2
9. Robert Montgomery Presents (15 NBC-TV cities) 34.1
10. Firestone Theatre (16 NBC-TV cities) 33.3

LIVE OR FILM?

No Labeling Needed—FCC

FCC REFUSED last week to grant a request that television stations be required to announce at the beginning of each program whether it is a live film, or a kinescope recording.

Denying a petition of Charles W. Curran of Jackson Heights, N. Y. [TELECasting, Jan. 30], the Commission held that its present rules on the subject (3.688) are adequate.

The rules already require stations to make it known when "mechanical reproductions" are used. Thus, FCC held, it should be obvious if it is not otherwise announced.

D I S C L A I M E R

The opinions expressed in the following article are those of the writer and do not necessarily reflect the views of the FCC or any other governmental agency.
ENGINEERS MEET
SMPTF Convenes April 24-28

MOTION picture and television engineers will meet in semiannual convention at Chicago's Drake Hotel April 24-28, with the TV technicians attending for the first time. The group's name, Society of Motion Picture and Television Engineers, was adopted early this year, when TV was included. Technical sessions are planned for the opening (Monday) afternoon, followed that evening by a seminar sponsored jointly by the society and the Chicago section of the Institute of Radio Engineers.

Tuesday morning and afternoon members will discuss TV production techniques, including lighting, staging, optical and electronic methods of producing special effects. High-speed photography will be outlined Wednesday morning and afternoon, with 16mm projection equipment slated as the Thursday afternoon subject.

Operation of high-intensity projection lamps, carbons and the problems of screen lighting will be demonstrated on location at Wilding Studios Thursday evening. The following morning, members will hear about sound recording and studio production.

WFIL-TV SIGNS
With Paramount TV Network

WFIL-TV Philadelphia has signed as an affiliate of Paramount Television Network, Roger W. Clipp, general manager of WFIL-AM-FM-TV, has announced. Under terms of the agreement, WFIL-TV acquires rights for local showing of Paramount's special programs which are produced and filmed in Los Angeles.

Floating Action!
"BALANCED" TV TRIPOD

(Pat. Pending)

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below: 3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars
Color Windup
(Continued from Telecasting 3)

one set the programs broadcast under all systems.
Even if a combination set eliminated this argument, he continued, each broadcaster would still have to choose the one system he wished to employ.

"Mr. McConnell also conceded the public would not be harmed by adoption of multiple standards—"assuming the accuracy of your statements," he told Comr. Jones.

The NBC executive told FCC that if it approved RCA standards the network would extend its WNBW (TV) Washington color programs from the present eight hours a week to at least 12. "The programs would include commercial as well as sustaining shows, in choice time as well as at other hours," he said.

Outlines Transmission

Further, he reported, the Washington color programs would be beamed via "existing relay facilities as well as AT&T relays, which the telephone company has said will be available this summer, and other companies. Work would be started at "once" on equipping WNBV (TV) New York studios for color origination, he asserted. He continued.

color. RCA color relay system presents no problem of reception on present sets, our color programs would be selected from your regular schedule, . . . Our stations in Chicago and Cleveland will receive color programs from New York, via the relay, which the telephone company has said will be available this summer. Thus these stations would be able to transmit color before they have their own facilities for originating color broadcasts.

Mr. McConnell noted that all NBC colorcasts would be available for color broadcasts by "stations reached by radio relay" (the present coaxial cable passes RCA color only in monochrome.)

He said he understood that by the end of the summer radio relays will extend from Boston to Omaha, "including the following cities: Providence, New York, Philadelphia, Pittsburgh, Cleveland, Toledo, Chicago, and Davenport-Rock Island-Wilmington, Baltimore, Washington, Detroit, and Milwaukee also will be served by radio relay by that time, he reported, adding that Albany, Schenectady, Utica and Saratoga also could be served if the General Electric relay to Schenectady were restored. RCA-NBC's experimental UHF "booster" at Bridgeport also would carry color pickups, he said.

Adoption of a non-compatible system, he said, would mean a station "would lose its entire circulation" during the time it was color-casting, except for persons "who had bought adapters, converters or new color receivers." He felt economic considerations accordingly would militate against non-compatible systems. Under a non-compatible system, he said, "would be broadcast in fringe time" and would not include "choice programs."

Sees 100% Color

Dr. Stanton, however, contended that CBS might well be broadcasting almost 100% in color within two years after approval of the CBS standards. This belief is based on the present ability production of reasonably priced color equipment, and prompt production of internally adapted sets.

He noted that if CBS standards were approved, CBS would start originating color programs in New York "within a few days," offering the colorcasts to all interconnected markets. Within three months he said the total could be expanded to at least 20 hours a week, including both studio and remote programs.

Of the 20 hours, three hours daily, five days a week, would be carried before 6 p.m.; 30 minutes daily, five days a week, would fall in the 6-8 p.m. period, and another 30 minutes daily would come at the close of the non-color transmissions or at some other time after 8 p.m.

For promotion, he said, each interconnected affiliate would be provided with at least one color demonstration purposes. Sponsors for the color programs will be sought, he continued, adding that "several requests" for priority have been made. Additionally he said CBS would conduct educational clinics for licensees, manufacturerers, and sponsors and agencies.

But Columbia's plans, he noted, assume FCC will decide the color question "in the near future. He said that "necessarily Columbia cannot commit itself to plans the execution of which, by reason of a delay in this decision, cannot be inaugurated until next year, or the year after."

"Normal" Conditions

He said he also was assuming that color will develop "under conditions of normal climate;" that other networks would feed color programs to their affiliates and that their affiliates will carry them; that manufacturers supplied the demand for equipment including black-and-white sets internally adapted to receive CBS color in monochrome, and that support sponsor will continue as in black-and-white.

If FCC decides to adopt multiple standards, he contended, the various systems should be approved only after demonstrating that they will withstand minimum requirements. The CBS system, he claimed, already has done so.

Dr. Stanton told the Commission that color, if put off now, "will rear its head again," and that N&B would not abandon its color system in any event, because it is useful for many non-broadcast purposes, but that he saw little use to press again for its adoption as a broadcast service because "we've pressed twice" already.

He submitted an exhibit reporting CBS has spent $4.2 million on development of its old 12-mc system, and $1.5 million on the present 6-mc technique.

He said he didn't think it possible for the industry to get together voluntarily on standards, and that he didn't think the CBS system could be made completely compatible.

Would Accept CTV

Mr. McConnell said he was as emphatic as Dr. Stanton in rejecting the idea of multiple standards. After prolonged questioning during which he said the CTV system would be as acceptable to NBC as their own, he contended, he said he could find no particular reason why multiple standards would not "encourage color television to the public."

To questions by Comr. Jones, he said the necessity of installing studio equipment would be the main deterrent to 100% color programing in CBS's view, after FCC adoption of standards.

Opening the Thursday session, W. B. Sullinger, Western Union radio research engineer, noted that the company has video facilities between New York and Philadelphia but said the facilities have never been used commercially and are in the transmission of Video Audio would have to be transmitted by the Bell System or otherwise, he said.

Mr. Sullinger presented proposed plans for Western Union to expand its present facilities. These expansions are, he said, dependent upon the outcome of the interconnection question, economic questions and demand for the company's service.

Considering resolution of these factors, he presented a company plan to install facilities between New York, Washington and Pittsburgh—with all three cities to be interconnected by two reversible TV channels—which he said could depend on the resolution of the three determining factors of interconnection, capital, and demand.

All the request of the Commission, Alex G. Jensen of Bell Telephone Labs appeared to present information on compromises necessary for a color system to fit its present facilities. He presented as an individual and not as a representative of Bell. Basis for his testimony was a paper delivered before the subject at the recent IRE convention.

