WHO COSTS **52% LESS**

THAN IN 1944!

\[13,393 \text{ SETS FOR } \$1.00\]

\[13,393 \text{ SETS FOR } 48\text{c}\]

(Who Class C, 1/4 Hour Maximum Discount)

In terms of Iowa's radio homes, WHO cost 10.6% less in 1949 than in 1944; in terms of radio sets in homes, WHO cost 52% less than in 1944!

The increased number of radio sets in Iowa's kitchens, dining rooms, bedrooms, etc.—and the additional listening they create—is even more important than the increase in radio homes. Modern research proves that sets make the audience!

In 1944 there were 596,000 radio homes in Iowa; in 1949 there were 769,200!... In 1944 there were 904,000 radio sets in Iowa homes; in 1949 there were 2,140,000! And in addition to this tremendous increase, an exceptionally large bonus audience listens in cars, offices, barns, stores, service stations and hotels.

Thus WHO is actually a much better buy today than in 1944. Radio sets in Iowa homes alone have increased 136%, while WHO's rates have gone up only about 14%.

The 1949 Iowa Radio Audience Survey tells the whole story of Iowa's added listening. Write to WHO or Free & Peters for your free copy!
Kentuckiana leads the nation...

Kentuckiana's personal and industrial income continues to show healthy increases, even in the face of a national 'leveling off'. There are real sales opportunities in this rich-and-getting-richer market—if you remember that...

WHAS and WHAS alone delivers ALL of Kentuckiana (Kentucky plus a generous portion of Southern Indiana).

1 in effective buying income increase
U. S. increase—1%
Kentuckiana increase—5%
Source: 1949 and 1950 issues, Sales Management Survey of Buying Power.

2 in manufacturing value increase
Kentucky leads U. S. by 32%
Indiana leads U. S. by 2%
Source: latest two U. S. Censuses of Manufacturers.

WHAS alone delivers ALL of Kentuckiana

50,000 WATTS ★ 1 A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market
There is no substitute for LOCAL Coverage

The more you can concentrate and localize your selling in New England the better pleased you will be with results. Every key market you approach through a local home-town station is bound to add to your sales.

You can reach each of these New England markets best through a locally accepted medium — the Yankee home-town station that gives direct access to the market and complete coverage of the trading zone to the outlying neighborhood shopping areas.

Yankee-Mutual programs have a tremendous following through Yankee's 27 home-town stations. You can tap this great reservoir of retail buying power with the kind of local, intensive selling that only a local home-town station can give you in each of these 27 top markets.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.
Represented Nationally by EDWARD PETRY & CO., INC.
Closed Circuit

WITH Asn. of National Advertisers, on one hand, expressing readjustment of radio rates to allow for TV tune-in, and American Asn. of Advertising Agencies on the other hand seeking to have radio generally pay 2% cash discount (90% do not), broadcasters attending conventions last week feel radio will have to prime itself for counter-attack.

AT LEAST one major network already is planning broadside to justify current radio rates by reciting chapter and verse on what it delivers now as against decade ago, and for how much less.

Coca-Cola Co. working on musical show as summer replacement for Edgar Bergen on CBS. No summer substitute planned for NBC three-weekly Morton Downey series. Beverage firm studying TV for autumn and return to radio co-op in 1951.

FINAL DRAFT of FCC staff study of transit radio reportedly submitted to top staff executives for approval. It recommends finding that transit radio is not "broadcasting" within meaning of current rules.

MGM, through Donahue & Co., New York, planning augmented spot announcement campaign for its latest release "Annie Get Your Gun" beginning about May 1.

PLANS for disposition of WCON-TV under merger of Atlanta Journal and Constitution understood to be near completion. Atlanta Newspapers Inc., proposed merger firm acquiring Journal’s WSB-AM-FM-TV, may seek WCON-TV's Channel 2 (64-60 mc) facilities, 1,000-ft. tower and transmitter plant for use by WSB-TV. WCON-AM-FM also included. When WCON-FM are licensed, WSB-TV's Channel 8 (180-186 mc) license would be given up and present WSB-FM dropped. WCON-AM permit is to be dropped. Several groups reportedly interested in WCON's 550 kc, 5 kw assignment. Fort Industry Co.'s WAGA, Atlanta filed for it last week (see page 20).

VYING with successful premieres of RCA's all-electronic full color tube in Washington last week (see page 44) was remarkable fidelity of simultaneous reception on black-and-white receiver. Brig. Gen. David Sarnoff, RCA chairman, supplied answer: RCA's color transmitting system makes possible the exceptional black-and-white picture—not receiver, a conventional model.

BBDO, New York, planning spot announcement campaign for Lever Bros.' Jell-O's Good Luck margarine in 30 markets starting in April. Contracts are for six weeks.

OVERWHELMING MAJORITY of response to recent NAB Research Department survey to all TV licensees confirms principle that new (Continued on page 90).

Upcoming

April 3-5: Color Television hearings resume, Dept. of Commerce Auditorium, Washington.
April 4: Radio Pioneers Club annual dinner, Ritz Carlton Hotel, New York.
April 12-19: NAB Convention Week, Stevens Hotel, Chicago.
April 15: New England Radio Engineering meeting, Somerset Hotel, Boston. (Other Upcomings on page 68)

Business Briefly


CO-OP CAMPAIGN — Truscon Steel Co. (steel products), Youngstown, Ohio, to start cooperative advertising program for dealers. Spot announcements to be used.

NIELSEN, HOOPER NAMED IN $2.5 MILLION SUIT

CORDLINGER & Co., Philadelphia, operator of Radox, audience measurement system, filed suit against the American Broadcasting Co., Inc. — RCA, Eastern Pennsylvania, alleging that Nielsen company knew of and participated in a patent infringement on electronic measuring devices were about to be filed by Radox, filed patent applications of its own, blocking Radox patent plans. Patent dispute now pending in U. S. patent courts. Additionally, suit alleges defendants circulated "false rumors" about Radox, and "adopted a concerted system in furtherance of their monopolistic practices aimed at the discounting of plaintiffs."

Suit described recent sale of part of Hooper service to Nielsen as granting "complete monopoly in the field of network ratings" to Nielsen. It seeks an injunction preventing continuance of alleged acts and invalidation of all contracts entered into by Nielsen and Hooper with customers since Jan. 29. Rate hike Radox alleges it began experimentation.

ABC PROMOTES BLAIR

LEONARD BLAIR, associated with ABC as a director of both sound and TV shows since 1947 in New York, named program manager of ABC's Central Division effective April 15. He succeeds Harold Stokes, resigned. John H. Norton Jr., vice president of ABC in charge of Central Division, said Mr. Blair will be in charge of standard broadcast programming for division and also WENB, ABC's O & O Chicago outlet. Mr. Norton also disclosed that A. J. Koelker, former Central Division manager of program development and station relations, who resigned last year, has rejoined Central Division as account executive in network sales.

DAVID IS WPTF MANAGER

RUSSELL DAVID, vice president in charge of engineering of WPTF Albany, has been appointed general manager succeeding Fred A. Ripley, resigned.
COVERS TEXAS LIKE THE SUNSHINE

STATIONS

KRLD AND KRLD-TV

Straddle

THE LARGEST Combined METROPOLITAN MARKET in the SOUTHWEST...
DALLAS and TARRANT counties

DALLAS
DALLAS COUNTY AS THE CROW FLIES

AM and TV CBS STATIONS

For Dallas and Fort Worth 50,000 WATTS
STUDIOS IN DALLAS AND FORT WORTH

That's Why

KRLD

AM • FM • TV

THE BRANHAM CO., Exclusive Representatives

PROPERTY U.S. AIR FORCE
Represented Philadelphia tired asked for it! 

On her morning Chatter-Bar program Mary Biddle, WIP's Women's Director, offered a little booklet called "How To Eat and Grow Slim," thinking that a few hundred women might be interested. She was right...over 21 hundred asked for it!
BLACKBURN-HAMILTON COMPANY

are the ONLY Radio Station and Newspaper Brokers in the United States with offices on the East Coast, in the Middle West and on the West Coast!

A NATION-WIDE SERVICE AVAILABLE TO YOU

The individual Seller or Buyer is limited to his personal contacts in the radio and publishing industry. The BLACKBURN-HAMILTON COMPANY, with offices on the East and West Coasts and in the Middle West, acting as the confidential intermediary, assures the Seller and the Buyer of choice contacts selected by means of national surveys and area-office associations. Experience in negotiating the sale of newspaper plants and radio stations in all sections of the United States, emphasizes the value and need of BLACKBURN-HAMILTON COMPANY's exclusive media brokerage service. When a radio station or newspaper becomes available for sale through BLACKBURN-HAMILTON COMPANY, a thorough analysis of both the property and the market is made. Having accumulated a large number of qualified prospective buyers, these files are then carefully studied for the most desirable purchaser. In some cases, national advertising and direct mail will be used to achieve the widest possible coverage in developing the most qualified buyer. This preliminary work leading up to a sale is done on a confidential basis and the identity of the property is not revealed until negotiations have reached a definitely serious stage. The BLACKBURN-HAMILTON COMPANY has handled millions of dollars worth of newspaper and radio station properties ranging in price from $15,000.00 to well over $1,000,000.00. We are equipped to render the same specialized service for transactions in all price brackets.

LAST MONTH...

The BLACKBURN-HAMILTON COMPANY handled transactions in Florida, Rhode Island, Michigan, Wisconsin, Iowa, Illinois and California for Sellers and were in touch with hundreds of Buyers located in 33 states.

LAST YEAR...

The BLACKBURN-HAMILTON COMPANY handled the sales of large daily papers, weekly newspapers, small and large radio stations in 27 states and were in touch with buyers from practically every state in the Union and some foreign buyers interested in properties. Only a nation-wide organization could have rendered this service for the radio and publishing industries.

APPRAISALS

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enables BLACKBURN-HAMILTON COMPANY to make accurate, impartial appraisals in minimum time.

NEGOTIATIONS

The advantages of an experienced intermediary are particularly valuable during the final negotiations in guiding a sale to a mutually agreeable conclusion. The handling of a large volume of sales passes to both Buyer and Seller. The handling of a large volume of sales passes to both Buyer and Seller helpful experiences of others.

FINANCING

Sound requirements for financing are given careful consideration and every effort is made to assist clients in making fair and adequate financial arrangements in connection with newspaper and radio properties.

N.A.B. CONVENTION • CHICAGO • APRIL 12-19

Representatives of each of our offices will attend the meeting. Drop a note now to the nearest BLACKBURN-HAMILTON COMPANY office and we will set up an appointment for your convenience, or contact us at suite 1300-1301-1301A in the HOTEL STEVENS, CHICAGO, AT N.A.B. TIME

BLACKBURN - HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C. • James W. Blackburn, Washington Bldg., Sterling 4341
CHICAGO • Harold R. Murphy, 333 North Michigan, RAndolph 6-4550
SAN FRANCISCO • Ray V. Hamilton, 235 Montgomery Street, EKbrook 2-5672

BROADCASTING • Telecasting
This is Jean Joyce,
"Killian's Personal Shopper." She presents commercials written by Beulah Marsh of Killian’s, Cedar Rapids' leading department store. Beulah and Jean are one and the same—have been ever since the store's 9 a.m. news program started 16 years ago (which makes it the second oldest continuously sponsored newscast in radio history).

This is A. L. Killian,
Chairman of the Board of Killian’s.
He knows that 75% of Cedar Rapids' morning listeners hear WMT (from a questionnaire recently mailed to 10,000 charge account customers); that Cedar Rapids' "Homes Using Sets" in the a.m. is 71% above the national average; that WMT covers the store's entire trading area (from mail stimulated by "The Wishing Well," Killian-sponsored afternoon program).

This is Bill Quarton,
WMT's general manager, who originally handled the Killian account as a salesman. Bill can quote statistics like an electronic computer—but they all prove the same two things—Eastern Iowa is a lush market for advertisers; WMT is the selllingest station in Eastern Iowa. Ask the Katz man for full details.

This is Eastern Iowa...

WMT 5000 watts 600 kc Day & night

BASIC COLUMBIA NETWORK
Page 8 • April 3, 1950

Agencies

ALVIN J. HETFIELD, formerly management and sales consultant, appointed president of Van Diver & Crowe Inc., New York. He succeeds VERNON R. VAN DIVER Sr., founder of agency, who continues as vice president.

MARJORIE CHILD HUSTED, former director of "Betty Crocker" home service department of General Mills, today (April 3) appointed to consumer service for Dancer-Fitzgerald-Sample, New York. Mrs. Husted, who had served as consultant to Dept. of Agriculture and Bureau of Home Economics, was last year honored as "Advertising Woman of the Year" by Advertising Federation of America.

BENTON & BOWLES, New York, because of expanding television activity, beginning April 15 will divide its television production into two departments. HERBERT LEDER will head television film department of agency and MURRAY BOLEN, of agency's Hollywood office, will come East to head television live department.

JACK ROME, formerly with Roy S. Durstine Inc., joins Blow Co., New York, as account executive for Philip Morris (tobacco) group.

HARRIET LINGO appointed account executive for Wasser, Kay & Phillips Inc., Pittsburgh. She formerly was public relations director of Christian Rural Overseas Program campaign to collect Friendship Food. Before that she was promotion manager of KMA Shenandoah, Iowa.

MAPLE Assoc., Chicago, changes name to Robert Bruce Hicks Adv., and moves to larger quarters on ninth floor of Douglas Bldg., 20 E. Jackson Blvd., Chicago 4. Telephone: HArrison 7-6646.


JOSEPH P. QUIN Jr. elected vice president of Philip Ritter Co., New York.

CAROLYN FITTS, formerly with Benton & Bowles, New York, joins talent and program development department of Young & Rubicam, Hollywood.

ELIZABETH WENBERG, formerly with Walter McCrerry Inc., San Francisco, joins copy department of Guild, Bascom & Bonfigi, same city.

BOB Nye, with radio department of Fote, Cone & Belding, Los Angeles, is the father of a boy, Robert Gerald Jr.

EVERARD W. MEADE, vice president and radio and television director, Young & Rubicam Inc., is in Hollywood for 10-day conferences.

New Addresses: LAWRENCE S. STEIN, Chicago advertising and public relations firm, moves to 116 S. Michigan Ave. Telephone: AHDove 3-1977. ELLSWORTH ROSS Adv., Los Angeles, incorporates as Ellsworth Ross Inc. and moves to larger quarters at 3719 Wilshire Blvd. Phone is Dunkirk 8-3608. YANCE SHELHAMER ADV. Inc. moves to new quarters in Northern Life Tower (Room 1708), Seattle 1. Phone remains MAIN 7055.

SPONSOR and agency confer with Alan Young in New York on the comedian's new CBS series (I to e): V.G. Carrier, assistant manager, Esso Standard Oil Co. advertising-sales promotion department, sponsor; Mr. Young, star of show; R. M. Gray, Esso's advertising-sales promotion manager, and Curt A. Peterson, radio director, Morschakl & Pratt Co., Esso agency.

BROADCASTING • Telemasting
This summer walk off with a pretty profit!

You can make your sales grow this Summer and stay in full bloom all through the year. By putting your product on WCCO all year round ... Fall, Winter, Spring and Summer.

That’s because your customers in WCCO’s rich Northwest territory spend more than $686,000,000 in retail sales during June, July and August. And you can reach them at a low Summer cost-per-thousand!

No wonder 60 big national spot and local advertisers (25% more than the year before) stayed on WCCO all year round last year. Without a Summer hiatus. They found that in the Twin Cities WCCO commands an average Summer daytime Hooper of 6.5. And now delivers 42% more Summer radio-families-per-dollar than in 1946!

To walk off with a pretty profit, ask us or Radio Sales about a hot WCCO sales-personality (like Larry Haeg, for example). And watch WCCO send your sales up with the temperature!

50,000 watts • 830 kilocycles

Minneapolis—St. Paul WCCO
Represented by Radio Sales
Columbia Owned
HYGRADE FOOD PROD. Corp., Detroit, will begin radio and television campaign in major markets through Doyle Dane Bernbach Inc., Detroit. Stations not yet set.

MANHATTAN SOAP (Sweetheart and Blue White soaps), through Duane Jones, New York, signs six markets for spot campaign of 16 spots on Transit Radio. Contracts are effective April 19. GENERAL FOODS (Birdseye Frosted Foods), through Young & Rubicam Inc., purchases 16 spots weekly on Transit Radio. CANADA DRY Co. orders initial schedule of 18 spots per week for 12 weeks, on Transit Radio, starting with Worcester, Mass., on bottle co-op basis, indicating other markets will be added. Agency: J. M. Mathes, New York.


McCORMICK "Bee Brand," Baltimore (insect powder), through agency, Sullivan, Stauffer, Colwell & Bayles, New York, started one-minute spot announcement campaign April 1 in number of Southern markets.

WILDROOT Co., Buffalo, sponsoring What's the Name of That Song on 83 Don Lee-MBS western stations for two years, to use national TV spot after end of current cycle in May. Agency: BBDO, New York.

GUITARE LIPSTICK Inc., Los Angeles (non-smear lipstick), increasing television programming with start April 1 of half-hour weekly Star Gazing on WOR-TV New York; and April 3 with half-hour weekly Grab Your Phone on KPIX (TV) San Francisco. Both contracts for 26 weeks. Firm currently has Star Gazing on WGN-TV Chicago and Your Handwriting Speaks on KLAC-TV Hollywood. Guitare plans to extend half-hour programming during next three months into 11 other markets including Boston, Philadelphia, Detroit, Pittsburgh, Cleveland, St. Louis, Washington, Baltimore, Cincinnati, Milwaukee, Seattle. Agency: Raymond Keane Inc., Los Angeles.