During cross-examination by the Commission, Mr. Jensen conceded that under ideal theoretical circumstances a double interlace system of video transmission would cut the necessary video band for black-and-white to approximately half its present 4 mc width. He pointed out, however, that he has never seen this system used in black-and-white transmission and doesn't **

FCC ATTORNEYS in the color case include Assistant General Counsel Harry M. Plotkin (r), chief counsel, and John E. McCoy, chief of the television branch of the Commission's Legal Division. The witness is here seen upon the opening day of the Commission counsel table at last week's sessions.
L. A. WRESTLING

MCA Signs 20 Grapplers

IT LOOKS like local wrestlers will be throwing their weight around again on Los Angeles television with taking over by MCA Agency of representation of 20 top wrestlers last week. There has been no telecasting of local matches since promoters dropped on ban Feb. 9, charging that telecasting cut box office receipts. According to an MCA spokesman, the plan is being considered to allow televising of matches once a week and from a small arena, in order not to hurt large spots. Affected by the ban are KTLA, KTSF, KLAC-TV, KCAV-TV and KMBI.

KTSF has met the problem with kinescopes of Sunnyside Garden, New York, wrestling; KTTV has a weekly kinescope of matches from St. Nicholas Arena, New York, with lady wrestling on its future calendar, and other Los Angeles TV stations have turned to movie film or live talent shows. None lost a sponsor as a result of the ban, it was reported.

The Outlook

(Continued from Telecasting 3)

set up for use through Phoenix.

I would say three years and then the big question is whether or not we would want to pay the price for the service with the continued improvement in kinescope plus film service and local shows. I question whether or not we will ever want to use the coaxial cable in Phoenix. Certainly it is not in the cards for our television station in Phoenix to pay for a 1,000-mile haul for this cable.

David Carpenter, general manager of WCON-TV Atlanta, said there is little about the average TV program that demands immediate viewing for full enjoyment. With the gradual improvement of tele-transcriptions, he said, "Atlanta stations could be served in a manner which would give reasonable satisfaction to the listeners and enable the stations to do a better all-around program job because of the easing of overhead."

"Another aspect is that three stations in Atlanta must share the line equally and the contrast from kinescope to live will add to the dissatisfaction," he said.

Economic Question

Robert D. Swezey, general manager of WDSU-TV New Orleans, also is concerned about the economic angle. He said AT&T had indicated it would take 12 or 18 months to adapt the southern cable for TV service to New Orleans. "If gather that an order could be placed tomorrow," he said, "whoever placed it would have to undertake to meet the tariff for airline mileage between New Orleans and Memphis—some 500 miles—which, as I recall, is $35 per mile per month." In all the circumstances the entry date of the TV coaxial in New Orleans seems to depend pretty largely on the practical economics of working out an arrangement to support it financially. At best, it looks as though it is two or three years removed.

Thad Bell, president of WAPM-TV Birmingham, said, "We have been approached by the local office of Southern Bell Telephone & Telegraph Co. stating that DuMont and ABC did not sign up for 'shared' video service to Birmingham by the deadline date of Jan. 15, 1952.

Local Channels

"We are also told that we are to order local channels from toll office to individual television stations, which is a departure from radio network service. This was transmitted to the local office on Feb. 14, but I understand may have been countermanded."

"The matter of furnishing network video service seems to be between the networks and AT&T. We have not been advised that any network has signed up for the cable into the Southeast, and if the costs are what we hear, then we are very happy with TVR." The economics of network television are also important in smaller cities. Judging by replies from a dozen station operators not yet on the network. For example, Marshall Rose, general manager of WSAI-TV Huntington, W. Va., described the AT&T cost estimate for a Cincinnati-Huntington link as "prohibitive.

"We are working very seriously toward the establishment of a relay connection of our own, privately owned and operated," he said. "We have made all the necessary studies preparatory to building such a system and a final go-ahead decision is now largely dependent upon administrative matters." He added that new techniques were being studied, and hoped to have service in operation this summer so big league baseball as well as direct network services could be provided local viewers.

George S. Johnson, manager of KOB-TV Albuquerque, N. M., said the Commission is interested in one-time service for special events. "We do not see how we could support service direct on a continued basis," he said. "If we could tell our audience they might get one football game or a world series game direct plus the regular kinescopes we now have, I believe it would have a tremendous influence on the sale of receivers," he said.

Future Outlook

Harrison M. Dunham, general manager of KTTV (TV) Los Angeles, feels that network facilities may be used by Pacific Coast stations only in the case of national emergencies or outstanding public events because of the cost. "It is our further feeling," he said, "that as Hollywood's motion picture industry becomes more closely allied with television broadcasting, coaxial cable throughout the east will become less important to the television industry."

Station managers in all parts of the nation not now getting network service reflect views generally similar, in many cases, to the above comments. Their estimates of network service to be provided this year paralleled AT&T's own published schedule.

CHEAPER--BUY THE ¼ DOZEN!

10% OFF! Advertisers using the three-station facilities of WLW-Television are now entitled to an additional 10% discount.

40% OFF! WLW-Television's summer rates are effective between May 1 and September 30—with discounts up to 40%.

1000% UP! TV set ownership in the WLW-Television area has increased more than 1000% during the last year—totals 157,900 as of February 1.

Page 71 • BROADCASTING March 27, 1950
Telefile
(Continued from Telecasting 7)
build the station. During three wartime years as a commander in the Navy's Bureau of Aeronautics, he had a part in the development of television by the Navy. All WGN-TV studio and mobile equipment was designed and installed under his direction.

Vernon R. Brooks is director of operations. At one time traffic manager and supervisor of announcers at WGN, Mr. Brooks was assigned to the planning and development of WGN-TV on his return from war. He attended TV clinics and workshops throughout the country during the months preceding station's debut and has studied all phases of television broadcasting and techniques.

Jay Faraghan, former production manager at KSD-TV St. Louis, became traffic manager two months before station took the air. Five months later he was named program director. In addition to holding this position today, Mr. Faraghan personally directs some shows.

Harvey Called In
George W. Harvey, sales manager, is responsible for many of the station's commercial achievements. In July 1948 he was recalled from New York where he headed WGN's eastern sales office. He has been associated with Tribune broadcasting activities since 1935, with the exception of a brief period with Mutual in Chicago.

Jack Brickhouse, one of the nation's outstanding sportscasters, is sports service manager. Originally at WMBD Peoria, he developed into a popular basketball announcer as he followed Bradley Tech's champions. But he is best known today as a baseball, football, boxing and wrestling announcer. He joined WGN in 1940, but left during the war to enter the Marines and later freelance in New York and Chicago. He returned to Tribune Tower in 1948 to occupy the position he now holds.

Field director is one of the most important jobs at WGN-TV because of the station's coverage of many special events and sports programs. In charge of this department is Don Cook, who learned television from the apprenticeship level at Chicago's pioneer WBKB (TV). Mr. Cook directs all remote shows from the interior of a specially designed and constructed mobile unit. He was assistant stage manager before becoming a director. He produces the station's daily baseball telecasts, weekly wrestling and boxing bouts, and frequent remote special events.

Hooper To Speak
C. E. HOOPER, head of C. E. Hooper, Inc., will be guest speaker at the March 51 Los Angeles Chamber of Commerce Television Committee meeting at the Chamber's offices, 1151 S. Broadway. Topic has not yet been named, it was announced.

DALLAS JONES
Firm Adds Studio Space
DALLAS JONES Productions, Chicago, has bought all assets of Frank Lewis Inc., same city, increasing its television and motion picture studio space from 10,000 to 25,000 square feet. The firm, headed by Dallas Jones and his wife, will specialize in production of TV films.

New quarters are located at 1725 N. Wells St. Mr. Lewis, who produced slide films and illustrations, remains as head of the new illustration department.

SCIENCE AND DRAMA
WTVJ (TV) and U. of Miami Are Rewarded in Joint Effort
MUTUAL cooperation between WTVJ (TV) Miami and the U. of Miami in Florida is combining educational value with entertainment in video programming.

The university's radio and television department says the collaboration is responsible for TV shows of unusual local interest and for quality training of its students. WTVJ received two regular feature programs from the department, both sponsored by the Taylor Construction Co., a local building firm. The school uses the station's studio six hours a week for student instruction in a TV workshop course in which WTVJ personnel augment faculty teaching.

On-the-air production experience is gained by students while aiding weekly university-produced shows and setting up and breaking down equipment on remote telecast locations. The cooperation grew out of an arrangement made between Col. Mitchell Wolfson, WTVJ president, and Sidney W. Head, chairman of the radio and TV department, before the station went on the air last March.

The university produces a half-hour show each Tuesday at 9 p.m., at present alternating a dramatic program with a science show every other week. Additional special programs are produced frequently.

Most unusual is the science series, called Science Show Window, that brings to the camera interviews on plant and animal life peculiar to the subtropical, southernmost reaches of the peninsula. Professors of the various "ologies" are interviewed by Oliver Grieswold, member of the department, and live mammals, loaned by the zoo, are exhibited on the show.

In the dramatic series, the first production was outstanding in the choice of a play and in the manner of presentation, Mr. Grieswold explains. Hans Rothe's (professor and formerly with Max Reinhardt in Europe) modern version of Shakespeare's "The Comedy of Errors" was telecast remote from the stage of the U. of Miami drama department's Bone Theatre. Prof. Head supervised video production; Mr. Rothe directed the play. Audience could see stage action or by turning their heads watch the telecast on receivers placed in the theatre. Backstage, a receiver presented on-stage action to members of the cast not performing at the moment.

ROACH STUDIOS
Reorganizes for TV Filming
REORGANIZATION of Hal Roach Studios Inc., Culver City, Calif., in anticipation of broadened TV film activities, has been announced by Hal Roach Sr., president. The studios are being re-financed, following general creditors' approval, Mr. Roach said.

Under the new setup, the board of directors includes Mr. Roach, Sid Melman, Jack Keuran, Hal Roach Jr. and H. R. P. Lytle. Mr. Lytle also was named vice president and treasurer. Hugh Huber, vice president and treasurer, and Fred Wilkins, secretary, who also served as directors, have resigned.

REPTILE is displayed to viewers by Prof. Julian D. Corrington, of the Zoology Dept. L to r: Profs. Grant Shepard and Sydney W. Head (seated); Mr. Grieswold, Prof. Corrington and Lloyd Gaynes, WTVJ cameraman and student.
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Projector

Sets new standards of performance, utility and economy for TV station operation. Provides a means of film pickup that approaches the contrast and clarity characteristic of studio productions.

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Used with a Du Mont Special Image-Orthicon film pickup to give studio clarity to movies and teletranscriptions.

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Brings dramatic moving sets and backgrounds into any studio. Eliminates costly and cumbersome sets and backdrops.

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ALLEN B. DU MONT LABORATORIES, INC., TELEVISION TRANSMITTER DIVISION, CLIFTON, N. J.
PERSONAL TOUCH
PLAYING personal angle for all it's worth is Mark Sheeler, m.c. of morning show on WFLK, Alexandria. Va. Mr. Sheeler enters Washington homes armed with tape recorder and leading questions such as, "Do you think that marriage will ever replace the automobile?" Informal chats with housewives resulting from such questions are recorded and presented on Mr. Sheeler's program.

Dances of Countries
NEW studio program at WBAP-TV, Fort Worth, Tex., is Dance Parade, produced by Ted, Jr. Exhibitors are recorded and programmed foraiing. Ed Elkins, sponsor, is sponsored by Stromberg-Carlson and Gibson Electric.

ANNOUNCEMENTS
NATIONAL Amateur Hockey tournament in Lewiston, Me. is sponsored by Canada's National Secondary School Athletic Assn. Lewiston's Mutual Life, Lewiston, Minn., 1,000 airline miles away. KROC sent its sports director, Bernie Lasky, to Lewiston to give play-by-play accounts of matches between Rochester Mustangs and Lewiston's team. Rochester Post-Bulletin, sponsor of KROC, also sent its hockey writer, Ozzie St. George, on trip.

EXPLOITING EXPOSITION
FIVE-minute interviews were sold to exhibitors by WDC-TV, Davenport, Iowa, to city's recent Annual Home and Food show. Exhibits were telecast with interviews telling their sales stories and explaining their products. Program Director Charles Freiberg and his cameramen and lighting crews dollyed from booth to booth with Ron Jensen and Norman Bacon doing running commentary on interviews. Successful results indicate that station will use "roving camera" technique at future Home and Food shows.

Bi-Lingual Shows
LIVING up to its French title, Biolette show on WSSR, Cleveland, a bi-lingual. Conducted by George Thompson, modern language teacher at Western Reserve U., Cleveland, format of show is French music, interspersed with talk in both French and English. Show is aired Mon. at 7:45 p.m. Due to its success with persons of French extraction and students in Cleveland, another show, Fiesta Tropical, has been started on WRSR by Mr. Thompson. Format of program is similar, with Spanish being substituted for French, and Spanish guest welcomed to program weekly. Show is piped over public address system at Kent State U. students union.

'Hands That Speak'
FIFTEEN-minute show over WJLD (TV) Dayton, Ohio, has format specially constructed for deaf mutes. Entitled Hands That Speak, program is made up of devotional message delivered by minister. Message is interpreted in sign language as are hymn sung for listening audience. Idea for show originated with Mrs. Peg Kylstra, local school teacher, who worked out production details with A. Donovan Faust, assistant general manager in charge of programs at WJLD. Show is sponsored by Church Federation of Dayton and Montgomery county, and is on trial schedule until after Easter.

CATERING TO TASTES
VARIETY of music to suit his listeners' preferences is aired Mon.-Sat. on Milkmans' Minitune by Larry Brown, m.c. of WPEN Philadelphia show. Mr. Brown divides four-hour show into half-hour segments, using them for pop tunes, light modern experiments in music, classic hits of 30 or 40 years ago, old-time instrumental favorites, background music from current motion pictures, and one hour of past and current show tunes. Format satisfies tastes of old and young alike, station reports. Milkmans' Minitune is heard from 2:05 to 6 a.m.

NEW CONTROVERSY
NEW quarter-hour weekly program Seven on The Air, taking up discussion of controversial subjects, starts April 3 on KRTV (TV) Los Angeles. Program is believed to be first television program sponsored by local labor union, Retail Clerks Union. Local 770. Speakers on program will include James Roosevelt, Rep. Helen Gahagan Douglas, Harry Flannery and Gordon Severance, in addition to authorities on science, business and communications. Leonard Shubert produces program with Robert S. Howell as associate producer. Bob Breckner will direct.

PLAY-BY-PLAY CHECKERS
WGBF Evansville, Ind., lays claim to play-by-play description of first broadcast of checker game when Evansville's champion, Walter Giannini, met the Harrisburg, Ill., champion, John Lutwinski. Forty-five minute game was described by J. C. Kerlin, WGBF's local newsmen.

CALLING ALL CABS
ACTUAL workings of taxi meter are shown as part of two week series on "Calling All Cabs" on WTVR (TV) Richmond, Va. Series, composed of two shows, is designed to demonstrate control exercised by city on this mode of transportation. Second show in series was devoted to discussion by taxi squad of Richmond Police Department on enforcement of regulations by police in regulation of taxis and drivers were shown.