FRANKENMUTH BREWING Co., Frankenmuth, Mich., purchases Van Patrick's Sports Scripts three times weekly over WJB Detroit. Fifteen-minute program will be supplemented by other sports show on WFDF Flint, plus spots and chain breaks on several upstate stations. Agency: Ruthrauff & Ryan, Detroit.

DICTOGRAPH PRODUCTS Inc., New York, appoints Atherton Adv., Los Angeles. Radio will be used.

Network Accounts • • •

EMERSON DRUG Co., Baltimore (Bromo Seltzer), begins sponsorship April 24, of Hollywood Star Playhouse, CBS, 8-8:30 p.m., EST. Show will replace Inner Sanctum, sponsored by Emerson for the past four years, and will originate in Hollywood. Agency: BBDO, New York.

FRANK H. LEE Co. (men's hats) renews sponsorship of Robert Montgomery Speaking, over ABC, for 42 additional weeks, effective Aug. 24. Program is heard Thursday, 9:45-10 p.m., EST, and was signed through Grey Adv., New York.

ANHEUSER-BUSCH Corp., St. Louis (Budweiser beer), which now sponsors Ken Murray Show on CBS-TV alternate Saturdays, 8-9 p.m., buys weekly schedule of same show, same time period, beginning next October after summer hiatus (June-September). Agency: D'Arcy Adv., St. Louis.

FRIGIDAIRE DIV. of General Motors, which is sponsoring special NBC-TV Easter show with Bob Hope, April 9, 4:30 to 6 p.m., CST, orders additional 11 stations to carry it by kinescope. Total is 27 cable and 28 non-cable cities. Agency: Foeie, Cone & Belding, Chicago.

PETER PAUL Inc., Naugatuck, Conn. (Candy) and Taylor-Red Corp., Mamaroneck, N. Y. (Cocoa-March Syrup), purchase portions of Magic Cottage, children's program heard Monday through Friday, 6:30-7 p.m. on DuMont network. Candy company, through Maxon Inc., New York, will sponsor final half of program on Wednesday beginning April 5, while Taylor-Red, which placed contract direct, sponsors full half-hour segments on Monday, Tuesday, Thursday, Friday, and first-15 minute portion on Wednesday.

MAIDEN FORM BRASSIERE Co., through William H. Weintraub & Co., New York, renews sponsorship of Vanity Fair, Monday, Wednesday and Friday, 4:30-5 p.m., over three CBS-TV stations, effective April 17.
Diversity is the keynote of the Chehalis employment "family", and with this diversity goes stable buying power... GROWING buying power YOU can tap through KGW's COMPREHENSIVE COVERAGE.

Consider these few representative facts about Chehalis that in themselves spell success for the advertiser who captures this rich market: Surrounding resources of timber, minerals, and cheap power... four lumber mills, two fern packing companies, a crude drug plant, a cannery, a plant of one of the country's great food companies... well on its way to becoming the Turkey Capital of America... 85 per cent of homes owned by their occupants.

KGW's COMPREHENSIVE COVERAGE DELIVERS CHEHALIS... as it delivers the rest of the fastest-growing market in the nation.

This chart, compiled from official, half-millivolt 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.
BROADCASTING WINS AGAIN!...

A VOTE OF

It's happened again!

Once more a whole survey-load of key advertisers and agencies have voiced their preference for BROADCAST-TELECASTING!

It came about this way: Big 50,000-watt WTOP in Washington, D.C., wanted to prove to itself just which publications are counted on most by leading radio advertisers and advertising agencies.

We didn't know a whisper about the survey until all the ballots had been counted. And guess what? BROADCASTING's whopping win (as usual) was overwhelming, conclusive and unmistakably significant!

BROADCASTING was first choice by 196%!

But who's surprised? It's been that way for some 20 years now. BROADCASTING, again and again, is the top choice of radio's top people—the ones who decide how to spend advertising dollars. This brand-new survey just beats the terrific truth home harder than ever.

And the truth, gentlemen, is this: If you're wooing a bigger share of advertisers' budgets... tell 'em about yourself in BROADCASTING!
IN A SURVEY OF ADVERTISERS AND AGENCIES

CONFIDENCE

Want the facts?

This is what the promotion manager of WTOP asked 800 advertisers and agency folk: "Which publications (editorial and/or service) would YOU use if you were in my place trying to reach YOU? Please check first and second choices."

The results: BROADCASTING was first with 196% more votes than the runner-up, a general advertising weekly; 392% more than the third choice, a radio publication.

Remember,

we had nothing to do with all this

EXCEPT publish a magazine that consistently provides the best coverage of all phases of radio and TV... that offers the most reliable reporting and authoritative comment... that aggressively promotes broadcasting as America's greatest medium... that supplies advertisers and agencies with the kind of information they value most about the business of broadcasting. Only because of all this do we have any responsibility for the outcome of WTOP's very illuminating survey.

It's reason enough, though, for us to repeat that BROADCASTING-TELECASTING is your best route to the attention of men and women who make time-buying's biggest decisions. Want to share their vote of confidence with us?
"B. B. D. & O. say they're interested"

Yes, sir! The big boys are nibbling! The blue chips are falling on the table! Because big advertisers insist on low-cost results.

Have you got a pet account in your shop that would like to make a killing in the rich Baltimore market? There's a sure-fire way in radio.

You just buy W-I-T-H, the BIG independent with the BIG audience. Then you're sure to get more listeners-per-dollar than from any other station in town. W-I-T-H delivers what the blue chip accounts really want—those low-cost results!

Call in your Headley-Reed man for the whole W-I-T-H story today.
By J. FRANK BEATTY

THE NATION'S advertisers want broadcasters and telecasters to show them exactly what they can get for their advertising dollars, based on verified research data.

Executives who spend a heavy share of the nation's $5 billion advertising budget made this clear at the annual spring meeting of the Assn. of National Advertisers, held at The Homestead, Hot Springs, Va., Wednesday through Friday. They joined Friday night and Saturday with the American Assn. of Advertising Agencies in sessions held at the Greenbrier Hotel, White Sulphur Springs, W. Va. (see separate story this page).

All through the three-day program the subject of radio and television spilled the discussion, with emphasis on cost of buying the electronic media as compared with printed media and frequent concern over where TV money is coming from, as well as what TV's growth is doing to aural radio and other media.

Panel Is Highlight

Peak of the radio-television discussions came Thursday afternoon during an off-the-record panel in which all elements of the advertising industry participated. There the whole radio-TV controversy was laid wide open. By the time the advertisers had finished, it was clear they had been impressed with statements covering radio's permanence in the media field, TV's extensive support from new advertising sources and the prospects of TV as a basic national advertising medium.

The radio-television panel was moderated by A. N. Halverstadt, Procter & Gamble Co. Panel members included H. M. Chapin, General Foods Co.; D. W. Stewart, Texas Co.; Frank Stanton, CBS president; Niles Trammell, NBC board chairman; Leonard T. Bush, Compton Adv.; Marion Harper Jr., McCann-Ericsson; A. C. Nielsen, head of the research firm bearing his name.

It was made clear to the advertisers that radio will always be an effective low-cost advertising medium. The 80 million sets in over 40 million homes just won't be silenced, it was pointed out. On radio's behalf, it was suggested that many programs and many periods of the day will always be effective. News, comedies, drama, mysteries, special events and other programming will hold the public's attention in the future as they have in the past and radio itself will always have a substantial audience, the ANA members were told.

As expected, the questioning mostly centered around television. Curiosity ran high on the prospects of lifting the "freeze" and providing TV service to rural areas. Color fascinates many advertisers, judging by the questioning, but they were warned of the complications that will cause its delay despite such developments as the tri-color tube.

Effectiveness of television is shown by a new study based on some 5,000 TV owners and non-owners, carefully selected, according to one broadcast member of the panel. The study shows that people with TV sets buy more advertised brands than those without TV.

The advertisers were assured (Continued on page 87)

* * *

FORD CONTINGENT relaxes at the ANA meeting. L to r: Wilbur Donaldson, representing dealers; Gordon Eldredge, Ben Donaldson and Del Everett (other ANA pictures on page 16).

* * *

TOP OFFICERS elected by the ANA last week in its meeting at White Sulphur Springs, W. Va., are (l to r): Fairfax M. Cone, board chairman of Foote, Cone & Belding, Chicago, as chairman of the board of directors; Louis N. Brockway, executive vice president of Young & Rubicam, New York, as vice chairman; Ralph L. Wolfe, president of Wolfe-Jickling-Conkey Inc., Detroit, secretary-treasurer.

* * *

THREE BIG radio users at Homestead (l to r): Robert B. Brown, Bristol-Myers; Andrew C. Quale and Howard M. Chapin, General Foods; Albert Brown, Best Foods.

* * *
AAA

(Continued from page 15)

president of Eoff & James, Philadelphia.
Michigan Council: J. L. McGuire, vice president; Frederick M. Geyer, president.
Toronto: Henry H. Haupt, president; C. G. E. Nett, chairman, executive commit

Focal point of the radio-television discussions came with the talk
of Albert S. Demepowolf, Colomus Corp., who presented a
detailed analysis of Broadcast Measurement Bureau's study No. 2
(see Marano account on page 16).

But the entry of overall business and diplomatic problems into
the discussions provided a striking contrast to the usually clinical adver-
tising sessions normally held by the AAA.

Vergil D. Reed, associate director of
research, J. Walter Thompson Co., described the 1950 decennial census from the marketing viewpoint.
The count of television homes is one of the two new questions in the
housing portion of the census, which also includes the usual radio
home tabulation. The second new item is the number of homes with
kitchen sinks, he said.

Louis N. Brockway, vice chairman of
The Advertising Council and chairman of its executive committee,
said the Council's role is
"a social obligation to the public we-
and added that it had sup-
ported 13 major campaigns and
helped 22 others. The Council's
work is "developing a new regard and
attitude toward advertising," he declared.

Council Supported
In the Council's drive to promote
understanding of the American
economic system, the support in-
cluded 2.5 billion radio listener im-
pressions, he said. He cited sup-
port for a forest fire prevention drive and also the work being done
by Benton & Bowles as task agency for the 1950 census.

Elaine Carrington, script writer, answered criticism of
daytime serials by pointing to the intense attention they receive from listeners.
She said the purpose of a radio
serial is merely "to entertain
listeners."

Every segment of the advertising
industry must be alert to do its
part in the current crisis, agency-
advertiser executives were told. It
was a straight-from-the-shoulder warning that the country faces
dangers more serious than those of a
decade ago, and the advertising industry once again must rally the
nation behind a united effort to preserve
business and democratic institutions.

Combined Meeting in '41
In the merged conventions were several hundred advertising execu-
tives who vividly remembered their
historic 1941 meeting in the same
Allegheny hills, a meeting that re-
sulted in creation of the most potent
non-military weapon in the nation's
history — the combined effort of
all advertising to unite the people
in a fight for their very existence.

Not since that time had the two
advertising associations met in joint
conclave. Secretary of
Commerce Charles Sawyer, completing
two years in that key government post, spoke plain words to the group
as he laid out the course they must
pave for the advertising industry.

His words brought reassurance to
many advertising executives who
have been concerned over hostile
treatment at the hands of some
governmental agencies.

Unhampered by Secretary Saw-
yer's official restraints, Stewart Pea-
bode, Borden Co., chairman of the
new Commerce Dept. Advertising
Advisory Committee, keyed the
situation in this way: "Nine years
ago we seemed to be standing on the
verge of the most serious crisis yet
to threaten the country. Today I think
we all sense that we face an
ever greater one.

"Advertising responded to the
last challenge and performed be-
yond the hopes of any one that
really historic meeting in 1941. Ad-
vertising can and must rise to this
one. . . .

"America will grow stronger and
richer in the next half-century if
our interests and energies are bal-
anced, Mr. Sawyer told the joint
meeting, but "if we magnify our
differences . . . America may go
down in ruins; a traveler in the
year 2000 who searches for the
Washington Monument — that sym-
bol of our unity and strength — may
find only a pile of charred and
broken granite."

Business' Role
In his two years as Secretary of
Commerce, Mr. Sawyer said, he has
been working to help American
business in the belief that the
capitalist system depends upon the
continued successful operation of
business. On the other hand, he
said business must continue "its
great contribution to our prosper-
ous living, and it must be by some
method acquaint the American peo-
ple with the extent and value of
that contribution."

Advertising plays a part in each
field, he said, explaining he is not
"one of those who think that adver-
tising is an adventitious appendic-
of American business."

Adds Stimulus
On the other hand, he continued,"business would be a shrunken and pitiable thing if it had not enjoyed the
stimulus and the strength of advertising."

"To appraise properly the value of advertising one need only ask
what would become of American
business without advertising—if no
housewife knew what was being
made or offered for sale except as
she found it while she wandered through a store. Even a display in a window or a sign on a store is advertising; those things
would not be done if we abolished advertising."

Mr. Sawyer declared he had formed the Advertising Advisory
Committee because of his faith in advertising. Main task of this
group, consisting of leaders in the advertising business, is "to suggest
ways to improve the services of the
Dept. of Commerce to advertising,
"he added.

Already this group is working on a survey of department services,
Mr. Sawyer said, and he feels the
work will find ways by which busi-
ness and government can serve the
public more effectively.

Reaction of Prices
Reviewing the achievements of
American business in improving
living standards and setting "the
tempo of our living," he cited in-
stances in which prices are being
reduced and products improved in
quality.

"To contemplate the collapse or
even the weakening" of American
business — $200 billion or four-fifths of the national income in 1940—
"is frightening," he declared.
For the most part the growth of
business has been healthy and normal,
drawing the envy of the world.
Reviewing achievements of the
Advertising Council in using the
forces of advertising to help solve
national problems and make demo-
ocracy work, Mr. Sawyer said all business "should drop indifference or hostility to other segments of our life — including the government —
and ask what they can do to help
solve national problems and make
democracy work."

"Agriculture and labor exercise
the great political power at this
(Continued on page 73)
FOOTE ON LEAVE

EMERSON FOOTE, president and founder of Foote, Cone & Belding, New York, has taken a one-year leave of absence. Don Belding, who has been chairman of the executive committee and head of the Los Angeles office, has become president, until the return of Mr. Foote. The executive committee post will remain vacant.

Mr. Foote

Mr. Belding told Broadcasting he plans to "spend considerably more time in the East" than he has in the past two years. He also explained that Mr. Foote had been working too hard and needed a rest. Mr. Foote is in Los Angeles.

Peter Franceschi, FCB's vice president and general manager of the agency's international division, will take over that department which Mr. Foote also headed. Louis Dillon will continue as executive vice president of the division.

* * *

BROADCASTING  Telecasting

April 3, 1950  Page 17
RICHARDS CASE

More FCC Witnesses Heard

EDDIE LYON, KFWB Hollywood newscaster and one-time news director of KMPC, said he had had many discussions of news with Mr. Richards and that "discussions were instructions." He said Mr. Richards was a strong Republican and wanted the GOP picture emphasized on newscasts, and that he disliked Jews, Henry Wallace, and the CIO.

Mr. Lyon said he wanted to rebel at times but "hesitated often on the theory that it might be my job."

Claims Pressure

Under questioning by Mr. Ful- ton, he said that because of "eco-nomic pressure" he had given the station a false report on an affi davit he filed with FCC. He said he "prepared a statement (for the station) that would satisfy management so I wouldn't get the sack." When defense counsel purred this disclosure, Frederick W. Ford, FCC's chief counsel, accused Mr. Fulton of "brow-beating" by plying the witness with questions and not permitting him to answer.

Mr. Lyon contended he had been "ordered to slant news" and that he "did to a certain degree."

"We always read [Westbrook] Pegler," he testified. "That was a must. I read Pegler every morn ing."

He added: "Pegler's column had no business in a newscast."

Walter Carle, former news editor of KMPC and now Hollywood dis tributor of a coin-in-the-slot TV receiver set, testified March 24 that he never followed Mr. Richards' news orders if in his opinion they violated the "fundamentals of good news presentation." He said he received many such orders.

He testified Mr. Richards ordered the use of an editorial by Louis Lyons, "News and Comment," Los Angeles Examiner. He said he refused, and that Gene Carn, then assistant to Mr. Richards, relayed the order again, saying, "If Mr. Walter, if you don't take it, you're going to jail, if you pay a $10,000 fine, this story must be on the air, in the next broadcast." Mr. Carle said it didn't get on.

Identifies Message

Mr. Carle identified a note from Mr. Richards to the Commission. "Can you imagine Eleanor R. saying she never discussed the fourth term? Ridicule hell out of these kind of statements," Mr. Carle said. He did nothing about this suggestion.

Under cross-examination, Mr. Carle identified a script broadcast by KMPC that paid tribute to Harry S. Truman upon his ascend ency to the presidency and eulogized Franklin D. Roosevelt upon his death. Mr. Carle also testified that he was never "punished" for deviations from Mr. Richards' orders.

Fred Henry, now assistant general manager and program director of KLAC-AM-TV Hollywood, testified that he sometimes used newspaper items in newscasts upon Mr. Richards' orders. Under cross examination, he said as far as he knew, the O.P. never found any false or deceiving statements while he was employed there.

Robert Horn, former KMPC newscaster, before returning to his dis c.m.e. assignment at WIP and WPEN Philadelphia on March 24 was brought back to the stand for a second cross-examination by Defense Counsel Fulbrook. He insisted ed he was not a Communist, be longing to no radical organizations and knew no one connected with the Los Angeles People's World, which had carried a story March 2, 1949, about Mr. Horn's supposed confidential affidavit given to FCC regarding KMPC news slanting (BROADCASTING, March 27).

Also cross-examined March 24 was Jack Gardner, who said under defense counsel's questioning that he could give no dates for purport ed instructions from Mr. Richards, nor recall any order to deliberately (Continued on page 76)

CHARGES that G. A. (Dick) Richards wanted newscasters on his KMPC Los Angeles to "emp haize the things he liked and play down those he didn't" were reiterated by former employees paraded by FCC counsel through last week's sessions of the hearing on his news policies.