SPOT REPORTING
LESS than an hour after airliner crashed in South Minneapolis, killing 15 persons, WCCO Minneapolis-St. Paul aired first eye-witness report. Civilian Car and Phil Leblanc, station's staff, were on scene shortly after accident and phoned on-the-spot report to station. Telephone coverage was recorded and aired on 10 p.m. newscaast, just 58 minutes after tragedy.

Club Due
SECOND late evening disc show broadcast by WNSR Newark, N. J., from night club has been inaugurated by station. First program was held Friday night at the Iowan Club, featuring Carl Ida and broadcast from Iowan Club in Irvington, N. J., Friday nights at midnight nightly. Latest series features Ed Bonner spinning records and interviewing guest stars. Miss Diana, Union, N. J., Mr. Bonner is heard from 10-10:30 p.m., nightly, except Monday.

PRIZE PARTY POPULARITY
NEW TV show on WFIL-TV Philadelphia recorded 6,708 mail pieces in one week. station reports. Half-hour show, "Wofil Ranch Prize Party," is aimed at children viewers and aired Mon.-Fri., 5 p.m. Daily telephone question and answer session with youngsters who have written station asking to be called, is format of show which immediately follows "Wofil Ranch Theatre" hour-long feature-length Western movie. Children who successfully answer questions asked by "Ranch Roast" Peg Newman, appear on show following day and receive prizes.

WEAKNESS TIES
WEAKNESS TIES are being sold for use in national campaigns, according to National Advertising Review Co., Inc. NAR, producer and distributor of "Red Cross Seal of Approval" and "America's Shield against Tuberculosis." Ties consist of 23rd Train campaign, 1950 Girl Scouts campaign, "Habitat" campaign for U.S. Housing Authority and "Help to Fight Polio" campaign, March 9-15, 1950. Ties are being sold for $3.30 per hundred, C.O.D.

Write for special prices on orders of one dozen or more. Allow 2 weeks for delivery. Add 3% sales tax for Michigan residents.

Gifts by Guildcraft
1040 W. Fort
Detroit 26, Michigan

March 27, 1950 • Page 75
March 17 Applications. ACCEPTED FOR FILING

Modification of CP

Max, CP station to change power, install DA station extension of completion date: WQGD Madison, Wis., March 12.

KWDB Wichita, Kan.—Mod. CP AM station to new FM station change date: 2920 kc, April 27.

WXHR Boston, Mass.—Mod. CP new FM station to Ch. 2920 kc, April 27.

APPLICATIONS RETURNED

KCHI Chico, Tex.—RETURNED MARCH 14 (to cover MARCH 1-12).—George, Del.—Rollins Best, Co. Kansas City—March 12. Application to new station on 900 kc 1 kw D DA.—Paul Best, Co. RETURNED March 15 application for new station on 890 kc, 1 kw D.

March 20 Decisions. BY A BOARD

Modification of CP

KYMA Phoenix, Ariz.—Authorized, mod. CP to change frequency from 1260 to 1260 kc 1 kw D radio station and utilize channel 27, during hours from 6 am to 6 pm.

Hearing Designated

KTKR Taft, Calif.—Designated for hearing in Washington June 28 application for CP to change channels to frequencies with 250 w power; provided applicant agrees to level of 250 w power as a temporary settlement of blanket interference occurring within the 250 w power.

Hearing Designated

KXOR St. Louis, Mo.—Designated for hearing in Washington June 28 application for CP to change from DA to D, license to operate on 1200 kc 1 kw D, Lexington, Ky., party to proceeding.

Request Denied

KSGN Coeur d' Alene, Idaho.—By letter, denied request that KSGN (authorized 950 kc 5 kw D) be permitted to sign off at 6 p.m. PDT during June and July. Under Communications Act of 1934 as amended, broadcasting stations with duty of regulating standard broadcast channels in public interest. Authority, if granted, would limit use of all available broadcast channels and frequencies. To permit decreased hours of operation and use of less efficient broadcast channels and frequencies would not appear to be in public interest. The Department of Commerce cannot guarantee any standard broadcast license operation on public interest will be profitable. Application Granted

KSTT Davenport, la.—Granted application to change studio location from Davenport to Des Moines, Iowa with same eng. disp. cond. prescribed 4 kw D, cont. operation on 1170 kc 1 kw D.

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CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1329 Wisconsin Ave., N. W.
Washington, D. C.
ADams 2414
Member AFCCE

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

10 years of professional background.
PAUL GODLEY CO.
Upper Montclair, N. J.
Member AFCCE

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. D1. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANsAS CITY, MO.

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

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

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

ANDREW
CORPORATION
SPECIALISTS IN
Allocation • Design • Installation
353 E. 75th St., Chicago 19, Ill.
PHone: TRIangle 4-6600

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

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

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

WELDON & CARR
WASHINGToN, D. C.
1665 Connecticut Ave., N. W.
DALLAS, TEXAS
1728 Wood St., Riverside 6646
Member AFCCE

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

Chambers & Garrison
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE

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

WALTER L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
REpublic 3883
WASHINGTON, D. C.

JOHN CREATZ
319 BOND BLDG. REPUBLIC 2161
WASHINGTON, D. C.
Member AFCCE

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

A. R. BITTER
CONSULTING RADIO ENGINEERS
4725 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7651, 9541

SILLIMAN & BARCLAY
1011 New Hampshire Ave. RE. 6646
Washington, D. C.
2915 Red River 2-3655
Austl., Texas

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W.
EX. 8073
Washington 5, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
18 Grand St., New Rochelle, N. Y.
New Rochelle 6-1630

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

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg., Washington 4, D. C.
National 7757

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

A. EARL CULLUM, JR.
CONSULTING RADIO ENGM'NERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6100

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

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2161
WASHINGTON, D. C.
Member AFCCE

PHILLIP MERRYMAN & ASSOCIATES
• 114 STATE STREET
• BRIDGEPORT 3, CONN.
• BRIDGEPORT 5-4144
RADIO CONSULTANTS

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

March 27, 1950 • Page 77
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 ................................  $90
Sixteenth page ............................. $45

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

**PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No checks in blank boxes. For returns or guarantee see reverse. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C. BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.**

### Help Wanted

**Managerial**

Colorado regional has opening for top quality commercial manager. Old established and large network station looking for man capable of assuming full administrative responsibilities. Excellent salary and benefits. Good prospects for future growth. Salary to top dollar. Please supply complete business background. Box 398E, BROADCASTING.

**Salesmen**

1000 watt network station in eastern Michigan: excellent market; 15% commission on all sales. First-class territory. Excellent promotion and support. Full drawing account. Box 437E, BROADCASTING.

Wanted—salesman, salary fifty dollars weekly plus commission. Unless you are a hard worker and hustler do not apply. Box 499E, BROADCASTING.

Wanted for 5 kw network station in western Michigan city of 110,000. Real opening for a good salesman. Salary and financial requirements. Box 500E, BROADCASTING.

Wanted—time salesman, 500 watt daytime independent, southern Texas. Draw letter and full backing if you can make $1000.00 monthly or better. Good records being required. Car necessary. Box 501E, BROADCASTING.

South Georgia station wants salesman. Must be willing to work. 250 watt full-time independently. Must be able to produce. Box 507E, BROADCASTING.

Wanted—salesman. Opportunity for right man. Only interested in hard worker. If you have good personal qualifications. Regional network station, salary $1500 monthly or better. Box 508E, BROADCASTING.

Man or woman to open and operate clear channel AM station in southeastern Missouri. Good salary. Good city. Box 509E, BROADCASTING.

Need thoroughly experienced salesmen. New York metropolitan city 40,000, two station market. Excellent city. Box 510E, BROADCASTING.

Send complete information regarding sales experience, background, etc. First letter. Confidential. Box 511E, BROADCASTING.