With the third week of the Los Angeles hearing near completion Friday, FCC counsel had not yet exhausted their list of witnesses in the case in which Mr. Richards' license is being suspended by FCC over KMPC and WJR Detroit, as well as his plan to establish a trusteeship for the stations are at stake.

Tentative plans for a recess, possibly until September (BROADCASTING, March 27), remained uns attled but a decision was expected late Friday (see late developments, page 4). Examiner J. Fred Johnson, who heard most of Mr. Richards' testimony, had indicated he needed a recess in order to take up his new duties as Chief Hearing Examiner today (March 24) and also phase of other hearing assignments.

FCC General Counsel Benedict P. Cottone, however, asked FCC to require Judge Johnson to keep the hearing running. The Commission disApproved the petition on grounds that it was "premature," since the examiner had not ruled on the question of adjournment. Mr. Cottone was expected to press his petition again if an adjournment is called. He said he particularly felt there should be no recess until FCC has completed presentation of its case.

Calvert Testimony

Meanwhile, Charles Calvert, former KMPC production manager, testified purported instructions from Mr. Richards with respect to newscasts sometimes carried "pressure" to edit the news at the station. He said newscasters complained that Mr. Richards would call them with instructions and changes at broadcast time.

Larry Thor, now a CBS Holly wood announcer-newscaster, who appeared during the second week of the hearing, returned to the stand Monday to testify during his KMPC tenure in which he claimed Mr. Richards ordered repeat broadcasts of certain stories. His earlier appearance was interrup ted when FCC counsel asked him to go through scripts and identify those he had broadcast while at KMPC.

"From time to time as he lea fered through the stations," he explained in standard legal terms, "This is a must on every newscast -- from Mr. Richards."

Cross-examined by Hugh Fulton, trial counsel for Mr. Richards, he said there was nothing "false or deceptive" in the scripts he read, but that stories were out of proportion and some, especially the "false or deceptive" in the way they were pieced together.

FCC CHANGES

Hancock Heads Hearing Unit

IN A MOVE in line with its staff wide reorganization, FCC last week changed the name of its Special Legal and Technical Group to Office of Formal Hearing Assistants, and designated Parker D. Hancock as chief.

The group, composed of three attorneys, an engineer and an account ant, was set up last June to assist the Commission in work on decisions and opinions in hearing cases (BROADCASTING, June 6, 1949), separate from FCC's investigatory and prosecutorial staff.

Hancock is Chief

FCC's announcement of the change in the name of the group specified the following appoint ments:

Mr. Hancock, chief of the office; Sybil E. Reckler, attorney-ad visor; Horace E. Slone, electronic engineer; Charles S. Borum, ac countant, and Herbert Scharfman, attorney-advisor.

The members are the same as those who have served on the group in recent months, except that Mr. Scharfman is substituted for Fred erick W. Ford, who was re assigned a few weeks ago to take over the role of chief counsel for the Commission in the current hearing on the news policies of G. A. (Dick) Richards (see story above).

Duties of the Office were defined by the Commission in the following addition to its Rules, which heretofore did not specify the group's functions:

Office of Formal Hearing Assistants—Under the supervision of the Commission, in formal proceedings involving the taking of testimony, other than those solely involving rule-making, assists, advises and makes recommendations to the chief. It prepares digests of the record, conducts research, and, as may be directed by the Commission drafts orders, opinions and decisions, in connection with (1) appeal to and review by the Commission of initial decisions in such proceedings; (2) appeal to and review by the Commission of rulings on motions and petitions in such proceedings and (3) determination by the Commission of petitions for rehearing, reconsideration and reargument following final decision in such proceedings.

Mr. Hancock, named chief of the Office, joined FCC after his re lease from the Army in June 1946. He is a graduate of the University of Michigan Law Bureau's Review Branch from June 1948 until his appointment to the special group last June.

Miss Kessler, with FCC since 1943, was special legal assistant to the late Ray C. Wakefield during his tenure as Commissioner. Since July 1947 she has been a member of the Review Branch or the Special Legal and Technical Group.

Mr. Slone, a former assistant professor of electrical engineering at Columbia (S. C.) A. M. Co llege, and later teacher of electrical technology for the New York State Dept. of Education, has been with FCC since 1940 as an assistant monitoring officer and, since 1946, as a radio engineer in Washington headquarters.

JOINED FCC in 1946

Mr. Borum has been in Government service since 1941, when he joined the General Accounting Office. He also worked with the Federal Works Agency and the Federal Power Authority before he joined the Commission in 1946.

Mr. Shafman has been with the Commission since 1946. He served in the Navy during World War II, and previously practiced law in Allen town and Bethlehem, Pa.

FCC Actions

FIVE new AM stations and grants approved by FCC last week. Five existing stations were granted improved facilities. Ten transfers of ownership were approved. For details of these and other FCC actions see FCC Roundup on page 66 and Actions of the FCC on page 63.
NEW BOARD OF directos of Canadian Assn. of Broadcasters for 1950-51 are (1 to 1): Malcolm Neill, CFNB Fredericton; Finley MacDonald, CJCH Halifax; Frank Elphicke, CKWX Vancouver; Bill Burgoyne, CKTB St. Catharines; Harry Sedgwick, CFRB Toronto; E. A. Rawlinson, CKBI Prince Albert; Bill Guild, CJOC Lethbridge; Bill Rae, CKNW New Westminster; and Phil Lalonde, CKAC Moosonee. Absent were Ken Soble, CHML Hamilton, and Dr. Charles Houde, CHNC New Carlisle. CAB meet last week at Niagara Falls, Ont.

**BMI CANADA AIDED**

**CAB Votes More Funds**

By JAMES MONTAGNES

BMI CANADA Ltd. received added strength last week when the Canadian Assn. of Broadcasters at its annual meeting voted unanimously to expand the service. Additional funds for BMI Canada will be made available through a service charge for material obtained.

Bob Burton of BMI, New York, estimated this would be about 30% in excess of present revenue through copyright fees of 2 cents per licensed receiver. CBC also will be asked to pay a contract service charge, it was reported.

Nearly 350 station officials, agency and advertiser executives, station representatives and others in the industry attended the four-day meeting at the General Brock Hotel, Niagara Falls, Ont. The session, which marked a quarter-century since the association's founding, also was attended by many American broadcasting industry executives.

Other actions which highlighted the meeting included:

- Changes in CAB contract forms for rates and discounts to follow contract forms approved by NAB.
- Deferral for one year consideration of a request to increase agency commission from 15% to 17%.
- Resolution adopted for an interchange of program ideas through CAB's head office at Ottawa.
- Canadian premiere of the All-Radio Presentation film, "Lightning That Talks."

The convention opened with the largest attendance of members and associates at closed meetings in the history of the association, under chairmanship of William Guild, CJOC Lethbridge.

New board of directors elected early Monday morning were: Mr. Guild; F. H. Elphicke, CKWX Vancouver; Bill Rae, CKNW New Westminster; E. A. Rawlinson, CKBI Prince Albert; Harry Sedgwick, CFRB Toronto; Ken Soble, CHML Hamilton; B. W. C. Burgoyne, CKTB St. Catharines; Phil Lalonde, CKAC Montreal; Finlay MacDonald, CJCH Halifax; Dr. Charles Houde, CHNC New Carlisle; and Malcolm Neill, CFNB Fredericton.

**CAB Report Made**

After address of welcome by Chairman Guild, Jim Allard, CAB general manager, reported on the year's activities. Highlighted was a report on NARBA sitting at Montreal, where interests of all member stations were closely watched and all interests in Copyright Act, and then took steps so that no CAB members would lose any frequency, or have to install expensive arrays. CAB was represented at sitting by George Chandler, CJOR Vancouver, chairman of the technical committee, and W. J. Bain, consultant engineer, Ottawa, formerly with Canadian Dept. of Transport.

Copyright was reported on, with Mr. Allard explaining that next year some new form of establishing a formula for payment of music copyright will have to be worked out. He intimated that the annual listener license fee might be dropped by Ottawa next year. Copyright fees are based on this at present with 14 cents being paid Composers, Authors and Publishers Asan. of Canada (CAPAC) for each licensed receiver at present, and a lesser sum to BMI Canada Ltd. He urged broadcasters to use more BMI music so that CAPAC would not be able to urge a formula based on gross revenue of stations for coming years.

On transmitter license fees Mr. Allard reported that the Dept. of Transport has added a at a request to deduct agency commissions and representatives' commissions from gross revenue on which a license fee is charged. It also is hoped under a new agreement now being finalised to deduct from gross revenue for transmitter license fee calculation all such items as artists' fees, line charges and recording charges billed to a sponsor but actually paid out.

Resolutions were adopted for an interchange of program ideas through CAB's head office at Ottawa, and for certificates and insignia of service to employees of member stations with upwards of 25 years in broadcasting.

An amendment to the constitution was voted on at a special meeting whereby the words "radio broadcasting" in the CAB charter include "AM, FM, and television."

Pat Freeman, CAB sales director, reported to the meeting that after due research he has estimated radio broadcasting in Canada is now a $25 million a year business, that there are now upwards of 5 million radio sets in use and that advertisers sold a figure twice the combined circulation of daily papers in Canada. He urged greater research be done by CAB to back up sales departments, station representatives and station sales staffs on use of radio, to include summer listening, number of sets in each radio home, and amount of total advertising being done by local as well as national advertisers, with percentage of radio advertising. Such a national survey is now nearly complete at Toronto office.

**Development Stressed**

Mr. Freeman stressed development of the United Kingdom advertisers whose products are now being pushed in Canada and who have little knowledge of radio advertising.

The 1951 Canadian census will have at least one question on radio homes after urging by CAB, Mr. Freeman reported.

The Monday afternoon meeting dealt with the 1951 convention, to be held at Montreal in March, appointment of Frank Ryan, CFRA Ottawa, as a trustee, and the decision to print station rate cards in book form annually.

Mr. Guild reported on the work of the CAB committee with the Royal Commission on Arts, Letters and Sciences, telling of the only champions of free enterprise appearing before the Commission were CAB and various chambers of commerce. Final brief is to be

(Continued on page 70)

**GROSS BILLINGS**

**AM Networks Total $15,373,547**

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<td>$18,123,401</td>
<td>$32,762,530</td>
<td>$38,339,802</td>
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**BROADCASTING**

**Teletcasting**

**TOTAL GROSS radio billings of the four major networks in Feb. 1950 were $15,373,547, a decrease of $740,611 from the figure for the equivalent period of 1949, according to Publishers Information Bureau reports last week.**

In 1950 network, CBS, showed a gain in February billings compared with last year.

**Billings Off From 1949**

Total billings for the first two months of this year also were off from 1949 levels—$3,485,857 in 1950, compared with $3,852,744 in 1949.

Only one network, CBS, showed a gain in billings for the first two months of the year. Grand billings of the four television networks in February and in decrease of $14,741,546.

**NETWORK RADIO**

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NBC VACANCIES

Three Top Posts Open, Managers Shifted

THREE top jobs were open at NBC last week, two of them having been the third created by the sudden shifting of Thomas C. McCray from Hollywood.

The network was looking for a man—who probably would be picked from outside the company—to become national program director of the radio network.

Since the reorganization of NBC was begun several months ago, the top radio job—the network’s division and a staff-level public relations post have been open.

The way things shaped up last week, it looked as though NBC would be filling McCray’s job first.

Mr. McCray, who became program chief after the resignation last year of Ken R. Dyke, administrative vice president in charge of programs, will become supervisor of NBC radio operations in Hollywood.

His assignment to Hollywood was part of a general reorganization of the network’s West Coast operations.

Thomas B. McFadden, manager of NBC’s New York station, was named vice president and station manager of WNBC (TV) New York, last week was appointed manager of KNBH (TV) Los Angeles, the network’s owned and operated station.

Harold J. Bock, former manager of KNBH, last week resigned from that job. [CLOSED CIRCUIT, March 5]

HOPE-NBC

‘No Deal’ in Contract Talk

“MANY DISCUSSIONS” and “no deal” was the report tendered by principals involved in week’s negotiations in Hollywood between Bob Hope and NBC on signing the comedian to an exclusive radio and television contract. Niles Tramnell, chairman of the board, and Joseph McConnell, president, returned to New York last week following the six day discussion with Mr. Hope in Palm Springs, Calif.

It is expected that further discussions will be taken up in New York with NBC as well as with CBS and DuMont, also reported interested in Mr. Hope’s services.

Any future radio plans would hinge on the decision of Lever Bros., which currently has Mr. Hope under contract with four more years to go. New option renewal comes up in June.

Schillinn Resigns

A. B. SCHILLIN, resigned as vice president of WATF and WATV (TV) Newark last week after 15 years with the station. Mr. Schillinn will head his own company manufacturing electrically controlled deodorizers under the tradename of Scent-Flo Co., with headquarters in Newark.

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ATLANTA MERGER

WSB Transfer Papers Filed

FIRST STEP toward effecting merger of the Atlanta Journal and Constitution was taken last week in the filing of transfer papers with FCC to assign the Journal’s WSB-AM-FM-TV properties there to Atlanta. Acquisition in the WSB-AM property of the Constitution’s WCON-AM, formerly on 750, was for $237,500.

Under the Commission’s duployp rule, which bans ownership of duplicate facilities in the same area, the Constitution is not merging with the Journal would have to sell WCON-AM-FM to a third party, or discontinue them, and most likely drop WCON-TV, now under construction and which does not favor transfer of TV permits at this time. Fort Industry’s WAGA operation also includes WAGA-FM and WAGA-TV there.

The merger in substance provides for the sponsoring shows on WSB and WCON being sold to new firm to be formed through the consolidation. [BROADCASTING, March 20]

Meanwhile, an application also was filed with the Commission by Fort Industry Co.’s WAGA Atlanta to switch from 5 kw on 590 kc to 5 kw on 650 kc, the existing AM facility of the Constitution’s WCON-AM, Atlanta. The bid revealed an offer to purchase the WCON-AM plant for $237,500.

CBS Signs Moore

CBS, for both its AM and TV networks, has signed Garry Moore, comedian, to a five-year contract which will give CBS exclusive rights to the star’s talent. Two radio shows and five-a-week television show are being prepared as possibilities for Mr. Moore.

CAMPBELL SOUP

Add Morning Strip on NBC

CAMPBELL SOUP Co., which already sponsors ‘Double or Nothing’ 2:30-5 p.m., Monday-Friday on WCTI, will add a half-hour morning strip on the network for presentation of another edition of the same program. Total billings of the two half-hour presentations are said to be $3 million.

The morning series, placed through Ward Wheelock Agency, starts May 1 and will be broadcast 7:30-11 a.m. Monday-Friday.

When Campbell started its morning edition of Double or Nothing it will mark the only instance of the sale of five hours a week for a single program to a single sponsor in network radio, Harry C. Kopy, NBC vice president in charge of radio sales, said.

CBS

Elton Joins Y&R

DAVE ELTON, formerly a producer on various network shows, including Eddie Cantor and Ozzie & Harriet, and before that NBC for 10 years, has rejoined Young & Rubicam, New York to supervise radio activities on the Boarden account.

Woods to van der Linde


BROADCASTING • Telecasting
THE NEW BMB study provides information essential to intelligent timebuying, Arthur S. Dempewolff, Celanese Corp. of America, told the AAAA convention at White Sulphur Springs, W. Va., Saturday. Addressing the AAAA and ANA delegates, he described how the new data provide uniform standards for the purchase of radio time (see ANA and AAAA stories page 15).

Though BMB “is slower and more costly than necessary,” he said the new BAM should be able to lick these problems.

Study No. 2 provides an “accurate blueprint of coverage,” he said, and “shows where a station is listened to, to a satisfactory degree. It indicates which of two or more stations in any given area commands the greater total audience—in other words, which has the best coverage.”

Armed with these facts, he declared, the timebuyer is in a position to make decisions in relation to station cost.

Cities Weakness

Mr. Dempewolff called the lack of nonsubscriber data one of the survey’s weaknesses but explained that while it represented only one station out of three it nevertheless represented about 65% of the nation’s listeners. He added that this figure to 75% of 50 kW stations, 50% of regionals and 20% of smaller outlets.

Offsetting this poor participation by little stations, he said, is the factor of local loyalty and inability of many local buyers to use BMB data.

Future studies will reflect changes more as a result of the job stations are doing rather than an evaluation of technical facilities, he said. Major programming changes and station additions since the field work was done in Study No. 2 point to a continuing need for future studies, he said.

Referring to what BMB “won’t do,” Mr. Dempewolff explained it “won’t tell you anything about your show or your time period. It won’t smoke out the listening of the man who listens to five minutes of news on one station every day and never listens to that station again.”

“Study No. 2 does catch up on the people who listen only to Jack Benny or Grand Ole Opry,” he said, citing a WSM Nashville total night-time weekly audience of 1,600,000, with 1,100,000 families in the one-two days or nights a week class and therefore representing the Grand Ole Opry audience.

“Since the BMB figures are a measure of total circulation, don’t let stations trap you into deciding that you want maps of Study No. 2 made up based on coverage at a specific percentage level,” he said. “There is a tendency to want to say 50% BMB means something that 50% BMB does not. Reserve the decision in regard to coverage values and don’t let the stations make it for you.”

“Valid Data”

“BMB gives you valid circulation data for station comparison. BMB data are valid for figuring cost-per-thousand for relative station costs. Whether or not it is valid for comparison with other media is questionable. After all, BMB data represent use whereas ABC circulation represents intended use.” He added, though, that it is the only data for which there is any justification in figuring comparative media costs, and radio circulation constantly varies.

“Validation on two different stations tells you that there is a given percentage of the radio homes in a station’s area listening to a particular show,” he said. “Percentage of what area? In terms of listeners, you don’t know that you are theying until you know the total coverage of the station. Without BMB you can’t even answer the problem of coverage from the outside nor can you determine when a group of regional stations gives you a better buy than one clear channel. There are such cases.”

Calling engineering data or listenability measurements similar to potential magazine circulation in an area, he said BMB figures actually modernize the listener integration.

“There are five basic uses of BMB data—the first of which would be by station and network management,” he said. “Second, the buying of network time; third, the buying of individual station time; fourth, serving advertisers’ merchandising or accounting problems, and fifth, as a base for television calculations.”

In the case of network buying, he said BMB can help figure supplementary station groups through the basic network is a rigid, pre-fabricated group. The new data will make more of the figures and thus enable comparisons of station coverage as compared with present data.

Mr. Dempewolff said the new data will show if national radio advertising reaches a particular market; provide a basis for calculations of television inroads as well as the true picture of TV competition.

“Effective TV competition depends entirely on the station,” he explained, and cited WSM, and WENR Chicago, as examples. Mr. Dempewolff said Minneapolis has 50% of its circulation outside the area of possible TV competition.

Mr. Dempewolff

Mr. Dempewolff

Mr. Dempewolff

Mr. Dempewolff

Mr. Dempewolff

Mr. Dempewolff

Mr. Dempewolff

SPECIAL USES

OVER 2,100,000 vote cards and the 75,000 station summary cards provide research material on many types of special radio coverage studies, according to Michael R. Notaro, president of Statistical Tabulating Co., the firm that processed Study No. 2 of BMB.

The cards currently are being used in preparation of Network Reports but are available for other purposes, subject to BMB approval, Mr. Notaro said.

The Station Summary cards, known in the trade as “deck” cards, provide a quick way of accumulating data now in the Station Reports, he explained. “For instance,” he went on, “the gross audience of any combination of stations can be computed mechanically, an important adjunct in the measurement of coverage of a spot radio campaign.”

Breakdown Possible

This gross audience figure can be broken down by sales territory or state or region to be correlated with sales, outlets or other marketing factors. By mechanical computation, the costs of a spot campaign can be allocated according to audience within each sales area.

A charge of BMB approval for an additional fund of unpublished data on non-subscribers and less than 10% audience (especially valuable in TV and FM studies) might be released.

Obtaining this approval may not be difficult if the nature of the request is such that data for an individual station within a county are not revealed, but are integrated with other information.

“The vote cards, too, are an important source of supplementary information. By cross- tabulating the votes of the same family listening to different stations change many old ideas of station position, he predicted.

In comparing stations since the 1946 studies were issued, he recalled, one timebuyer “has found a few stations in some of the primary markets where their coverage has increased despite television.”

The new figures will enable calculation of a high-cost station’s coverage in relation to the cost as compared with other stations, and aid in deciding whether to use spots or programs. It will permit decisions between the small inside stations and the big outside station, he said.

Mr. Dempewolff said the new data will show if national radio advertising reaches a particular market; provide a basis for calculations of television inroads as well as the true picture of TV competition.

“Effective TV competition depends entirely on the station,” he explained, and cited WSM, and WENR Chicago, as examples. Mr. Dempewolff said Minneapolis has 50% of its circulation outside the area of possible TV competition.

Firm to Cooperate

Mr. Notaro said the firm will cooperate in working out plans and estimating costs on projects involving use of BMB punch cards and reports.

The tabulating company converted the 315,512 usable ballots received to punch card work decks and reports. Awarded the BMB contract in 1948, Mr. Notaro added a New York office to his Chicago and St. Louis units. All the time, BMB reports were the result of series of financial crises. At one time Mr. Notaro personally carried a load in excess of $100,000 in order to keep the operation going.

First tabulating job was to create special cards from the ballots. These were blown up into vote cards, one for each station mentioned by each respondent, and these in turn were summarized by station within each county and reported place.

The vote cards were split into day and night separately, and again resummarized. This time the “breakout” data was accumulated.

Notaro Explains Process Of BMB Research

BMB Analysis...

In this issue, BROADCASTING-Telecasting presents the following articles giving various viewpoints and helpful hints on the use of BMB Study No. 2.

Trends study of station subscribers’ reactions . . . . . page 24
Advertiser, agency opinion . . . . . page 22
Dempewolff praises study . . . . . page 21
Huber sees need for engineering formula . . . . . page 34
Special uses for BMB explained . . . . . page 21

Notaro Explains Process Of BMB Research

At AAAA-ANA Meet

Mr. Notaro explained that his firm compiles the cards into cumula-

Page 21

April 3, 1950
Looking ... At

BROADCAST MEASUREMENT BUREAU'S Study No. 2 has been available to radio advertisers and agencies for only a few weeks but reaction seems to be generally favorable. Belief that this second study is a vast improvement over the first seems to be unanimous. Those who see possibility of improvement believe that radio is on the right track in offering such statistics. In this article BROADCASTING presents opinion from many of the top advertising men of the country. The cross-section sampled was picked at random to represent every class of radio advertiser.

STUDY No. 2 of Broadcast Measurement Bureau provides a new and impressive answer to the oft-uttered charge that the radio medium is guilty of inadequate and invalidated research.

This is the opinion of agency and advertiser spokesmen whose views on the new BMB study were asked by BROADCASTING.

Many timebuyers and advertisers feel they should have more time to study the figures before offering definite views on their value and use. In nearly every case, however, their preliminary analyses agree that Study No. 2 is much better than the first BMB survey.

Without exception they insist that radio must supply validated and standardized research material for those who buy time. One prominent agency official said BMB must be continued or all broadcasting will slip downward and money will go to other media.

Hopeful for BAM

In general there appears hope that the new Broadcast Audience Measurement Inc., projected successor to BMB, will provide more satisfactory material.

Some users of the air medium are extremely sharp in their criticism of a majority of broadcasters for their failure to join in the second study. The new BAM will remove the broadcaster objection that corporate control of BMB was divided equally among American Assn. of Advertising Agencies, Assn. of National Advertisers and NAB. Under the BAM structure NAB will have corporate control [BROADCASTING, March 20].

AAAA spokesmen insist that agencies must have validated as well as standardized research material to add them in buying time. ANA concedes BMB Study No. 2 is not perfect but is pleased that new circulation data are provided. The study is described as the best time-buying aid. ANA pointedly suggests that the broadcasting industry should cooperate with its customers.

Many agency-advertiser executives refrained from offering suggestions on the application of new BMB data to their problems, holding that the subject would require long and careful study along with actual application of the figures to specific campaigns.

Coverage Data Appreciated

There was general appreciation of the additional coverage data, in which listening is shown by daily-weekly classifications instead of the weekly breakdown provided in the first study.

As to presentation of data by stations, Frank Silvernail, BBDO, New York, head timebuyer, wants figures in tabular form with the agency itself making up special maps to special conditions. On the other hand Wesley L. Nunn, manager of the advertising department, Standard Oil Co. of Indiana, Chicago, prefers supplemental maps showing the levels of listening. He is interested in depth of listening as well as quantitative coverage.

The comments presented here-with were obtained from a cross-section of agency and advertiser groups buying all types of radio time; for a diversified list of products and services, supplemented by the overall viewpoints of AAAA and ANA spokesmen.

Frederic R. Gamble, president of the AAAA, told agency members of the BMB board that in order to make the best use of the broadcasting medium, agencies need "standardised and comparable audience measurements on which to base station and network selections for: clients."

This information, to be accepted without discount, should be valuable.

(Continued on page 86)
COMPARATIVE ANALYSIS
Based upon Official Published Reports - BMB - Study No. 2.
For three subscribing Savannah, Georgia stations:

<table>
<thead>
<tr>
<th>Subscribing Station</th>
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<th>Total Weekly Audience Families</th>
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<td>D 82,080</td>
<td>D 42 N 29</td>
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<td>D 30,470</td>
<td>D 7 N 3</td>
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</tr>
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</table>

It's 630 in Savannah WSAV

630 kc. 5,000 watts Full Time

Represented by Hollingbery

April 3, 1950 • Page 23
BMB STUDY NO. 2 BETTER

'Trends' Finds Station Approval

By TYLER NOURSE

RESULTS of the second BMB study have been received with mild enthusiasm by subscribing broadcasters. Over 75% of them indicate they feel the survey is better than average. Some 23.9% of station officials describe the report as "excellent" while 50.9% feel it is "good."

Almost 95% of the subscribers feel the method of reporting listening by division of 6-7, 3-5 and 1-2 times a week is superior to the old method which did not attempt to classify audience...

Over 95% of subscribing station officials feel BMB or a similar service should be continued and 39.6% say future reports of this type should have financial support from agencies and advertisers. This differs from the position of the Broadcast Audience Measurements Inc. [BROADCASTING, March 20] which would have broadcasters pay the bill.

These findings are based on replies received to BROADCASTING's 22d TRENDS Survey—a continuing study of executive opinion in radio and its allied fields. For this survey a questionnaire was sent to the manager of each BMB subscribing station.

75% Rate Favorably

Following are summaries of answers received to questions asked in the survey:

How do you rate the second BMB report?
Excellent (25.9%) Good (50.9%) Average (15.5%) Poor (7.7%)

With approximately 95% of the respondents expressing an opinion on this question, a very slight majority of them, 50.9%, said they felt the second BMB survey to be good. "Excellent" was the vote of 25.9% while 15.5% said the survey was only average. A majority of the 7.7% of the stations which said the survey was poor were 250 w outlets which later in the questionnaire indicated the feeling that the BMB sample was too small or not broken down enough to give them a fair share of the audience. A few higher powered stations also rated the report as poor, including 15 w operations and one 50 kw outlet.

Were you a subscriber to the first BMB report?
Yes (77.5%) No (22.5%)

Since over three-quarters of the station respondents, 77.5%, were subscribers to BMB's first report, a sound basis for comparing the studies and evaluating them is established for the questions which follow.

The latest report shows listening

6-7, 3-5 and 1-2 times a week. Do you feel this makes the report more or less valuable?
More valuable (94.4%) Less valuable (5.6%)

Respondents who commented on this question were almost unanimous in their contention that the second BMB survey was more valuable than the first. Chief reason given by the 94.4% who felt this greater breakdown to be more valuable was that it gives a greater reflection of listener loyalty and does not give undue credit to stations for one-time-a-week listening to special top-rated shows.

Some Wanted More

A few felt the breakdown should have gone even further since a quarter-hour of listening to a station only once a week would show in the 1-2 times a week column. This they agreed, however, was better than having the one-time-a-week listener indicated as a regular listener.

From all parts of the country typical comment favoring the second BMB study were those who felt increased regularity ran as follows:
"The knowledge of listening frequency gives a truer picture of the strength of a station."
"Gives better picture of audience in each county."
"Gives better picture of local station vs. out-of-town station."
"Indicates listeners as well as coverage."
"It indicates more accurately the station's position and popularity."
"It gives the local station a better break."
"Shows where regular listeners are from which real sales results can be expected."
"Enables timebuyers to distinguish between casual listeners and regular listeners."
"Gives a more accurate index to a station's regular listening audience."

Although the wide majority felt the increased breakdown to be beneficial, the 5.6% who felt the second BMB study to be less valuable backed up their contention with such arguments as:
"This will be difficult to explain to the local advertiser."
"It's still not fair to small markets—not a good tool for selling radio vs. other media."
"... gives three or four different levels at which to judge a station as to coverage and who is to say which level is the correct one?"

"Don't feel the breakdown means much to stations that normally rate well in regular coverage areas."
"Not understood by many clients."

A few other station executives said the increased breakdown "makes little difference" or is "of no value."

Do you think this report gives you the information you need?
Yes (67.8%) No (31.9%)

Don't know (1.3%)

On the surface it would appear that station executives feel the second BMB study provides all the needed information to be an effective selling tool. A number of the 67.8% who answered "yes" to this question, however, tempered their answer with such comments as:
"Insofar as it goes; "substantially, might be improved;" except that county lines are too arbitrary;" "not ideal but best to date;" "some of the information;" "though it doesn't provide all the information we need;" "in part," etc.

FM Data Needed

Some station managers, particularly those operating small outlets in or near large cities, indicated they need information on counties where their station has 10% or less of the audience. The lack of information on FM in the original mailings also was rapped by a few managers who duplicate AM programs on FM. Where facilities had changed since the study was made the managers, of course, answered "no" to this question. The length of time necessary to compile the report also was rapped by a number of managers, as was the sample size which some felt to be too small.

A few of the more favorable comments on this question ran as follows:
"We know about where we are going and how deep."

"Indicates whether our program policy is meeting approval or not."
"It provides a good selling tool. It gives a means of comparison with the ABC report of the newspaper."
"It clearly indicates reaction of listeners. It's still not fair to small markets—not a good tool for selling radio vs. other media."

"Provides a comprehensive coverage report."

In the report for your station consistent with...

Don't

Other coverage data you have?
Yes No know

Your opinion of station's actual coverage?
71.6% 24.2% 4.2%

If no, do you feel BMB credit you too much or too little coverage?
Yes No know

Station managers, in the majority, felt that BMB's second study showed coverage for their stations, which was fairly consistent with the material and knowledge which they had at hand. From the figures it may be seen that BMB coverage and such other material as coverage maps, mail lists, etc., tallied more closely than the manager's estimation of station coverage. A number of those respondents who felt the report to be consistent with other coverage data indicated the feeling that it did not jibe with their own opinion.

Claim More Coverage

The vast majority of those who answered "no" in either case said the BMB data did not credit their stations with enough coverage. A few of the managers said no coverage was shown in counties where mail response indicated good listener identification of their stations, or those which had recently changed facilities, hit the lag between the time material was gathered and issued. They indicated BMB was good for the time it was taken but probably could not be used now.

In what way will you use your BMB data?
Selling time locally (68.6%)
Selling time nationally (83.7%)
Rate adjustments or justification (24.9%)
Guidance for programming (47.3%)
Guidance for audience promotion (47.3%)
Guidance for merchandising activities (29.8%)
Other (Specify) (1.2%)

The selling of time nationally is the chief use to which the BMB report will be put, with 83.7% of the station managers answering showing this as at least one of the uses. Since most stations indicated...

(Continued on page 38)
IN ONE OF THE RICHEST AREAS IN U. S. A.

Any way you look at it, there's no substitute for coverage plus audience impact. KGLO with a 50% or better BMB penetration of 12 farm rich Iowa and Minnesota counties has real coverage, and the Hooper Station Audience Index for Mason City shows that KGLO never has less than 48.5% of the available listeners and hits a fat 70.4 peak.

That's sure-enough dominance to merit a place in your radio coverage plans. Get complete details and availabilities from your Weed representative or write Walter J. Rothschild, National Sales Manager, Lee Stations, Quincy, Illinois.
A Look at BMB

(Continued from page 28)
dated by a tripartite organization representing agencies and advertisers as well as broadcasters.

Mr. Gamble recalled that BMB "was a first and logical step in this direction, despite its faults." He added that "a disappointingly large number of stations refrained from subscribing to BMB's second study," and recalled that he told the 1949 NAB convention that the biggest problem in BMB is the lack of support among broadcasters. At the convention he said broadcasters not satisfied with BMB should get in and try to improve it from the inside.

Since that time, he continued, "considerable confidence has been expressed by broadcasters that their industry would rally to the support of a comprehensive research program if a different type of organization were set up to carry it out—one in which broadcasters would have administrative and financial control over the funds their subscriptions provide.

Cites BAM

"The new BAM is designed to give station subscribers just such corporate control. We earnestly hope it will succeed. Agencies and advertisers are to be represented on BAM research committees so as to validate the methods, as was done with BMB. They are mainly concerned with validation—and of course with seeing that industryscale measurement is continued."

"Agencies will participate in the operation of the radio and television research organization in order to contribute (1) to research integrity and (2) to the continuation of a needed service."

As trade association for national advertisers, ANA feels "the greatest service any station can perform for advertisers is to make the figures on non-subscriber stations available," according to Peter W. Allport, of the ANA headquarters staff.

While ANA would not give an official viewpoint, it provided Broadcasting with an advertiser-member's comments and called them "about as close as we can come to an answer." Name of the member was not divulged. The remarks follow:

"The current BMB study is not pertinent to the next one. It does not give you a handy package by which to base all your decisions on one measurement, nor does it take away from you the responsibility of judgment. Of course no other measurement does either.

Circulation Data

"It does, however, provide you with circulation figures on a circulation-station basis. It does not give you information on program audiences. But the circulation data is a measurement that no program audience data can provide.

"There is nothing else like it. There is no other county-by-county and city-by-city information. And there is implication in the data provided by this new study which may be interesting to play with.

For, in the figures on composition of total weekly audience there may be a potential of providing information on weekly audience and those families who say they listen six or seven days a week which could provide an additional leverage. This might be useful for certain problems in timebuying.

"I seriously feel that BMB Study No. 2, with the type of information it has produced and the potential of providing information on listening to all stations in the country, is going to give us the biggest help in timebuying aid we have ever had.

"It's an example of good industry cooperation to provide better information and it certainly has established understanding on the part of the broadcasting industry that there is much to be gained by cooperating with its customers in validating its program which alone were the only thing to come out of BMB it would be worth the money spent.""-

B.B.O.'s Frank Silvernail says the use timebuyers will make of BMB data "will depend entirely on the particular advertiser, his objectives and his objectives. No experienced timebuyer sets up general overall inflexible standards to be used under all conditions and clients.

How can stations make the BMB information easy for BBDO to use? Mr. Silvernail suggests they provide the material in table form under headings caused by B.B.O. whether a client wants to consider only 40% response in a 6 or 7 times county or go all the way down to 10% in 1 or 2 county," he said, "the agency will be able to abstract just the data pertinent to the problem in hand.

Will Make Our Maps

"As for maps, we will probably make our own, to fit special conditions. Perhaps the most complete map of circulation to make would show the three breakdown levels of percentages in each county, for our greater ease, in making our own maps."