### Announcers

Announcer with first class license, $5 per week minimum details. Box 483E, BROADCASTING.

Announcer-newman-writer wanted by new station in southern city. Good voice, writing ability essential. Salary to top. Send photos and background to Box 484E, BROADCASTING.

Alabama ABC affiliate has immediate opening for capable announcer, strong on sports, rock & roll, etc. Salary negotiable. Box 485E, BROADCASTING.

A real deal for McNeil. If you’re on the bull, Pat and can run a good morning show both sides of the border contact us at once. Send all details in first class letter. Use return envelope. Box 512E, BROADCASTING.

### Situations Wanted

**Managerial**

Manager: Forget your management problems, the big job of the 500- watt western station tired of California. Twenty unusually successful years of management in both radio and television. Proven ability to handle large sales, economical operation, sales, promotion, public relations, traffic and scheduling. Experienced in network and affiliate relations, public relations and consulting. First concern is not size of station but quality control and top-notch personnel. Available anytime plus immediate personal references. Box 412E, BROADCASTING.

**Salesmen**

Sales manager—aggressive, experienced. Successful sales record with major network. Location New England. Box 525E, BROADCASTING.

**Announcers**

Top sportscaster, excellent play-by-play, listener appeal, employed, available for immediate references. Box 388E, BROADCASTING.
Available immediately.

WASHINGTON, D.C.

19 years voice and sales experience. Will do you some good. Will answer any letter. Box 1100E, BROADCASTING.

WANTED: 1st class AM announcer to fill off-peak openings and as floater. Will answer all replies. Available immediately. References. Box 615E, BROADCASTING.

MARYLAND.

Experienced announcer and play-by-play sportscaster desires position in broadcast or TV. Baseball--play-by-play, football, basketball, hockey. Desires position with baseball team. Will work anywhere. Box 616E, BROADCASTING.

Situations Wanted (Cont')

WASHINGTON, D.C.

Chief engineer--Two years experience, three years Army radio experience. Graduate degree in radio engineering. Desires position seeking better job. Box 406E, BROADCASTING.

Engineer--Junior engineer, thoroughly experienced in all phases of broadcast engineering, including AM/FM construction-installation--maintenance--studio wiring--control board. Desires position with progressive and growing station. Box 502E, BROADCASTING.

Chieft engineer--Highest caliber of radio and TV construction and maintenance for 18 years experience. Excellent references. Box 643E, BROADCASTING.

Chieft engineer--Available immediately. Highest caliber of construction and maintenance for 18 years experience. Bears highest possible license and is well known to present and past employers. Box 508E, BROADCASTING.

Experienced young chief engineer, experienced in construction, installation, operation, etc. First phone, class A, Graduate of FM work. Box 515E, BROADCASTING.

Recent RCA graduate, family man, now experienced in all phases of engineering, 1st class and amateur license. Available for either position. Box 533E, BROADCASTING.

Engineer degree 10 years experience all phases, licensed. Box 556E, BROADCASTING.

Combination engineer--Announcer, Age 21, Single, one year experience. As combination operator, available immediately. Box 609E, BROADCASTING.

First phone license with six years experience as combination operator--announcer. I am not one of those overworked duds. My work is honest and my day's work. I can make use of my own equipment and save you trouble. Prefer network station in small town. Box 590E, BROADCASTING.

Chieft engineer--Announcer, 10 years experience. Excellent combination operator--announcer, now capable of handling all phases engineering. Better than average. Presently employed. Box 651E, BROADCASTING.

Engineer--14 years experience. AM-FM, construction, installation, maintenance, control board and operation, etc. Available immediately. References. Box 695E, BROADCASTING.

Experienced radio telephone installer. Currently with twenty kilowatt New York City FM station, Box 611E, BROADCASTING.

First phone license with six years experience as combination operator--announcer. I have a job as a combination radio repairman. Will work anywhere. Box 615E, BROADCASTING.

First phone license, 22 years experience, as combination operator--announcer. I have a desire to start my own station. Will work anywhere. Box 615E, BROADCASTING.

Firefighter--15 years experience in all phases of play-by-play, and exciting work. Will answer any reply. Available immediately. References. Box 631E, BROADCASTING.

Experienced announcer--Married. Box 632E, BROADCASTING.

Wanted: Experienced engineer, seven years experience in all phases of broadcast and TV. Box 636E, BROADCASTING.

Announcer, 10 years experience, including two years television, seeking position with any network. 470 University Ave., B. Egan, 510 Glen Allen Drive, Balti- more 21.

WANTED: Combination or engineering job, preferably with the Westinghouse Electric Co. or any other reputable station. Have college degree. Excellent references, available immediately. Box 273E, BROADCASTING.

WANTED: Announcement and play-by-play sportscaster desires a position in broadcasting. Box 568E, BROADCASTING.

WANTED: Play-by-play sportscaster, 6 years experience in all phases of play-by-play. Specialized in baseball, football, basketball, and hockey. Formerly employed as sports director. Excellent references. Box 594E, BROADCASTING.

WANTED: Sports Directors, WCFP, Beckley, West Virginia.

Announcer, 10 years experience, including two years television, seeks position with any network. 470 University Ave., B. Egan, 510 Glen Allen Drive, Balti- more 21.

WANTED: Combination or engineering job, preferably with the Westinghouse Electric Co. or any other reputable station. Have college degree. Excellent references, available immediately. Box 273E, BROADCASTING.

Washington, D.C.

Engineer--Highly experienced in all phases of broadcasting, preferably with a network. Desires a position with a network or large radio station. Box 623E, BROADCASTING.

Engineer--Two years combination, two years TV. Desires a combination position with a TV network. Will fill 250 chief. Good voice, top references, will travel anywhere. Box 98, Montezuma, Indiana. Desires permanent position with right station. Any offer considered. Box 529E, BROADCASTING.

Experienced transmitter and control board engineer, Desires position in east, west, south, or southwest U.S. Box 639E, BROADCASTING.

Engineer--Two years combination, two years TV. Desires a combination position with a TV network. Will fill 250 chief. Good voice, top references, will travel anywhere. Box 98, Montezuma, Indiana. Desires permanent position with right station. Any offer considered. Box 529E, BROADCASTING.

Chieft engineer--Graduate EE, excellent experience in all phases. Some announcing. Reliable, versatile, 1st class. Will work May 21, Post Office Box 595, Columbia, Missouri.


Chieft engineer: Experienced in economic conditions competent experienced staff of four engineers and two technicians--one an- nouncer, one production man. Desires sports, events special events and former PD. Other announcements. Full references available. Four cars, WCFP, Beckley, West Virginia.

Engineer, experienced, console, transmitter, Young, single, do not smoke or drink. Desires position in eastern boundary. G. Brown, Alden, Iowa.

Engineer, 1st phone, no experience, married, likes position in the west, and also in neighboring states. No combination operators desired. Box 1222, North School, Clifford Chance, Oakville, Miss.

Engineers available. All with first phone. Combined work, operating a fully equipped broscast studio, training new all phases of broadcast engineering, including building and repairing broadcast equipment. Any location considered. Stations managers. Desires position with contract and/or PM disc jockey. Will do any work, travel anywhere. Have car, Richard Delany, 201 First Ave., Brookton, 3005 North State St., Jackson, Miss.

Experienced engineer: first phone, college graduate, Desires position with network, Desires position with a TV. Will work anywhere. Have car, Richard Delany, 201 First Ave., Brookton, 3005 North State St., Jackson, Miss.


Permanent position as radio operator wanted. Will experience first class. Available at present working John Kuzikowski, 444 Wyona St., Brooklyn, N. Y.

Production--Programming--others

Experienced copywriter, women's commentator desires writing job, preferably with a network. Want commercial or air work. Desires position as copy writer. Prefer east, Veteran. College degree. Presently employed. Box 409E, BROADCASTING.