On the other hand, Standard

Oll's Wealey L. Nunn believes it would be "highly worthwhile for radio stations to prepare supplemental maps showing various levels of listening—in addition to the overall all maps furnished by BMB.

He continued: "While we have not had sufficient time to thoroughly analyze and digest the material that has just been received, we are certain that the trend of keen competition between stations, to get the qualitative or depth of listening, as well as the quantitative coverage of the station.

"Since our operations are all on a county level, the station maps might be prepared so as to show the six sets of figures—three for day, three for night, for each county with legend to support."

Mr. Nunn described his comments as 'a very quick suggestion and as cut-off not at all. The BMB data this suggestion might not be as feasible as it now appears.'"

As an extensive buyer of radio time, Vern Carrier, assistant manager for ratings, Dieth & Sabin, Esso Standard Oil Co., New York, does not believe that a standard cutoff figure should be set in measurement of the new BMB reports.

"In the past, we have been using a 25% cutoff point," he said. "However, now that BMB reports show six different figures for various week nights, reducing the figure to 25% for day and night would be definitely against the research of the new BMB reports."

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C. Burt Oliver, of the Houston branch of Foote, Cone & Belding and recently general manager of the Hollywood branch, is familiar with the new BMB reports. He was an agency member of the BMB board. "I have always felt that the broadcasting industry must provide some form of standardization and that the BMB was the best answer we had to date."

Mr. Oliver said his conception of BMB "has always been that it is a dynamic, evolutionary organization, each report being better and more useful than the one before. It is my sincere hope that the broadcasting industry will find some way to continue this type of operation."

Analogous to ABC

Reflecting an advertiser viewpoint, E. C. Claesen, advertising manager of Pillsbury Mills Inc., Minneapolis, considers BMB data comparable to Audit Bureau of Circulation data "only in a remote sense." However, he points out that other qualities of BMB data make the lack of comparability and these make it possible to use the BMB figures in a manner analogous to ABC.

Mr. Claesen puts it this way, "We believe that listener to a program (Continued on page 28)
not only the rich
Fort Wayne area...
but a huge Midwest
market covering
49 BMB counties!

It's a "package" of almost 300,000 Radio
Families... bigger than Baltimore... delivered by

WOWO
FORT WAYNE ABC AFFILIATE

a BIG frog in a BIG pond!

WESTINGHOUSE RADIO STATIONS Inc
KYW - KDKA - KEK - WBZ - WBZA - WOWO - WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
A Look at BMB
(Continued from page 26)

is most likely to follow the pattern of listening to a station, and while the BMB data does not measure listening to a program, it provides a good relative measure of the probable program impact by counties.

"The data is most useful in obtaining a probability picture of the relative impact of a certain program by geographic areas. We can then compare networks, or programs, or individual stations, to estimate the relative geographical impact of a program before it is put on the air.

"As a fairly large user of network and local radio, too, I feel that the BMB data is valuable to us and we use it consistently in measuring our advertising intensity, although, in so doing, we recognize the limitations of the data."

Melvin Broby, vice president of Needham, Louis & Broby, Chicago agency, thinks in two ways when he ponder's the subject of BMB as an agency operator and as an agency member of the BMB board. He voiced regret that the report was delayed in issuance and that it could not be published in the form of a one-volume area report similar to the 1946 study.

"In any case, he says the BMB information "is just absolutely essential to agencies and advertisers to permit them to make proper use of radio." Obviously this is the case as television starts to make a strong impact, he noted.

"It seems just as obvious to me to comment that the BMB organization in some form or another needs to be kept alive," he said. "Otherwise the whole radio industry will move backwards, and money will undoubtedly flow from radio to other media."

"As to the specific increased usefulness of this present report over 1946, it is a little early to give complete reactions based on experience. I have asked our media, radio and research departments for their reactions and they are very favorable and very much pleased that the audience measurement has been carried farther than once-a-week listening. The absence of the area book does make it more difficult to use the figures, but that does not affect the fundamental need for the figures."

"I am sure you will find this experience a common denominator with all agencies."

50% Good Cutoff Point

George Kern, radio timebuyer of Benton & Bowles, New York, has found, on the basis of preliminary studies, "that for rule-of-thumb the 50% level is a good cutoff point for once-a-week listing. However, it is expected to refine this by considering a range of 3 to 7 times-per-week listening."

"We will also, for certain studies of specific market and station comparisons, use the circulation figures."

"Until we can study the data and work out our own interpretations of the BMB reports, we could not suggest a generally useful way for stations to present their BMB information."

"In the meantime, what we would like is the BMB data on nonsubscriber stations.

Ann Smith, speaking for R.H. Jones Co., Cincinnati and New York, declares the BMB data "is closer than anything else available on a national basis to providing, on a comparable basis, the relative sizes of audiences of radio stations. To that extent, the BMB figures are roughly comparable to ABC figures for potential audiences of magazines and newspapers. They show where readers or listeners are located, and are a measure of the size of the potential audience."

"Of course," she continued, "one cannot compare radio audiences with audiences for printed advertising on the basis of potential, but only on the basis of actual reading or listening. The potential, representing ABC circulation figures or BMB audience figures, are usable only as a test against which ad readership figures and program rating figures are applied to obtain some indication of the number of readers, or an advertisement or of the number of listeners to a program."

Areas Under 25%

"We believe that in areas where less than 25% of the families listen to a station once a week or more often, the chances of getting listening to a specific program on that station are usually remote."

"For this reason, and to be conservative, we are inclined in most of our areas of BMB figures to eliminate from consideration those counties and areas for a particular station, where the BMB figures are under 25%. In other words, our uses of BMB audience figures are usually based on audiences in counties where 25% or more of the families report listening to the station once a week or more often."

A director of Van Sant, Douglas & Co., Baltimore, Robert V. Walsh said the agency has been "very pleased with the BMB report as issued" but would be more pleased if it "had some sort of assurance" that another report will follow as rapidly as this one becomes outdated."

"Certainly radio needs to fight with all the weapons at its command now that television is so strongly here," he said. "It would be tragic for radio not to use the strong weapon of research."

Mr. Walsh took the BMB report and separated the "good" from the "bad." On the good side he listed:

a. The job has been very well done. This report is much more significant now that it is broken into night and daytime, days per week, listening figures. It is possible to analyze comparative station and weight of impact of the station with a good degree of accuracy.

b. The maps provided for the various

(Continued on page 72)
WTAD-FM
QUINCY, ILLINOIS

NEW BMB FOR COVERAGE

NEW HOOPER FOR AUDIENCE IMPACT

Covering not only Quincy, Ill., but Keokuk, Iowa, and Hannibal, Mo., as well (as shown by Hooper Survey, Dec. 1949-Jan. 1950)

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<th>TIME</th>
<th>Sets Using</th>
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<th>B</th>
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<th>D</th>
<th>E</th>
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<td>7.0</td>
<td>0.8</td>
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IN ONE OF THE RICHEST AREAS IN THE U. S. A.

Any way you look at it, there's no substitute for coverage plus audience impact, WTAD with a 50% or better BMB penetration of Illinois and Missouri counties, and with its coverage and the Hooper Station Audience Index for Quincy, Keokuk, and Hannibal shows that WTAD never has less than 37.0% of the available listeners and hits a fat 65.7 peak.

That's sure-enough dominance to merit a place in your radio coverage plans. Get complete details and availabilities from your Weed representative or write Walter J. Rothshild, National Sales Manager, Lee Stations, Quincy, Illinois.

WTAD
QUINCY, ILLINOIS
930 KC 1000 Watts • CBS Affiliate WTAD-FM 99.5 MC ERP 33,000 Watts

kglo
MASON CITY, IOWA
1200 KC 5000 Watts • CBS Affiliate KGLO-FM 101.1 MC ERP 16,000 Watts

Represented By WEED & COMPANY — New York • Chicago • Detroit • Boston • Atlanta • Hollywood • San Francisco

Page 30
Good Management makes a good station. Good Management will neither offer nor accept anything but a good value. When you buy time on a well-managed station, you therefore get your full money's worth—plus.

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

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

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</tr>
<tr>
<td>WMCA</td>
<td>New York</td>
<td>IND.</td>
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</tr>
<tr>
<td>KYW</td>
<td>Philadelphia</td>
<td>NBC</td>
<td>50,000</td>
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<tr>
<td>KDKA</td>
<td>Pittsburgh</td>
<td>NBC</td>
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<td>Syracuse</td>
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<td>Columbia, S. C.</td>
<td>NBC</td>
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<td>Norfolk</td>
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<td>WPTF</td>
<td>Raleigh</td>
<td>NBC</td>
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<tr>
<td>WDBJ</td>
<td>Roanoke</td>
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### MIDWEST, SOUTHWEST

<table>
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<td>WOC</td>
<td>Davenport</td>
<td>NBC</td>
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<td>WDSM</td>
<td>Duluth-Superior</td>
<td>ABC</td>
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<td>Fargo</td>
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<td>WAVE</td>
<td>Louisville</td>
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### MOUNTAIN AND WEST

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</tr>
<tr>
<td>KDSH</td>
<td>Boise</td>
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</tr>
<tr>
<td>KVOD</td>
<td>Denver</td>
<td>ABC</td>
<td>5,000</td>
</tr>
<tr>
<td>KGMB KHBC</td>
<td>Honolulu-Hilo</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>KEX</td>
<td>Portland, Ore.</td>
<td>ABC</td>
<td>50,000</td>
</tr>
<tr>
<td>KIRO</td>
<td>Seattle</td>
<td>CBS</td>
<td>50,000</td>
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*CP
BMB Study Better
(Continued from page 24)
more than one use for the report, figures above are the percent of the total sample which will use BMB in each of the given ways. In 68.6% of the replies station managers said they would use the report for selling time locally while 47.3% would also be guided by it in audience promotion.
In addition to supplementing present coverage data which the station may have, some of the other uses to which the BMB report will be put include: Comparison with newspaper; guide to future expansion; engineering study; basis for requesting additional facilities.
Do you feel that BMB or a similar service should be continued? Yes (94.3%) No (5.7%)
If yes, what structure do you think it should have?
Same as at present (27.9%) With financial support from agencies and advertisers (39.4%)
Be operated by a privately owned research firm (13%)
On an entirely new format (19.5%)
If no, do you feel it is too costly? (68.7%)
Fails to provide effective sales material? (33.3%)
Although subscribing station managers were in accord on continuing BMB or a similar service, the structure which this organization should take is not nearly as well defined. In 39.6% of the cases, however, the managers who answered this part of the questionnaire indicated financial support should come from agencies and advertisers. A number of them tempered this answer with a "partial" and a corporate structure, with stations, agencies and advertisers participating in a number of cases. A structure similar to BMI also was advanced, with 3.7% of all who replied indicating this structure by name.
In addition to the BMI type set-up, some of the other comments on "structure" ran as follows:
"Part of NAB, with separate financing."
"Owned or controlled by NAB with minority stock held by AAAA and national advertisers."
"Private firm with NAB and station, agency, advertiser advice and guidance.
"Set up stock plan under supervision of NAB."
"Would like to see BMB divorced from NAB. Hooper, Nielsen, etc., be one of the agencies having membership such as AAAA's etc."
"Owned by broadcasters through stock ownership with service being sold to all subscribers similar to Hooper, Nielsen, etc., but with broadcasters owning corporation."
"Believe financial support should be from all users of the service."
"A corporation should be set up, owned by stations, agencies and advertisers."
"Parties who benefit should participate in cost...."
"... feel that financing is properly tied to the stations and not the agencies and advertisers...."
"Industry owned and operated."
"Believe broadcasting industry should take over operation and expenses. ... agencies and advertisers represented on board of directors in minority..."
"Tripartite financing is sound idea. ...
"Some plan must be devised so that all stations will be included. It should ... include participation by agencies and manufacturers.

Remarks on Methods Used
Approximately 14% of the respondents also included comments on the BMB survey or its methods on this question.
Of these a little over 25% commented on the frequency of the studies and the time taken to deliver them. The general trend of thinking by these station managers indicated that the surveys should be taken more often and delivered faster since the radio picture changes so quickly at present. Another 19.5% said they would like to have a greater breakdown of information. The majority indicated a desire for morning, afternoon and evening information for each day of the week. The sample size, cost to stations and method of survey also was commented on by station managers on this question.
With 3.7% of the total sample indicating they did not feel BMB should be continued, two-thirds said they felt it too costly, with the remaining indicating that it fails to provide effective sales material. Of the 96.3% who voted for continuation of BMB or a similar service, approximately 8% also marked this section of the question and nearly 10% of them also said BMB had failed to provide effective sales material.

Should BMB issue program ratings as well as coverage reports?
Yes (39.4%) No (60.6%)
On this issue over 92% of the respondents expressed an opinion with the majority, 60.6%, voting against such a move. An additional 5.7% who did not give a definite answer said it would depend on such factors as cost, frequency and size of sample.
Of the 39.4% who voted for BMB to issue program ratings, 74.1% outlined their reasons for favoring such a move. Standardization of program ratings was the chief reason given. A number of station managers also said they felt it would help by giving information on areas not presently covered by rating services. The need for a general program rating service was advanced by a number of managers and many felt it would be a good unless you know when they are listening and what they are listening to.

Opposition Gives Reasons
Those station executives who opposed such a move, 60.6%, expressed the reasons in the cases. Of these about 20% said the length of time necessary to tabulate and report the findings would make them outdated before issuance. A slightly lesser number felt the present services to be adequate or said the cost of such a service under a BMI type set up probably would be prohibitive.
The size of the sample was felt by a few broadcasters to be inadequate for program ratings. Several station managers expressed their opposition in this manner.
"For the same reason magazines sell on the strength of total circulation—not how many people actually read each ad...
... let's get a good ABC of radio established soundly and working fairly."
"No more than the ABC should issue continuing study of newspaper readership."
Do you find that agencies and advertisers place more value on BMB reports than on your usual coverage data?
Yes (80.5%) No (19.5%)
Do you believe that the BMB report is getting you business that you would lose if you did not have the reports?
Yes (56.6%) No (43.4%)

From the replies given to these questions it may be seen that in the opinion of BMB subscribing station executives the reports are valuable in their present form. Although this is conjecture on the part of station officials, it may be seen that 56.6% of them feel they have received additional business through BMB and 80.5% say they believe more value is placed on BMB than other station coverage data. For the feeling of agency executives on this question, see story page 22.
IN DES MOINES

REMARKABLE CHANGES ARE TAKING PLACE IN HOOPER RATINGS!

KSO is the only network station in Des Moines to show an increase in Hooper share of the audience—January-February 1950, as compared with the same period in 1949. All other network stations suffered a loss.

### Percentage Gain or Loss

<table>
<thead>
<tr>
<th>STATION</th>
<th>Gain/Loss</th>
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<tbody>
<tr>
<td>STATION B</td>
<td>- 6.9%</td>
</tr>
<tr>
<td>STATION C</td>
<td>-14.7%</td>
</tr>
<tr>
<td>STATION D</td>
<td>-17.6%</td>
</tr>
<tr>
<td>KSO</td>
<td>+25.6%</td>
</tr>
</tbody>
</table>

*Based on Jan.-Feb. 1950 Hooper Index T.R.P. as compared same period in 1949.

### Percentage KSO Gain Over All Stations

<table>
<thead>
<tr>
<th>STATION</th>
<th>Gain/Loss</th>
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<tbody>
<tr>
<td>STATION B</td>
<td>- 6.9%</td>
</tr>
<tr>
<td>KSO</td>
<td>+25.6%</td>
</tr>
<tr>
<td>KSO gains</td>
<td>32.5%</td>
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</table>

<table>
<thead>
<tr>
<th>STATION C</th>
<th>KSO</th>
<th>STATION D</th>
<th>KSO</th>
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</thead>
<tbody>
<tr>
<td>-14.7%</td>
<td>+25.6%</td>
<td>-17.6%</td>
<td>+25.6%</td>
</tr>
<tr>
<td>KSO gains</td>
<td>40.3%</td>
<td>KSO gains</td>
<td>43.2%</td>
</tr>
</tbody>
</table>

*Based on Jan.-Feb. 1950 Hooper Index T.R.P. as compared same period in 1949.

This remarkable change is a definite indication that in Des Moines the overwhelming trend is to KSO.

KSO

CBS for Central Iowa

K. H. MURPHY, President
S. H. McGOVERN, Gen. Mgr.
NEW BMB FORMULA

By E. J. (Mike) HUBER

General Manager
KYRI Sioux City, Iowa

FOR YEARS the radio industry has been groping for a “radio ABC.” No one will deny that we need an acceptable unit of measurement. But, what does the industry want to measure? Coverage (circulation) or audience (readership)? BMB as it exists today does not seem to be the answer. If it were, the curtain would not be coming down on the present setup; there would be greater acceptance for it; there would be less mixed reaction. So, where do we go from here?

Before we answer that question let’s analyze the BMB formula as used in Study No. 1 and Study No. 2. It is a report of listening habits based upon a return of postcards mailed to every county in the United States...

Industry Reaction

What is the reaction of the industry towards recall surveys? In the early days of radio that was the unit of measurement used—the old CAB reports. A number of years ago advertisers and agencies both decided that the recall method of measurement was not sound, feeling that a coincidental survey would be much better and, as a result, CAB was put in moth balls.

Why then do we continue to spend thousands of dollars to reverse that decision? . . . People tune to programs, not stations. It was felt that by getting away from the once a week listening that Study No. 2 would be the answer. I believe that we will run into the same difficulty that we did with Study No. 1. What does six or seven times a week listening mean? Does it mean that these listeners tune to that station for every program throughout the day or night, or to just one favorite program that is on each day? . . .

A New Formula Needed

So, I repeat, where do we go from here? My own opinion is that we must get away from the “audience measurement” formula. We already have that in Hooper, Conlan and Nielsen, but not on a nationwide scale. Why not have a unit of measurement that changes every time a program shifts either from one station to another or from one network to another? A measurement that changes with every new station in a market, with every power and frequency change. Is it any wonder that timebuyers can’t keep up with the so-called “coverage”? Space buyers don’t go through this constant confusion in evaluating other media . . . why radio?

A formula must be found that will not invite a lot of “ifs” and “ands.” During my 28 years in advertising and radio I have looked and listened to thousands of media presentations of every type and description. All, without exception, were based upon CIRCULATION according to ABC audit statements; not a word as to the number of subscribers who READ the advertisements.

Suggests Plan

Giving all these facts unbiased thinking gives me but one answer for a “measurement” formula that is sound, factual, and standard . . . physical coverage as established by engineering standards. Offhand I’d say that this could well be the 0.5mv contour. This feature is a common denominator for all stations; timebuyers wouldn’t have to take a station’s word for it if there was any question—the data is on hand in Washington. Radio’s rates are based on this data, so why shouldn’t the advertiser buy radio on that basis. Let’s take a “for instance.” A station has 200,000 radio families in its 0.5mv area; it is up to that station to program to invite as many of those 200,000 as possible to tune to that station. No matter how programs shifted from station to station; from network to network; how many new stations came into the picture, that station would still have its potential of 200,000 radio families! Program ratings, or station popularity does not, and will not, change the number of radio homes in a 0.5mv area.

So, why not solve this radio measurement dilemma based on a formula used by other media. Make it an engineering project, add engineering personnel to our research staffs. Use Hooper, Nielsen, Conlan or any other program rating, or program popularity service for the purpose for which they were established—to improve programming and increase listener-ship for stations and networks. I am convinced that approached from this angle radio will come up with a measurement plan that will be sound and acceptable to all.

Defense Radio Feature

SAMPLE SCRIPT of new monthly radio feature, to be inaugurated by the Defense Dept., has been prepared by the department’s radio-TV branch for immediate mailing to women program directors and broadcasters, Charles Dillon, branch chief, has announced. Titled Defense News for Women, the news-feature series has NAB endorsement, Mr. Dillon added.
Dollar for dollar, listener for listener, DAY AND NIGHT, there's no substitute for WOAI in the Southwest. Based on the new BMB and one-time rates for a WOAI chainbreak, every dollar you spend buys 11,516 listening families daytime; 10,732 listening families nighttime. This means:

316,700 families listen to WOAI regularly daytime*
590,250 families listen to WOAI regularly at night*

In the fast-growing WOAI market 740,700 families listen to WOAI at night every week; 395,350 families during the days. To sell the Southwest better, buy WOAI. The January-February Hooper shows WOAI has 83.3% more metropolitan audience in total rated periods than the second station in San Antonio. For a better buy . . . it's WOAI. Call your Petry man.

*Three or more times per week.
WRVA DID! Because of elastic budgets, WRVA is prepared to meet them with four result-producing participating programs. WRVA believes the small advertiser should have more than radio as a good medium... more than WRVA as a good radio station... and more than an announcement availability.

WRVA takes another great step! For little more than the cost of an announcement WRVA offers participation in well-established, well-promoted, and well-merchandised programs... all the benefits of top-notch programming and personalities... at a fraction of the normal cost. One of these great shows is a "natural" for you:

OLD DOMINION BARN DANCE
Monday thru Friday, 9:00-10:00 am. and 3:30-4:30 pm. Designed for high Hoopers and general listening. Features CBS network commercial stars on a local basis. *(Brock Bar Ranch, CBS, Saturdays 7:00-7:30 pm.)*

GRADY COLE TIME
Monday thru Saturday, 5:00-6:00 am. Designed especially for rural audience and features fabulous Grady Cole. (Combination purchase with WBT, Charlotte, N.C.)

CALLING ALL COOKS
Saturdays, 10:00-10:30 am. Audience participation quiz show broadcast from WRVA Theatre (average audience of 800). Radio show is part of two-hour entertainment. Product displays; samples distributed; with retail grocer merchandising plan; actual product demonstrations. Buy it weekly, bi-weekly, or once a month.

HOUSEWIVES PROTECTIVE LEAGUE
Monday thru Saturday, 5:00-5:30 pm. Features Mark Evans and is designed primarily for food and household products.

The WRVA "extra step" is all-important... particularly to those advertisers new to radio!

WRVA
50,000 WATTS
RICHMOND and NORFOLK, VA.
REPRESENTED BY RADIO SALES
EDITORIAL

NARBA Now or Never

AT THIS moment there's no deal with Cuba on AM broadcast allocations. The on-again, off-again negotiations looking toward amicable settlement of assignments appear to be definitely off, now that the American delegation has returned from Havana empty-handed after eight vexatious weeks.

What will happen, anybody's guess. Cuba had tacitly accepted our plan for equitable allocations which would have resulted in minimum interference. Then for reasons hard to fathom, it submitted an outlandish counter-proposal.

Cuba now knows that the U. S. will accept nothing less than the Feb. 22 proposal. It knows that nothing short of an agreement subject to Senate ratification will be acceptable. It knows that the consequences of an "other war" would be disastrous to it as well as to many stations in our Southern area. And it knows it would undermine American goodwill.

The plans designed by FCC Commissioner Rosey H. Hyde, was conciliatory and acted in good faith. Anyone less patient would have pulled up stakes much earlier. Comm. Hyde exhausted every possible approach to agreement.

This latest episode shows the futility of attempting to work out bilateral agreements. The Montreal-postponed NARBA sessions are scheduled to resume—perhaps in Washington by Aug. 1. We hope Cuba will hold the line and adhere to the intent of the last NARBA until that conference is held. If the upcoming sessions fail, there would be little purpose in holding any future inter-American broadcasting sessions.

IN Transit or Insolvent?

WHAT IS THE fate of FM, radio's erstwhile Wonder Boy? Is it a sleeping giant or a pigmy headed for extinction?

The question isn't pitched that way for the April 17 FM session at the NAB convention in Chicago. Yet there's no doubt what's in the minds of those who have poured dollars and zeal and inspiration into the medium hoping that one day it will get rolling.

Licenses and construction permits are being turned in—the latest by the Milwaukee Journal stations, whose head, Walter J. Damm, was one of the early FM enthusiasts. His reasons, as given to the FCC, are economic—FM hasn't developed the revenues expected. He concludes the public doesn't want it.

It's the same old story. An art or an industry cannot be artificially stimulated. The air lines provide the finest and swiftest means of transportation ever devised. Yet they do not make money in ratio to investment. FM is a superior ural service. To say it hasn't made money, is understatement.

When it became evident that, in most areas, conventional FM, horizontally competitive with AM, wasn't making expected strides, wider broadcasting heads turned to specialized uses. There were born Transit Radio, in-store broadcasting and other specialized services. The product-yet to be waggered the FM dogs.

Then came the wrecking crews. Medium malignad medium. The devastating catch phrase "captive audience" was resurrected, particularly in transit radio, despite the fact that in virtually every poll 90% of the transit public liked it. The FCC, never one to shy away from controversy, moved in on the act—even before it got the invitation—and its judgment now is awaited as to whether transit radio and these other adaptations are in fact radiobroadcasting or something else—like mobile or point-to-point.

TRANSPB Radio Inc. is tending to its knitting. It is tapping new sources of revenue—notably in the retail field where AM has never done better than 10% of the national volumes. Hence it is opening new departments. This process could help all of the radio media.

Transit radio obliquely is attacked as a monopoly since most of the street car and bus transports are singly-owned. That argument falls flat since contracts run for a stipulated number of years and the transit company becomes a free agent upon expiration.

We feel that, left to themselves, the specialized FM services can provide a solid financial base upon which this mode of broadcasting can develop—perhaps not spectacularly, but soundly. Service is not restricted to the transient or riding public. The in-home public seems to listen and like it too. These services can save FM lives and the FM medium.

The danger reposes in Government. The FCC, with a membership, in the last decade did all but throttle FM by loving it to death. It planned its economy by assigning so many facilities to so many markets. It severely maimed many AM facilities by totally overloading its engineering standards overboard through indiscriminate licensing with resultant degraded service. It was in a mood to do the same in TV, using its "planned economy" to the hilt, but found the medium so volatile that it couldn't be stopped, even with such an artificial road-block as the "freeze."

The "captive radio" epithet will be overcome. It must, because all advertising is destined to "capacitors." The FCC, under the Communications Act, is duty-bound to provide for the larger and more effective use of radio. If it should essay to restrict the uses of FM for specialized services, such as transit radio, it would not be promoting wider use of that now a-begging spectrum. It would be throwing an anchor to a drowning man.

Branded by Radio

IN AN IMPROMPTU song-fest following one of those vodka-drenched banquets that were popular back in the days when Washington and Moscow were on speaking terms, a young American officer found himself in sudden limelight. The Russians, who had enticed with fezvil singing of their native music, asked him to present an American folk song.

Responding amiably, he sang the first tune that came to mind. It was the Pepsi-Cola jingle.

Our point in repeating this war-time anecdote is not political. Rather it is recalled as an illustration of the persuasiveness of radio in making an almost generic term out of a product's name and advertising slogan.

This week marked the fifth annual conference of the Brand Names Foundation will be held. Chances are if someone unexpectedly were called upon to that circum-spect gathering to sing a folk song, he would sing the Pepsi-Cola, or some other radio-advertised product.

The part that radio has played (and that television is beginning to play) in making household words of brand names is incalculable. There isn't any better medium than radio for making the public name conscious.

For brand names, radio, like Pepsi-Cola, hits the spot.

(Continued on page 10)

Our Respects To—

JOSEPH MAYNARD GILLIAM

ABOUT the time Cuglielesco Marconi was getting around to doing something about the wireless gleam he had in his eye another person destined to make his mark in the radio field was growing up in a Virginia plantation. Today the name of Joseph Maynard (Pop) Gilliam is illustrative of successful station ownership that goes back to the early '20's—the pioneer era of commercial broadcasting.

As president and general manager of KPBX Beaumont, Tex., "Pop" Gilliam today looks back to his plantations life and attributes to his father's training and common sense philosophy the success he has attained. The elder Gilliam, also owner of a small mill and a country store, implanted in his son a firm belief in work—hard work.

Born May 11, 1885, young Gilliam at the age of 16 decided to leave the plantation in the Sussex County community of Yale to go to Richmond. His first job was as a bundle wrapper in a dry goods store at a salary of $5 per week. He was soon promoted to helper in the white goods department with an increase to $5 per week, and was allowed to wait on customers. Never promotion was a wanton to the head salesman in the carpet, matting and linoleum department. There his salary was $7.50 per week.

During this period, Mr. Gilliam's father kept insisting that he go back to school. He finally agreed to go to a preparatory school. Until that time his schooling had been in a one-room country school house which his father built and gave to the county. The elder Gilliam wanted his son eventually to study law but Joseph Gilliam decided otherwise and left the school to get a job as a book agent on a commission basis of 20%. He made over $100 the first month.

His school days were not ended, however. He decided to take a business course, but kept on selling books and went to school at night. It wasn't very long before he was made manager of the Southwest Publishing Co.'s branch office at Richmond.

In 1910, the president of the Southwest Publishing Co. at Nashville, Tenn., died. Young Gilliam received a wire to come to Nashville and was made vice president at a salary of $2,000 per year. Two years later he sold his stock and went into the wholesale jewelry business with headquarters in Nashville. In 1919 he moved his headquarters to New York City.

It was in New York that he became acquainted with one of the vice presidents of the
A toast for a very special occasion—

WIBA

on its 25th Anniversary!

For 25 years the number one station serving Madison and the 20-county Madison area.
Number one in listeners—morning, afternoon and night—according to Hooper, Conlan and BMB.
Number one in coverage of the Madison area, according to BMB and other surveys.

Badger Broadcasting Company

RADIO PARK MADISON, WISCONSIN
5,000 WATTS DAY AND NIGHT ON 1310
45,000 Watts FM on 101.5

Affiliated with NBC Represented by Avery-Knodel, Inc.
Respects

(Continued from page 38)

AT&T Co., who also was manager of WEAF, later sold to RCA. Mr. and Mrs. Gilliam were invited to visit the WEAF studio and that's where the radio bug bit "Pop" Gilliam.

His first entry in the field was in 1922 when he bought the old KTAT Fort Worth. By 1926 he had purchased three other stations but each was a liability. Progress was sure, but slow.

In 1928, he commenced to strike pay dirt on his smallest station, KGKO Wichita Falls, a 250 watter built at a cost of $12,500, and later moved to Fort Worth. Over $26,000 was netted the first year. Expanding his activities still more in 1929, "Pop" Gilliam organized the Southwest Broadcasting Co. KOMA Oklahoma City and two stations in Texas were purchased by Mr. Gilliam and his associates, giving them a total of seven stations.

All of the stations but one were making a profit when "Pop" Gilliam got the idea he could make a fortune quicker building oil wells. He sold out his interest, went to East Texas and lost it all in about six months.

Broadcasting again beckoned. This time—in 1931—he went to Beaumont and in 1932 purchased KFDM from the Magnolia Petroleum Co., a Standard Oil subsidiary. "Pop" Gilliam found himself with a station that was never used commercially and discovered that local advertisers did not believe in radio advertising. "I don't know how we got by," he says, "but it finally commenced to pay off. We joined the NBC Blue Network in 1937, and in 1939 I sold the station to the present owners."

For the next 10 years he was in the building business and also dabbled in real estate, buying and selling, also making investments.

Radio still figured strongly among his varied activities and interests and he did something more concrete about it in the fall of 1949 when he became associated with KPBX in a reorganization move.

As president of KPBX, Mr. Gilliam has for his associates the following Beaumont businessmen: S. L. Oakley, vice president; D. C. Maxey, second vice president; P. L. Beckerstein, secretary; W. L. Hammond, treasurer; and E. L. Stagg Sr., H. Waldo Graff, Gus A. Becker, C. E. Snowten, Walker M. Sausay and Eugene M. Zuckert, directors.

Wife Also a Virginian

Mr. Gilliam is the former Virginia Blackburn Anderson of Lynberg, Va. The Gilliams have no children but have had the pleasure of educating 15 young men and girls, two of them as foreign missionaries.

Practically all of his friends and business associates have been calling him "Pop" for about 25 years. He got that name at a station owners' meeting in Dallas about 1922 when someone called on one of the "Daddies" of commercial radio to say something. "From that time it has been 'Pop' and I really like it," he says.

Pointing out the difficulties faced in operating a radio station, Mr. Gilliam refers to his days with KFDM when he had the reputation of being the best "horse trader" in Beaumont. He traded advertising for automobiles, real estate and everything else of value that he could resell to get money to keep going. He still has most of the real estate he traded for advertising and says it is now worth between $25,000 and $30,000.

That "Pop" Gilliam and his associates are putting KPBX over is shown by a total of over $40,000 in sales reported for the first two months of this year.

As for television, he says his organization already is preparing an application for TV for presentation to the FCC.

Mr. Gilliam formerly belonged to the Rotary Club, the Country Club and many other leading clubs, but of late years has devoted himself to business and church activities.

A nature lover, "Pop" Gilliam has 28 big oak trees in his yard, a variety of flowers, and homes for squirrels and birds. "They are my hobby," he says.

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the LARGEST portion

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

KTUL

You don't need more. Why take less?

TULSA'S EXCLUSIVE RADIO CENTER
avery-knodeL, inc.
Radio Station Representatives
John Esau, Vice Pres. & Gen. Mgr.

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Management

Leo Howard, former national commercial manager of WKY and its Dallas station, appointments manager of KDMS El Dorado, Ark., scheduled to go on air April 15.

Richard A. Clark, sales manager of WQUN-AM-FM Utica, N. Y., appointed manager of stations in addition to his present duties. He succeeds Thomas E. Martin, resigned.

Jack D. Almond, hospital, president and general manager of WSIX Nashville, is at Robert County Hospital, Springfield, Tenn., on a weight reduction diet. He expects to return to his office within a few days.

R. R. Reisl resigns as manager of KOB Albuquerque, N. M. He formerly was in radio production in Hollywood.

Rolf S. Nielsen, program director and assistant manager, reportedly named acting manager of station.

Howard R. Gurney, manager of WSVG Greenville, Miss., resigns due to ill health. David M. Segal, owner of station, continues as active general manager.

Harold Krelstein, vice president and general manager of WMPS Memphis, and Betty Dewey have announced their marriage.
"THE MEREDITH WILLSON SHOW"
A FULL 15 MINUTES
ON A 10" DISC!

SPONSOR: FALSTAFF BREWING CORPORATION (ST. LOUIS, OMAHA, NEW ORLEANS)

Three times as much program per disc is only one outstanding advantage of the sensational Columbia LP Microgroove Transcriptions. Multiplied by 48 stations on a 3-per-week basis, it means substantial savings to the sponsor, Falstaff Brewing Corporation (St. Louis, Omaha, New Orleans).

Columbia LP Transcriptions not only cost less per record, permit more program time per record—they save on packing, shipping, and storing! Let us supply the complete details. Call, phone or write.

DON'T MISS OUR EXHIBIT
NAB CONVENTION
APRIL 12
SUITE 509

Columbia Transcriptions
A Division of Columbia Records, Inc.
Los Angeles: 8723 Alden Drive, Bradshaw 2-2759 • New York: 799 Seventh Avenue, Circle 5-7300
Chicago: Wrigley Building, 410 North Michigan Ave., Whitehall 6000
WATKINS NAMED
New WBBQ General Manager

APPOINTMENT of John W. Watkins, formerly commercial manager, as general manager of WBBQ Augusta, Ga., has been announced by the Savannah Broadcasting Co., operator of WBBQ and the Augusta Baseball Club. He replaces Mr. George G. Weiss, who has been granted an indefinite leave of absence.