Continuity writer. Excellent background. Opportunity. Copywriting, non-analogous, some announci ing. Audios for a future, but wife has to eat. College graduate, young, personable, excellent with voice. Will work anywhere. Box 511E, BROADCASTING.

Young woman seeking position in radio. Excellent voice, some experience in reporting, broadcasting, sales. Experienced commercial copy writer. Box 512E, BROADCASTING.

Program director--Announcer, 6 years experience. Desires all phases of broadcasting, sales, advertising, public relations, etc. Prefer station over 75,000. Excellent references. Box 535E, BROADCASTING.

Program director--Announcer, 6 years experience. Desires all phases of broadcasting, sales, advertising, public relations, etc. Prefer station over 75,000. Excellent references. Box 535E, BROADCASTING.

Television

Director, film operations, 16 years experience, can handle all phases of TV--film, newscasts, production, etc. Also ready to set up, direct newscast operation, commercial and entertainment. Desires position with a TV station in any location or general manager. Very many years projection experience: apartment--commercial—publicity, radio repair repair. Past experience with NBC. Available May 1, Box 656E, BROADCASTING.

For sale:

1950 $6000 complete, spare 10 kw transmitter. New, never used. Box 457E, BROADCASTING.

RCA ST-250A FM transmitter and GE BROAD-CASTING 1954 broadcast receiver complete, no accessories. Will ship complete, call or write Box 501E, BROADCASTING.

$11,000 FM WFE-250E-2 complete, spare 10 kw transmitter. New, never used. Box 457E, BROADCASTING.

RCA ST-250A FM transmitter and GE Type BJM-1-A frequency and modulation monitor with following UTC transmitters: LSR-150 (150 watts, 459-510 MHz), LS-51, PA-309 plate transformer, DC output, 2010-7500 volts, transformer; 5000-1.5 kw, 5000 station wanted, will consider any locality. Avail- able immediately. References. Box 455E, BROADCASTING.

One used 1000 watt AM transmitter, 12 kw output. Price $1500. Box 506E, BROADCASTING.

Chesapeake, Virginia.

WANTED: Used studio control equipment high fidelity only. Milken turntables, control console, etc. Must be in good condition and reasonably priced. Box 647E, BROADCASTING.

Help Wanted

MANAGER

For only station servicing industrial community of over 75,000 people. Fulltime station on excellent frequency. Only capable, qualified and aggres- sive applicants will be considered. Good salary to right man.

Send photo and complete letter. Box 616E, BROADCASTING.

(Continued on next page)
Savannah Case

E. D. Rivers Answers Protests

E. D. Rivers Jr., granted for a new AM station in Savannah, Ga., told FCC last week that the protest which existing Savannah stations registered against his grant was based on a desire to keep competition down.

The protest, filed by the Savannah Radio Council, claimed Mr. Rivers had not operated the WSC Decatur in the manner he told the Commission he would, and that there is a “serious question” as to his qualifications to operate a station in Savannah [Broadcasting, March 13].

Mr. Rivers replied, in an answer filed by Philip M. Baker, Washington attorney, that WEAS has not failed to keep FCC informed of its program policies; that the station has “gone beyond [its] promises” with respect to service to Negro listeners and has built up a wider following for its religious programs; that it has emphasized “race, rural (programs) and religion,” and that Mr. Rivers is clear in his application that he planned to “build the same type of public service in Savannah.”

Mr. Rivers contended each of the stations in the Savannah Radio Council—WCCP WDAR AM—FM WFRP WSAV AM—FM and WTOP AM—FM—has “found it necessary to depart from previous representations” with respect to program service.

Cites Constitution

He also claimed the council’s constitution provides that the members “agree to abide by decisions and policies” of the council. This, he said, raises a question as to “whether there has been an unlawful delegation of the licensee’s sole responsibility to operate their facilities in the public interest,” and “whether the Savannah Radio Council is a combination in restraint of trade.”

Mr. Rivers also claimed that as late as last December he was approached as a possible purchaser of WDAR and of WFRP. That, he noted, was before he got his grant conducted theatre pit orchestra. James H. Gray has been named acting manager of WARB.

WRSW ‘Moved’

By inadvertence, and at no cost to the management, FCC moved an Indiana FM licensee to Europe fort-night ago. An FCC motions calendar recorded a request of Reub Williams & Sons, operator of WRSW (FM) Warsaw, Ind., for continuance of the March 24 hearing on its application for a daytime on 1050 kc with 250 w directionalized. The address given by FCC: Warsaw, Poland.

Civil Defense

C. of C. Issues Report

Basic steps for adequate wartime civil defense are proposed by a national defense committee of the U. S. Chamber of Commerce in a report, “Civil Defense in Your Community,” released last Monday.

Communities should take an inventory of such existing facilities as “communications when normal means have been disrupted,” transportation and other resources, the committee suggests. Appointment of a civil defense director by the mayor of each community is also recommended. (Forty-one of the 48 states now have such directors and 17 have provided for legislation to set up planning, it is pointed out.)

H. L. Tallman

H. L. (Mac) Tallman, 58, manager of WALB Albany, Ga., for the past two years, died of a chronic heart ailment on March 16. Born in Pennsylvania, Mr. Tallman had spent his adult life in the entertainment world and for many years managed WLB. James H. Gray has been named acting manager of WALB.
W. VIRGINIA MEET

Clinton Named President

GEORGE H. CLINTON, vice president and general manager, WPAR
Parkersburg, and general manager, WBLK Clarksburg, both in West
Virginia, was elected president of the West Virginia Broadcasters
Asn. at the annual business meeting held March 18 in the Chancellor
Hotel, Parkersburg.

Mr. Clinton succeeds John S. Phillips, WCAW
Charleston general manager, who has been
president for the past two years.

Other officers elected were Joe L. Smith Jr.,
Chesterfield, president; WLJS
Beckley and WIXA present
vice president, and Alice Shein, general and
commercial manager, WBTB
Williamson, secretary-treasurer.

FCC Actions

Following were granted CPs for new
remote pickups: KA-625 KA-859
KFXJ Grand Forks, N.D.-CP to
change type to trans. at present
site; change from 990 to 960 kw.

Mr. Clinton.

Mr. Evans, small station director; Mr.
Hodel as FM station head; Mr.
Massey, medium station director, and
Mr. Rosene as TV director.

Nearly 40 West Virginia broad-
casters and wire service represent-
avies attended the business ses-
tion which dealt with present activ-
ities of the WVBA. During the
meeting, new district directors
were appointed and a committee
was formed to work with the West
Virginia State Newspaper
Council in arranging a program for
the annual council conference
slated for Oct. 19-20 at Morgantown.
A broadcasters’ clinic will be held at
the conference.

Principal business at the session
concerned the moving of the West
Virginia group from the fourth
district of the NAB to a more suit-
able location. A resolution will be
sent to Judge Justin Miller, NAB
president, urging such a move.

March 21 Applications

ACCEPTED FOR FILING

AM-830 kc

WRAD Quincy, Ill.—CP application to change from 930 kc 1 kw
unl. to 930 kc 5 kw unl. was received. Station had failed to file for renewal of
license, which expired March 1 but has advised Commission it wishes to continue,
and is preparing renewal application.

License for CP

WJAC-TV Johnstown, Pa.—License
to cover CP 930 kc new commercial TV station to change studio location from Tribune
Annex-Loest St., Johnstown to 329 Main St., that change
was received.

March 22 Decisions

BY COMMISSION EN BANC

Petition Denied

N. M. College of Agriculture & Me-
chanic Arts, Station KQ, Navo
Rd., Las Cruces, N. M. and KGB Albuquerque, N. M. — By
order dated petition requesting reconsideration of Commission’s
Marginal Frequency Order of No
vember 18, 1945, and grant of previous petition of N. M. College of
Ag., was denied by Commission
in alternative afford them oral argument;
granted KGB extension of time to
include June 1 within which to com-
ply with Sec. 3.101.

WRTX-FM Kingsport, Tenn.—Grant-
ned STA to go on air April 1, pending action on application for renewal of
license, when it is received. Station had failed to file for renewal of license, which expired March 1 but has advised Commission it wishes to continue,
and is preparing renewal application.

March 22 Applications

TENDERED FOR FILING

AM-1490 kc

WAPF McBee, Miss.—CP AM station to change from 1490 to 250 w d
1480 kc 250 w unl. was received. Station had failed to file for renewal of
license, which expired March 1 but has advised Commission it wishes to continue,
and is preparing renewal application.

KXUP Durango, Col.—CP AM station to change from 1380 to 250 w d
1370 kc 250 w unl. was received. Station had failed to file for renewal of
license, which expired March 1 but has advised Commission it wishes to continue,
and is preparing renewal application.

KXAT San Antonio, Tex.—CP AM station to change from 1280 to 1280 kc
1 kw unl. was received. Station had failed to file for renewal of
license, which expired March 1 but has advised Commission it wishes to continue,
and is preparing renewal application.

Action Set Aside

KPLV Plainview, Tex. and KCBD Lubbock, Tex.—On own motion, Com-
mision set aside action of March 5, which designated for consolidated hear-
ing general and two remote pick-
up license applications for KPLV for mod.
AM station to change from 1570 kc to 600 w d and
KCBD for FM station at Plainview.

License for CP

WRAB-TV New Britain, Conn.—License
to cover CP new AM station to change studio location to W. Main St., New
Britain, was received. Station had failed to file for renewal of license, which expired March 1 but has advised
Commission it wishes to continue,
and is preparing renewal application.

KXUJ-AM San Antonio, Tex.—License
for CP new AM station to change from 1280 to 1280 kc 1 kw d
1280 kc 1 kw unl. was received. Station had failed to file for renewal of
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License Renewal

WBAI W. Lafayette, Ind.—Request
for license renewal AM station.

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New Grants, Transfers, Changes, Applications

<table>
<thead>
<tr>
<th>Class</th>
<th>Total</th>
<th>AM Stations</th>
<th>FM Stations</th>
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<tbody>
<tr>
<td>AM</td>
<td>2,112</td>
<td>2,761</td>
<td>186</td>
</tr>
<tr>
<td>FM</td>
<td>111</td>
<td>406</td>
<td>34</td>
</tr>
<tr>
<td>TV</td>
<td>35</td>
<td>74</td>
<td>147</td>
</tr>
</tbody>
</table>

* Two on the air.

**Summary of Authorizations, Stations On the Air, Applications**

<table>
<thead>
<tr>
<th>Town</th>
<th>Licensed CPE</th>
<th>Co-Controlling Interests</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>300</td>
<td>White Radio Co.</td>
</tr>
<tr>
<td>FM</td>
<td>100</td>
<td>John Townsend, Inc.</td>
</tr>
<tr>
<td>TV</td>
<td>50</td>
<td>Dan B. Smith</td>
</tr>
</tbody>
</table>

**Options and Orders**

* KCMB Los Angeles, WJZ Detroit, WOAR Cleveland—announced memoranda for order of station are to set aside order appointing hearing examiner for date of June 15, 1947, for renewal of nonessential for said stations.

* Olney Best Co., Olney Texas—Announced order for order of station are to set aside order appointing hearing examiner for date of June 15, 1947, for renewal of nonessential for said stations.

**FCC Actions**

* KDMP Omaha, Neb.—Mid-Continent Best Co., Request for permission to change call sign.

**Deletions**

* Three AM authorizations two FM permits and one TV permit were re-transferred for applications since Jan. 1, 1947; 1 FM, 2 TV; 3 AM, 4 FM, 1 TV for withdrawal.

**New Applications**

* AM Applications—Flagstaff, Ariz.—Lyle T. Tschetter and associates, Coonerville, Calif., for permit to operate AM station, 610 kc, 1,000 watt.

**Amendments**

* Included in this edition—KCMB Best Co., CP, Modification not filed.

**Deletions**

* Included in this edition—KALQ Battle Creek, Mich., CP, Modification not filed.

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BOB BURGER (II), WCAX man-on-the-street in 1949, meets and interviews division managers of Sears, Roebuck & Co., Burlington.

When Burlington Buys

(Continued from page 88)

guide our efforts to get comments from our audience on how they liked the program and what suggestions they might have for improvements.

In order to accomplish this, small prizes were offered for questions submitted for use on the program provided they were submitted with comments regarding the program. A first prize of $5 in Sears Credit Coupons was offered for the best question, two second prizes of $5 in Credit Coupons and $1 for every question used on the program. This offer was made for three weeks. In that three-week period over 400 entries were received. Praise for the program was more than abundant. Though the audience was instructed to send its entries to WCAX, well over a third of them were directed to Sears, Roebuck."

That description by Mr. Trueld of program acceptance and how the audience identification is backed up by his version of the institutional results attained by the broadcast series:

Results Attained

"The institutional objectives are being accomplished. We are being kept in the public mind day in and day out. We have created good will because of the public acceptance of our program. Our slogans are becoming common knowledge. Our credit plans and credit coupon plan are kept before the public."

"Four out of five days we draw a crowd in front of our store. Five days a week an average group of 10 persons comes into our store to listen to their voices on our Sears Silvertone wire recorder. Identification of our principal brand names has improved measurably. In short, the initial objectives for which this program was started have been met beyond our expectations."

"One specific institutional value is worth mentioning, the amount of having of the people interviewed on the program come into the store to hear their voices, the m. c. has the opportunity to say as he completes each interview, 'Be sure to come upstairs and hear your voice on the Sears Silvertone wire recorder.'"

"This has meant that our brand name Silvertone has become as familiar in the public mind in this area as any of the nationally advertised radio brand names. We cannot imagine the accomplishment of the same result in any other way or through any other medium or combination of media without a tremendous expenditure far above the cost of the program which, as we have explained, served many other purposes."

Results General

These results are of a general nature. Getting down to Mr. Trueld’s list of a few examples of merchandising projects here. Here they go as he put it in the NRDGA entry:

"The first specific results which made us wonder if we weren’t unique in the radio after devoting some time to a program on announcing that the new Sears catalog was available. We had placed a newspaper ad on this the day before and had gotten some action. We put it on the radio the next day just as a matter of course. The response was immediate, and all catalogs were ordered by mid-afternoon."

"For the past three months we have been regularly using radio to sell merchandise. The results have been more than satisfactory in relation to the cost of promotions. Three specific results follow where no other advertising was used."

"In most instances we tie our radio in with the rest of our advertising and have been aware of the real sales help it has been. However, in these instances it is difficult to assess the relative results of different media. For that reason we have confined our examples to the few instances where radio has been exclusively used or its results could be specifically ascertained."

Long-Range Potential

That’s Mr. Trueld’s summary of some of Sears’ specific promotions. Summarizing the long-range aspects of the broadcast, he says:

"Our Sears, Roebuck store in Burlington has been good growth over these past few years. Though logically we cannot attribute this to any major portion of our radio program—there are too many other factors—we do feel that our Sears Man-on-the-Street program has been a major factor in our public relations and hence our sales effort."

"We are aware that we have been able to accomplish by this program could hardly be accomplished so neatly and easily by any other program."

"Sears Man-on-the-street program has become a part of Sears, Roebuck and a part of the public consciousness of Sears in this area. We are satisfied that we have been and remain satisfied with these results, good as they are? Not at all. Looking forward Mr. Trueld says, ‘We have been pleased to discover the merchandising possibilities of our program and intend to explore these further.’"