Mr. Watkins has been commercial manager of WBBQ since its beginning in 1946. Previously he was connected with WHAS and WGRCS Louisville, WCKY Cincinnati, WSCS Charleston, S. C., WING Dayton, Ohio, and WGAQ Augusta. Mr. Weiss announced plans to move to New York to continue his work in radio. He retains his title as president of Savannah Broadcasting Co., and his 37% stock interest in the company, as well as 35% interest in WPAL Charleston, S. C.

REPAIR WORK

Cite Radio, Phonograph Need

NEED for millions of replacement parts and new equipment and a vast amount of work for the serviceman is indicated for home radio sets and phonographs this year, according to Caldwell-Clements Inc., New York, publisher of the monthly magazine, Radio & Television Retailing.

In a listing of typical repair jobs now needing attention, the publisher estimates that 30 million tubes and 28 million capacitors will be needed in radios. Figures for other radio components include: 6 million volume controls, 6 million speakers, 10 million batteries, 10 million dial lights and 8 million diode drives. In addition, an estimated 2 million phonographs need repair, it was reported.

Caldwell-Clements estimate that 6 million portable radios are currently in use and that 90% of them will require new batteries. There is also a $450 million potential in converting 12 million home phonographs to three-speed operation, it was stated. The estimates were developed under the direction of Dr. Orestes H. Caldwell, editorial director of Caldwell-Clements Inc.

‘FIGHT OF WEEK’

New Sports Network Feature

SPORTS Broadcast Network has started a series of sports shows called Fight of the Week to run for a 16-week period on 32 stations each Monday at 10 p.m., according to Jack Rensel, network general manager. More stations will be added, he said.

The network also has disclosed a new selling approach: National spots are being sold between the rounds of each fight. Program is broadcast direct from ringside through WPEN Philadelphia, key station for SBN, in whatever city the outstanding weekly boxing events are held. First broadcast was the Gross-Montgomery contest in Philadelphia on March 27.

World Contracts

WORLD Broadcasting System announces the signing of 16 new stations for its transcribed library service. Stations include:

THE ARIZONA STATION

An estimated 75% of the eyes, ears and pocketbooks of Arizona come under the influence of

KPHO-TV

The only TV station in the state, KPHO-TV covers Phoenix like the Arizona sun... is regularly received in Tucson to the south and Wickenberg to the north, and they are buying sets in both places. The type of market covered? Arizona is the nation's 3rd fastest growing state in retail sales, 4th in population.

The Edward Petry Company is happy to serve KPHO-TV as its representative for national advertising... and to welcome KPHO-TV into good television company like this:

WSB-TV . . . Atlanta
owned by The Atlanta Journal

WBAL-TV . . . Baltimore
owned by Hearst Radio, Inc.

WNAC-TV . . . Boston
owned by General Tire Co.

KFI-TV . . . Los Angeles
owned by Earle C. Anthony, Inc.

WHAS-TV . . . Louisville
owned by WHAS, Inc.

KSTP-TV . . . Minneapolis-St. Paul
owned by KSTP, Inc.

WTAR-TV . . . Norfolk
owned by WTAR Radio Corp.

WOAI-TV . . . San Antonio
owned by Southland Industries, Inc.
STRONG IMPETUS for FCC approval of color television was seen last week as RCA publicly unveiled its long-awaited tri-color picture tube and called for adoption of color standards based on quality and compatibility.

Performance of the three-gun single tube, one of two versions demonstrated, was acclaimed by most observers as superior to anything RCA had previously shown in its projection sets based on three color tubes, and RCA experts said refinements will continue.

Brig. Gen. David Sarnoff, RCA board chairman, hailed the tube as the point where "color television begins," and compared its impact on television with that of the atomic bomb in the field of warfare.

Estimates Cost
He estimated—making clear that it was an estimate—that color sets using the single tube might be built to sell for 20 to 25% more than comparable black-and-white models, and quoted RCA engineers' estimates that production might get into swing in one to two years.

The demonstration, presented in Washington Wednesday for newsmen and followed by showings for the industry on Thursday, also touched off exchanges between Gen. Sarnoff and President Frank Stanton of CBS, sponsor of the rival field-sequential color system.

Gen. Sarnoff called upon CBS to "move over just a little bit" and adopt the RCA dot-sequential system.

He claimed that if CBS continues to adopt other techniques and equipment—such as the RCA tricolor tube, and the "sampling" and "horizontal interlace" methods which RCA contends are inherent in the RCA system—then there will be little left of the CBS system except its non-compatible field-sequential basis.

In New York, CBS President Stanton issued a statement saying he was "happy to learn that RCA's three-color single tube is sufficiently far advanced to have been demonstrated," and that "we are looking forward to the official demonstration" in FCC's color proceedings on Thursday.

"We also are looking forward to an opportunity to use the tube with the CBS color television system, because when the single-tube is developed to the point where it is fully practicable for home use, and at an economic price, it can be used with the CBS system more simply than with any other color television system," Mr. Stanton said.

"I do not know how close to commercial reality this new tube is, but I hope that the public will not have to wait until the tube is perfected to enjoy color television. CBS has demonstrated, to the public as well as to the experts, that it has a color television system that works well now and is inexpensively."

Sarnoff's Reply
A few hours later Gen. Sarnoff issued his reply.

"I have read Mr. Stanton's statement about the RCA color tube which he has given to the press today," he said. "While it is true that CBS can, and probably will, throw away its mechanical disk and replace it with an RCA color tube, this would not overcome the deficiencies inherent in the CBS system.

"It would still not be compatible with black-and-white. It would still have low instead of high definition pictures. It would still have color breakup and flicker. The only way I know how the CBS can overcome these deficiencies is to use the RCA all-electronic, fully (Continued on Telecasting 14).

TELEVISION won't "eliminate" other media completely but will serve to weed out the "less effective" avenues of advertising numerically within their own ranks, Henry Schacht, national advertising manager of the Borden Co., said last Tuesday.

Mr. Schacht spoke as a member of an American Marketing Assn. TV panel comprising a representative from each of the major media—television, radio, advertisers, newspapers and magazines—discussing "The Effect of Television on Other Media."

Despite the inroads of TV on other leisure time habits—reading, visiting and movies—all media will be substantially stronger, command more audience and probably cost more money," he told the AMA luncheon group.

TV hasn't blotted out other media, but it will, in the long run, serve indirectly to decrease the number of newspapers, magazines and even radio stations, all vying for the advertising dollar, according to Mr. Schacht.

Rate Question
Simultaneously, he added, "radio won't be sold by increasing daytime television rates." He identified no station but indicated that any increases are premature at this time.

Television and radio media were upheld, respectively, by Samuel Norcross, formerly of Audience Research Inc, and now TV department manager, William Esty Co., and John Karol, CBS national sales manager.

Mr. Norcross said TV revenue probably will derive from new money and from other media, which "are bound to be hurt though not too apparently." There are figures which indicate that 70% of TV's present business comes from additional appropriations, he added, citing statistics to show that of some 2,500 advertisers, about one-third hadn't previously used radio.

One reason advertisers have looked to video is its resultant "high sponsorship identification," he observed. In New York, for example, TV recently showed a 73% identification as compared to 41.5% for radio. He reasoned: "Television has everything but color", and that is being considered now in Washington. Furthermore, TV has accentuated brand preferences (Continued on Telecasting 15).
ELECTION of Charles J. Bask Jr., of Bask Radio and Television Productions, as vice president of National Society of Television Producers was announced last week by NSTP President Irvin Suls.

Simultaneously, Mr. Sulds announced the election of West Hooker, president of West Hooker Telefeatures Inc., to the NSTP board of directors. He also reported that formal merger ceremonies between the New York and Hollywood interests will take place "within several weeks."

Actions resulted from the resignation of Henry White as vice president of the packaging group. Mr. White previously had relinquished the presidency of World Video to join CBS-TV as associate director of television programs [TELECASTING, March 20].

KLEE-TV SOLD

Houston 'Post' Is Buyer

TELEVISION's third major transfer—purchase of KLEE-TV Houston by the Houston Post's KPRC-AM-FM for $340,000—was reported last week in papers tendered for FCC approval.

W. Albert Lee, who has been operating KLEE-TV for 16 months, told the Commission that "in the public interest and conservation of health," required that he dispose of the television facility. He will continue to own KEE, 56 regional outlet on GID ke. KLEE-TV is assigned Channel 2 (54-60 mc).

Ex-Gov. W. P. Hobby is president and 54% owner of the Houston Post and the KPRC radio properties while Oveta Culp Hobby is executive vice president. Another 45%-plus is held through trusts for W. P. Hobby Jr. and Jessie Oveta Hobby. Jack Harris, general manager of KPRC, would also head the newly acquired TV facility.

The KLEE-TV plant originally cost over $389,000, the application stated, with technical equipment totaling nearly $150,000. Mr. Lee indicated his investment in radio and television there amounted to $652,660.

Last major TV sale was $757,000 of the third of KXPT-TV (TV) Bingo to WFAA-AM-FM there, approved by the Commission in early March [BROADCASTING, March 13].

CBA Video Plans

CANADIAN BROADCASTING Corp., will use Channel 2 for its first TV station at Montreal. It has been announced by Donald Manson, acting general manager of CBC. Two channels have been assigned the CBC for Montreal, Channel 2 and 5, but only one will be used at first. Channel 9 will be used for CBC TV outlet at Toronto. Both stations will start operations in the autumn of 1961.

PICTURE CODE

To Rule WOR-TV, WFIL-TV

INTENT to strictly adhere to the principles of the Motion Picture Production Code was voiced separately last week by WOR-TV New York and WFIL-TV Philadelphia. WOR-TV President Theodore C. Streibert in his Monday announcement declared that the standards will apply to acceptance of commercial films and programs, including those produced by WOR-TV.

The MPP code, administered by a Production Code Administration, sets forth applications to crime, sex, vulgarity, obscenity, profanity, costumes, repellant subjects and other detailed prohibitions.

"Practically all the movies shown in television made for theatrical release were produced under the code," Mr. Streibert observed. "There is no reason why the local programs should not meet the same standards" developed by the motion picture industry over the past 20 years, he said.

Mr. Streibert felt they do "for the most part," but added that guides and specifications, clarifying acceptability and good taste, will assist in "insuring that the station meets its public responsibilities."

He also noted the exposure of TV to small groups of all ages and favored development, "before long," of an industry code incorporating principles peculiar to television and similar to that adopted by the radio industry over 10 years ago.

Walter W. Annenberg, editor and publisher of the Philadelphia Inquirer, who owns the WFIL stations, in his Wednesday announcement specifically cited provisions of the code which refer to depiction of crime, use of vulgarity and restrictions as to costumes and dances.

In addition, Mr. Annenberg has asked the networks serving WFIL-TV—ABC and DuMont—to adopt the code for all network programs. He also called upon the owners and operators of other networks and stations to adopt a similar policy, pointing out that self-imposed regulation would obviate the threat of censorship by the federal government.

Less Awesome

THE average citizen feels much less awe of a television performer than he does of a movie, stage or even radio star, according to a poll made by m.c. of radio and TV shows. This was revealed by Mr. Mack last week when he was interviewed by George Dixon, syndicated columnist. "I think I have the explanation figured out," said Mr. Mack. "To see a stage or screen performer the viewer has to go to the theater. But when the TV star (TV stars) go to the viewer. We come into their homes."
SPRING COMES to Washington and Baltimore almost simultaneously, and the Hecht Co. stores, which traditionally boast a million-dollar advertising budget, bring spring right into the home by way of television.

And if TV's claim on advertisers' salable (plus ad) budgets ever becomes standard practice, Hecht Co. appears certain to be a forerunner in the retail field. An avid user of radio for some 15 years, the store currently maintains the largest TV schedule of any Capital department store.

Hecht Co. has brought its merchandising story to television on a direct sales basis with a rather unique technique. It goes after potential customers while they are seated in easy chairs in the comfort of their own living rooms.

The new sales (and public service) vehicle is its Shop by Television, launched on WMAL-TV Washington last Nov. 8, through the Harwood Martin Advertising Agency.

It started simply as a pre-Christmas merchandising experiment. Now, a few months later, store officials readily concede the show is "too good to drop" and have expanded it to point of time and coverage. In fact, Feb. 14 the feature was added to the schedule of Washington's WOIC (TV)—giving a two-station spread comparable to use of two similar newspaper ads on the same day and indicating a possible trend in retail advertising. WMAL-TV feeds the program to WOIC by microwave relay.

Other Features Follow

The Shop by Television show has been set as a profitable precedent for two other similar features. One, Shopper's Review, is telecast by WBNB (TV) Washington Monday through Saturday, 2-3 p.m. (through Robert J. Enders Agency). The other, Television Shopper, is originated by WOIC and fed to WBNB on Thursday at 8 p.m. (through the Martin agency).

Additionally, WBAL-TV Balti-

TYPICAL array of merchandise is displayed in WMAL-TV studio during the program while three models take orders for items as televiewers call them in. Handling some key products for use on the show are Annunciator Jackson Weaver and Miss Crane, right. More March 10 inaugurated a TV Shoppers Review, Monday-Wednesday-Friday, 2-3 p.m., for that city's Hecht stores. That series also is handled by the Enders agency.

All programs stress merchandise to a similar or lesser degree than Shop by Television, and all have indicated excellent results, depending on the length of time each has been on television.

Still another showcase for Hecht items is the weekly NBC-TV Leave It to the Girls, which the store initiated as a network co-op feature on WBNB March 20.

Phone Ordering Catches On

Ordering through video is a basic idea, not particularly new, but the direct sales approach enabling viewers to order by telephone during the telecast—even open charge accounts—may be a harbinger of things to come.

That's exactly what Washington televiewers are doing during Shop by Television, 7-30 p.m. The format is simple, utilizing the talents of Ruth Crane, WMAL-TV's women's activities director and an old hand at TV; Jackson Weaver, announcer and ad lib artist, and a trio of models who grace the program at tableside, taking orders as fast as they come in.

Actually, the program is one continuous public service "commercial," with Miss Crane displaying and "selling" selected merchandise. She is aided and abetted by Mr. Weaver, who intersperses the continuity with humorous comments and asides.

Our explanation for the program's success to date probably lies in the average housewife's inurable desire to window-shop. Actually, Miss Crane and Mr. Weaver help the viewer do just that—and of all media used by Hecht Co. Dollar volume has mounted steadily since Shop by Television began last November as a quarter-hour experiment, with December spurring sales sharply during the pre-Christmas buying rush. For example, last Dec. 6 the store offered a variety of items ranging from a 7&8; cake tin to a $9.95 punch bowl set. WMAL-TV tallied 124 calls during a five-minute period following the first program. In addition, the store recorded 11 new accounts (with and without orders). Following week, when the show expanded to 30 minutes, 285 units were sold.

Other figures, equally impressive, came from a direct sales point, included 134 items sold on Dec. 20, 69 calls and 269 sales for Dec. 27.

The second phase, which got underway last January, has produced results equally good or better than the pre-Christmas weeks. Some tabulations:

- Jan. 21-24 orders, 104 items sold, $583.82 in volume; Feb. 7-14 orders, 200 items sold, $731.31 in volume; Feb. 14-21, 216 orders, 379 items, $1,200.50 in volume; Feb. 21-28, 203 orders, 358 items, $1,064.10 in volume; Feb. 28-35 orders, $2,500.00 in volume. March results were equally gratifying.

Switchboard Swamped

Prior to Feb. 28, five extra operators aided the three studio models until about 8:45—45 minutes after the show went off the air—with the greatest overflow of calls taking place shortly after 8 p.m.

Beginning with the Feb. 28 telecast, store officials decided to take on 40 additional operators to handle the overflow tabulated by the telephone company, according to WMAL-TV, which had maintained its own private line.

Direct sales are not the only indicator of response. There are a number of inquiries not reflected in sales. Also, Hecht Co. has no way of recording the number of people who made purchases the following day or weeks later, or the busy signals at jammed switchboards. How many people actually call back also is unknown.

Shop by Television is the brainstorm of Kenneth Berkeley, vice president and general manager of WMAL-AM-TV-FM, and Harwood Martin, head of the advertising agency bearing his name. Mr. Martin ascribes Hecht Co.'s acceptance of the series to the "farsighted and enthusiastic" of Mr. Rotto.

"Our feeling is that this represents a break from the old program from which we have obtained tangible and immediate results," Mr. Rotto told TELECASTING. "During the 15 years or so we've used radio, we've been

They Buy What They See...

Hecht Co. Direct Selling Shows Are a Low-Budget Dream

guided largely by blind faith with no assurance of definite results. We're well satisfied. In fact, we hit the bull's eye with the first show."

Mr. Rotto's thinking on the purpose of the show has undergone a change that seems to parallel the program's transition from the pre-Christmas to the post-Christmas phase when the program ceased to be a mere experiment.

Last January he had described sales as a "by-product in our campaign here" and as a valuable indicator "that people are hearing and seeing our products advertised and feel we are affording them a public service."

It Sold Merchandise

Last week, however, he observed: "We have thought enough of the program to expand it."

"We wouldn't have gone in as deep as we have if it hadn't sold merchandise."

Hecht Co.'s plunge into TV via Shop by Television must be deeply satisfying to both Mr. Berkeley, who threw his station's all-out effort behind the venture, and Mr. Martin and his agency.

Mr. Martin took the idea to Mr. Rotto with the feeling that, unless Hecht Co. got into television, it wouldn't be in a position to fulfill its merchandising aims. And the programming has demonstrated, Mr. Martin believes, that TV can be a key factor in the store in terms of per cost, per time.