RAZOR BLADES BY THE MILLIONS

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

WCKY

50,000 WATTS OF SELLING POWER

CINCINNATI

March 27, 1950 • Page 35
RCA’S NEW COLOR TV TUBE
DEMONSTRATED FOR FCC

POTENTIAL Solution of some of color television’s fundamental technical problems seen Friday after closed-door demonstration of RCA’s new single tri-color picture tube to FCC and management officials. RCA officials summoned a half-dozen of the await tube, first outside laboratory, was held Thursday night and reported to other participants in color hearing at Friday session. FCC meanwhile set April 6 as date for official demonstration hearing. Although details of tube and its performance were not disclosed officially, it was known RCA presented two types of tri-color tube, one single gun and one triple gun, with latter said to give rendition most nearly approaching performance of RCA’s present three-tube color system. Some observers considered new tube to be “great stride” in color development, emphasizing its facility in all color systems and removal of restrictions on screen size.

Both tube models shown were 16-inches, longer than RCA’s present monochrome kinescopes of that size and hence said to present unique problem. RCA officials on top of one tube from rear of set. RCA witnesses already have testified they can build large tri-color tubes easier than small ones. Single-gun tri-color picture tube was said to require about 10 receiver tubes more than monochrome sets, plus accompanying extra circuitry, while tri-gun picture tube adds still another 10 tubes plus circuitry. Rough estimate of $10 was cited as cost for “adding a tube” and its circuits, making single-gun sets cost some $100 above monochrome, not considering cost of tri-color picture tube itself.

FCC color hearing continued Friday with CBS showing off 16mm films of 25-line monochrome transmission, black-and-white pickup of 405-line CBS color, and CBS color TV medical demonstration at Atlanta [TLECASTING, Feb. 6, 14].

ABC STORE SPONSORSHIP
EXPERIMENTAL techniques that ABC-TV believes may set pattern for future use of television by department stores will be used in special half-hour program sponsored by Arnold Corporation, Inc. for NBC’s WJZ-TV New York, ABC station, March 9, 4:30-5 p.m. Program will be telecast live from store itself, with store’s buyers appearing in person to talk about products advertised.

EASTON-ALLENTOWN PEA
SECOND petition for writ of mandamus against FCC in Easton-Allentown, Pa., case filed in U. S. Court of Appeals for D. C. by Allentown Broadcasting Co. (WHOL, Allentown), winner of FCC decision which court remanded for further action. In sequel to rival Easton Publishing Co.’s petition for writs of prohibition and mandamus [BROADCASTING, March 20], Allentown Broadcasting asked court to issue mandamus requiring FCC to comply with court decision and issue findings on basis of original hearing record rather than hold further hearing which FCC has scheduled.

NBC SATURDAY CHANGE
ALTHOUGH not abandoning entirely original plan to sell one-minute announcements in its 24-hour Saturday night television show, NBC-TV now offering half-hour blocks of show for single sponsorship as well.

HUGO REYER APPOINTED TO NEW POST AT FCC

HUGO REYER, FCC’s executive assistant chief accountant, appointed Friday to be assistant chief accountant under Chief William J. Norfleet in Commission’s new Office of Chief Accountant [BROADCASTING, March 13, 20]. Harvard law graduate, a former chief of telephone rates branch of Accounting Bureau, has been chief of new office’s Economics Division. John J. Nordberg, chief of original cost and depreciation branch of present accounting regulation division, named chief of new office’s Accounting System Division.

Following appointments announced for FCC’s new Common Carrier Bureau under Chief Harold J. Cohen, now assistant general counsel in charge of law bureau’s common carrier division:

Jack Werner, assistant chief of law bureau’s common carrier division, to be assistant chief of Common Carrier Bureau; Marion H. Wood, now assistant chief engineer and chief of present common carrier division of Engineering Bureau, to be chief of International Division; David R. McAdams, now chief of tariffs and telephone rates branch of Accounting Bureau, to be chief of telegraph division; Curtis M. Bushnell, now in Accounting Bureau’s field division, to be chief of telephone division; Charles R. Makela, now chief of Accounting Bureau’s field division, to be chief of field coordination unit; Alexander Ueland, now in common carrier branch of Accounting Bureau’s economics and statistics division, to be chief of Common Carrier-Statistical Division.

All appointments effective April 3.

ALLOCATION PROPOSAL ADDS 10 TV CITIES

TV ALLOCATION proposal which it said would provide 10 cities with their first VHF channels without robbing any other community was filed FCC Friday by WBTM Danville, Va.

Station said its plan would revive but not cure FCC’s own proposed allocation for 17 cities in eight states that it said VHF channel 11 would be provided for each of following communities omitted from FCC’s VHF proposal: Duquesne, Pa.; Raleigh, N. C.; Zanesville, Ohio; Greensboro, N. C.; Johnson City, Kingsport, Tenn., and Charlotteville, Danville, and Winchester, Va.

WBTM’s proposal, filed with Washington Attorney John H. Midlen and Consulting Engineer George C. Davis, “can be effectively accomplished without any serious problems of co-channel or adjacent-channel interference to the Grand A. or B seen, to the respective assignments,” FCC was told. WBTM’s proposal would apply for Channel 7, which its plan would move to Danville from Roanoke. Roanoke would get VHF Channels 9 and 11 in lieu of Nos. 7 and 10 as proposed by FCC.

EXAMINER REVIEWS ORDER

EXAMINER J. Fred Johnson Jr., conducting FCC hearing on news-slat charges against G. (Dick) Richards, agreed Friday to take under further consideration his order March 1 that West Coast counsel permit Mr. Richards’ attorneys to examine so-called “confidential” affidavits filed by Robert H. Hughes, former newsmen for Mr. Richards’ KMPC Los Angeles. Decision to reconsider came at urging of Frederick W. Ford, FCC’s chief counsel in hearing (early story, page 24).
Accepted studies show Kansas City's Primary Trade area to be rectangular, as illustrated. Kansas City is the natural capital for all trade and commerce in this vast territory.

The KMBC-KFRM Team has been custom-built to serve this area—without waste circulation!

The KMBC-KFRM Team is your best buy in the Heart of America because it provides complete, effective and economical coverage. Contact KMBC-KFRM or any Free & Peters' "Colonel" for complete details.

Ask for a Copy of The Kansas City Trade Area Study

Only

The KMBC-KFRM Team

Covers it Effectively and Economically

Contours are 0.5 mv/m Daytime

The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC
...you can't cover California's Bonanza Beeline without on-the-spot radio

Capture the Beeline and you capture a big, fat market. One that takes in all of inland California plus western Nevada—where more people than Los Angeles . . . twice the buying power of Baltimore.*

But don't expect to cover this inland market with outside radio. Because the Beeline audience naturally finds its favorite listening on its own on-the-spot stations . . . the five BEELINE stations.

With all five, you cover all the Beeline . . . at combination rates. And you choose best availabilities on each station without line costs or clearance problems. Or use the BEELINE stations individually, for top coverage of any major Beeline shopping area.

Here's what you should know about

KERN Bakersfield

The CBS station for 59,000 Kern County radio families. Last Hoover shows KERN with nearly twice the audience of next best station, Mon. through Fri. afternoons; 30% more audience than next best station, Sun. through Sat. evenings.

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA • PAUL H. RAYMER, CO., National Representative

KFBK SACRAMENTO (ABC) 50,000 watts 1510 kc.
KOH Stockton (NBC) 1000 watts 1410 kc.
KERN Bakersfield (CBS) 1000 watts 1519 kc.
KWG Fresno (NBC) 250 watts 1590 kc.
KMJ Stockton (ABC) 3000 watts 1590 kc.