"The show has had a most stimulating reaction from Hecht's own buyers," he said. "And the reasons for its tremendous success are these: (1) We have actually tested audience reaction, and (2) the items selected were truly representative of the buying desires of the most people. These have included such articles as doll nursery sets,
PROPAGATION

Error Claimed in Basic Material

The author of Reference E then apparently failed to recognize the multitude of originally misunderstood and/or misunderstood conclusions by adding a few words "at least" and "or greater" at several strategic spots in his report. Through an erratum sheet and to add at the end of the Aug. 1 version for the first time an amended version of the basic symbol F (L, T).

None of the figure captions were altered, although practically everyone of them is erroneous in an important way, just as was the defining equation on which they were based. This legerdemain was achieved (among other things) by altering definitions of grades of service so as to fit the formulas cited in the new definitions. These alterations in definitions do not stand up under close inspection, however.

Once the basic error is appreciated, the only rational thing to do is to back up and start over at the point where the original calculations left the primrose path, regardless of how many curves got tossed into the ash-can. The proposed addendum is the only valid way of combining the assumed time and space variations was written down by the junior author of Reference E in his own report. Unfortunately this correct continuation was discarded, in favor of the erroneous continuation.

The Ad Hoc Committee report was used by the Commission in connection with its proposed TV allocations and standards. Just how much these would be affected by an "error" of the nature claimed by Dr. Carroll appeared difficult to ascertain. Some Committee authorities claimed neither the allocations nor the standards would be disturbed.

Voices Disapproval

"Dr. Carroll expressed "strongest disapproval" of the continued policy of acceptance of unreviewed "reference papers" of the Ad Hoc Committee." He contended new technical material in these references should be published in regular journals and thus be subject to review.

"The technical material on which TV allocation policy is based should be even more carefully considered than that in the average technical publications. Actually, the unreviewed reference policy now being followed by the Ad Hoc Committee is having exactly the opposite effect."

The Ad Hoc Committee is headed by E. W. Allen, head of FCC's Technical Information Division. The subcommittee to redraft the "allocation proposal" is concerned basically with evaluation of the cumulative effects of two or more interfering signals upon the desired signal, is composed of Ralph Harmon of Westinghouse, chairman; Stuart Bailey, of the consulting engineering firm of Jansky & Bailey; Harry Fine of FCC, and Morris Schulkin of the Bureau of Standards, one of the coauthors of Reference E.
TELEVISION advertising in February recovered slightly from its January slump to record 2,588 accounts active during the month. The gain was reflected in spot and local business.

In February, 39 additional spot advertisers brought the month’s total to 420. Total business rose from 1,687 advertisers in January to 1,890 in February, a gain of 203. A loss of two was shown by the networks between the two months, bringing the February total to 71.

This information is based on the Rosbaub Report on Television Advertising published monthly by the N. C. Rosbaub Co. Network figures cover the entire month of February and are received direct from their networks’ headquarters. Spot and local material is obtained from the stations and covers the week Feb. 5-11. Five stations were operating during the week—two from New York, one from Chicago, one from Philadelphia and one in Buffalo.

The largest number of CBS-TV stations were purchased by Crosley Div. of Avco Mfg. Co. for This Is Show Business. The half-hour, Sunday show appeared on 53 outlets and was handled through Benton & Bowles, New York. Largest time purchaser on CBS-TV in February was Liggett & Myers Tobacco Co. for Godfrey and His Friends. The program appeared on 48 stations for an hour Wednesday night, through Chas. B. Godfrey & Sons.

The DuMont Television Network had eight advertisers backing 10 programs in February, a gain of one each from the previous month. The largest number of DuMont stations was purchased by Allen B. DuMont Labs for its Morey Amsterdam Show. There were 32 outlets airing a program for a half-hour Thursday night. Campbell-Ewald, New York, placed the business. Drug Store TV Productions bought the largest amount of DuMont time. The firm backed Cavalcade of Stars on 19 stations for an hour Saturday night through S. B. Fisher.

On NBC-TV 94 advertisers sponsored 86 different programs in February. This is the same number of sponsored programs as the network carried in January and one less advertiser. Two sponsors cut or discontinued their schedules during the two months while one new advertiser was added.

The largest NBC-TV advertiser in number of stations and time purchased during February was RCA Victor. Through J. Walter Thompson, New York, the firm places Kukla, Fran & Ollie on 67 stations for a half-hour on Monday and Friday nights.

In the spot field 39 new advertisers were added to the overall picture for 22 reporting stations. No large accounts, in number of stations bought, were added between January and February.

Hudson Mor Car Co., following the trend in automotive advertising for the introduction of new models, increased its schedule from three stations in January to 32 in February. Ecco Standard Oil Co. added 21 stations to its roster for 22 in February.

**Automotive**

Of five automotive advertisers who started or added to their TV advertising in January all had cut or discontinued activity in February. Biggest cut was made by Dodge Div. of Chrysler Corp. which went from 52 to 30 in January. Ford followed closely, dropping its number of accounts. Studebaker went from 33 to 21. Mercury cut from three in January to one in February. Oldsmobile, which has been consistently active, dropped from 15 to 10 stations in January to 28 in February.

In terms of total number of accounts, WTMJ-TV Milwaukee was the leading station in the February Rosbaub Report. It had a total of 136 network, spot and local accounts. In the network field KSDK-TV St. Louis topped the list with 54 accounts. Two stations, WGN-TV Chicago and WPTZ-TV Philadelphia, had 52 spot advertisers each for honors in this field. The leading stations in local accounts were KPST-TV Los Angeles with 79, according to Rosbaub.

Eight of the reported stations had (Continued on Telecasting 18)
We have received more direct returns from this program than from any other advertising we have used. Our advertising dollar spent in television has gone further than any other medium. The direct results from the use of this program have far exceeded our expectations and we wish to compliment your organization on a job well done.

Yes, if it's sales success you want—it's WGN-TV in Chicago. This testimonial to WGN-TV’s effectiveness came from the advertising and sales promotion manager of a national manufacturer of electrical appliances. His enthusiastic testimonial to WGN-TV and its programs is typical.

This is another in WGN-TV’s growing list of result stories—another reason why more and more companies are hiring WGN-TV as their top salesman in Chicago.

In Chicago... Channel 9 is more than a number... it's a habit
FCC IS UPHeld
In Bay Area Channel Case

FCC's "withdrawal" of a San Francisco television channel for possible assignment to Don Lee Broadcasting System was upheld last week by the U.S. Court of Appeals for the District of Columbia.

"No application having been either granted or denied, this court is given no jurisdiction . . . to review the Commission's order," the court said in dismissing an appeal of Edwin W. Pauley's Television California, a San Francisco television applicant.

The court's decision seemingly left the way clear for a new appeal after FCC acts on the San Francisco cases.

Don Lee Issue
The action which Television California sought to overturn was an FCC order severing Don Lee's San Francisco application from the others for that city and its withdrawal of one San Francisco channel pending determination of Don Lee's eligibility for it [Broadcasting, May 24, 1948]. The Don Lee application at that time was linked with applications of its AM and FM stations for renewals, which FCC has since proposed to grant.

The court's brief decision maintained:

The withdrawal of one channel until Don Lee's eligibility for it had been determined was neither a grant to Don Lee, which may never receive such channel, nor a denial to petitioner—who, for want we shall tell, may ultimately be awarded this very channel [No. 2].

Viewing the injury to petitioner at its worst, we have no more than a reasserted statistical probability that petitioner will ultimately succeed in getting a station. This is hardly the sort of danger contemplated in the Ash backers case, in which the Supreme Court ruled that hearings are necessary on mutually exclusive applications, where there was an unmistakable grant to one of two applicants for a single frequency . . .

GEORGE HARVEY negotiated his toughest sale 25 years ago when he convinced his father, a well known Chicago surgeon, that selling ranks among the great professions.

At the time Mr. Harvey, now sales manager of WGN-TV Chicago, was completing a liberal arts course at the U. of Chicago. Dr. William Spencer Harvey, at the height of his medical career, hoped his son also would take up medicine—or perhaps law.

But young George was adamant. He had his heart set on sales, and to this day has never veered from his course. And his father, now 90, has lived to see him prosper.

George Wilkins Harvey was born on Chicago's South Side Aug. 8, 1903. His mother's death when he was nine left George to be reared by a father not much older than himself so he was carted off to boarding school.

At 16, after the Woodstock, Ill., institution where Orson Welles first blossomed as an actor, George was a sprinter. He also ran his high school, and later, at the U. of Chicago, added broad-jumping to his track-and-field repertoire. But his father would have preferred that he take up baseball, at which the elder Harvey starred as captain at Michigan.

Dr. Harvey, a pitcher, reportedly was one of the first baseball players in the Midwest to throw a curve.

After taking an A.B. degree at Chicago in June 1925, George was selected by the National Cash Register Co. to attend that school in Dayton, and within a few months was selling sales equipment in Milwaukee.

Nearly four years later he joined the advertising staff of Motor, one of International "Magazines' string of trade journals, and within another year was selling piston rings of Wilkening Mfg. Co., Philadelphia.

He called on every automotive jobber between Chicago and Denver because he had been transferred to the New York City territory. His next selling assignment shifted him to the territory between Pittsburgh and Kansas City with a line of rug underlays manufactured by BehrManning Corp., Troy, N. Y.

By 1935, George Harvey was just the type of salesman the Chicago Tribune's WGN needed to bolster its "Voice of the Midwest" claim. Two years later, he was shifted to Mutual's newly-organized Midwest Division, where he sold such network shows as Keep Thin to Music (calisthenics), American Radio Warblers (singing canaries), and Wheeling Steel Co.'s Steel Made Movies.

Back to WGN
WGN called him back a year later, however, and after several years' success lining up some of the station's most enduring accounts (Walgreen Co., Nelson Bros. Furniture Co., Hirsch Children, Local Loan Co.), Mr. Harvey was off to New York in 1942 to head up WGN's eastern sales office.

During the latter part of a four-year stretch in New York, George exposed himself to television "at every opportunity," so when the promotion to WGN-TV sales manager came in August 1948, he was well prepared. Under his leadership, the station's billing has increased 10 fold, and volume of local programming has been increased 50 percent greater than in any other video operation.

The WGN-TV sales department under his direction currently has sold 24 locally produced live situation shows weekly, 16 live participation shows, 8 feature films including 3 remote commercials with the films, 8 spot remote commercials.

"We may lose an account one day, but we try to add another slightly larger one," Mr. Harvey explains. "We now have over 100 legitimate advertisers—no microscope."

In 1955, Mr. Harvey married Elizabeth Drake, daughter of Joel B. Drake, one of the builders of the famous Chicago hotel of that name.

They live in a house on George Jr., 8, who attends Harris School, of which his father is a trustee, and John William, 3. The family lives in an apartment overlooking Lincoln Park.

Mr. Harvey is president of the Chicago Television Council, and is a member of the Radio Executives Club of Chicago, and Delta Kappa Epilson fraternity.

While in New York, he belonged to the Huguenot Yacht Club in Pelham Manor, as well as the Pelham Country Club. He is an amateur painter and photographer, and has been a "ham."

He has served on BAB's stand- annual committee on TV rate card practices and, last spring, organized a TV sales managers' group which met when the NAB held its convention in Chicago.

WRESTLING FILM
WLW Sells 20 TV Stations

PRODUCTION of wrestling film WLW Television, Cincinnati's major feature, has been optioned by over 20 video stations with more contracts under negotiation, Robert E. Dunville, president, Crosley Broadcasting Corporation, said last week. Some major stations already signed include: WEWS (TV) Cleveland, WAFM-TV Birmingham, KTTV (TV) Los Angeles, WBKB (TV) Chicago, WBZ-TV Boston and WWJ-TV Dayton.

Films are made simultaneously with live telecasting of bouts from Crosley's Madison (Valle) Stadium each Saturday night. Editing eliminates slow sequences to full 55 minutes running time and allows for insertion of local commercials, according to Mr. Dunville. Matches were produced on commercial basis in a studio setting, with live coverage in Floating arena. Sponsor of the live programs over Crosley's WLWT (TV) Cincinnati and WLWC (TV) Columbus, as well as WLWD, is Graysbar Electric Co. on behalf of Raytheon TV sets. Series is for 13 weeks. Film Assc., Dayton firm, makes film; Don Dunville, WLW's manager of production, and sales are handled through Russ Landers of WLW Promotions Inc.

SDG Brochure
TO INTRODUCE its film advisory service to the TV industry, the Screen Directors Guild has issued a brochure describing the service to advertising agencies, advertisers and other members of the trade. Council, made up of 41 top directors, the film advisory service is a course of exploring possibilities of improvement in use of films for television.
Lucky Pup
sponsored by
3 leading advertisers, a
CBS Package Program
with lasting appeal
for audiences in every
age group.

For another top
CBS Package Program
now available
for sponsorship,
turn to back page
of this insert.
### April 1950

**Telecasting Network Shows**

- **Monday**
  - 5:00 PM: Armed Forces Hour (L)
  - 6:00 PM: Canada Dry Co. Super Circus (L) (E-M)
  - 7:00 PM: Colonel Co. Singing Lady (L) (E-M)
  - 8:00 PM: Gold Key (L) (E-M)
  - 9:00 PM: Goodyear Review (L) (E-M)
  - 10:00 PM: Dr. Fix-It (L) (E-M)
  - 11:00 PM: Toast of the Town (L) (E-M)

- **Tuesday**
  - 5:00 PM: Ted Steele Show (L)
  - 6:00 PM: Lucky Pup Doody (L) (E-M)
  - 7:00 PM: Lucky Pup Doody (L) (E-M)
  - 8:00 PM: Too Spillers Doody (L) (E-M)
  - 9:00 PM: Too Spillers Doody (L) (E-M)

- **Wednesday**
  - 5:00 PM: The Testy Show (L)
  - 6:00 PM: lucky Pup Doody (L) (E-M)
  - 7:00 PM: Lucky Pup Doody (L) (E-M)
  - 8:00 PM: Lucky Pup Doody (L) (E-M)

- **Thursday**
  - 5:00 PM: Ted Steele Show (L)
  - 6:00 PM: Lucky Pup Doody (L) (E-M)
  - 7:00 PM: Lucky Pup Doody (L) (E-M)
  - 8:00 PM: Lucky Pup Doody (L) (E-M)

- **Friday**
  - 5:00 PM: Ted Steele Show (L)
  - 6:00 PM: Lucky Pup Doody (L) (E-M)
  - 7:00 PM: Lucky Pup Doody (L) (E-M)
  - 8:00 PM: Lucky Pup Doody (L) (E-M)

- **Saturday**
  - 5:00 PM: Ted Steele Show (L)
  - 6:00 PM: Lucky Pup Doody (L) (E-M)
  - 7:00 PM: Lucky Pup Doody (L) (E-M)
  - 8:00 PM: Lucky Pup Doody (L) (E-M)

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**Programs on italics are sustaining**

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**CBS Nighttime**

- Monday: 11:30-11:55 pm, Guests by Spa,
- Tuesday: 11:30-11:55 pm, Guests by Spa,
- Wednesday: 11:30-11:55 pm, Guests by Spa,
- Thursday: 11:30-11:55 pm, Guests by Spa,
- Friday: 11:30-11:55 pm, Guests by Spa,
- Saturday: 11:30-11:55 pm, Guests by Spa,

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**CBS Daytime**

- Monday-Friday: 9:00-9:30 am, Morning Exchange (E-M)
- Monday-Friday: 9:30-10:00 am, Morning Exchange (E-M)
- Monday-Friday: 10:00-10:30 am, Morning Exchange (E-M)
- Monday-Friday: 10:30-11:00 am, Morning Exchange (E-M)
- Monday-Friday: 11:00-11:30 am, Morning Exchange (E-M)
- Monday-Friday: 11:30-12:00 pm, Morning Exchange (E-M)

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**Notes**

- Daytime Schedule: 9:00-3:30 am, sponsored by a station in Southeast by American Tobacco Co. General Mills on remaining stations.

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**Programs on italics are sustaining**

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**Sponsorship**


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**Production**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
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<tbody>
<tr>
<td>06:00</td>
<td>Your Wishes (E-M)</td>
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<td>06:15</td>
<td>Mysteries of Chinatown (F-E-M)</td>
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<tr>
<td>06:30</td>
<td>R. F. Goodrich's Celebrity Time (E-M)</td>
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<td>06:45</td>
<td>Young People's Church of the Air (E-M)</td>
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<td>07:00</td>
<td>General Electric Ford Waring Show (E-M)</td>
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<td>07:15</td>
<td>Coop Jambores (E-M)</td>
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<td>07:30</td>
<td>Bowing Headliners (E-M)</td>
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<td>07:45</td>
<td>e Theatre (E-M)</td>
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<tr>
<td>08:00</td>
<td>Philco Television Playhouse (E-M)</td>
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<tr>
<td>08:15</td>
<td>Congregational (Large Theater) (E-M)</td>
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<tr>
<td>08:30</td>
<td>Lipton's Soup Mixes &amp; Scouts (E-M)</td>
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<tr>
<td>08:45</td>
<td>General Foods (F-E-M)</td>
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<td>09:00</td>
<td>The Golden Age (E-M)</td>
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<td>09:15</td>
<td>Westinghouse Studio One (E-M)</td>
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<td>09:30</td>
<td>Doubleday, Warren Hall (E-M)</td>
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<tr>
<td>09:45</td>
<td>Tomorrow's Champions (E-M)</td>
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<td>10:00</td>
<td>R. J. Reynolds Ed Wynn Show (E-M)</td>
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<td>10:15</td>
<td>Electric Auto-Lite Suspense (E-M)</td>
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<tr>
<td>10:30</td>
<td>Co-op Wrestling (From Sunside Arena) (E-M)</td>
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<tr>
<td>10:45</td>
<td>R. J. Reynolds Ed Wynn Show (E-M)</td>
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<td>11:00</td>
<td>Take My Line (E-M)</td>
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<td>11:15</td>
<td>Photoplay Theater (E-M)</td>
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<td>11:30</td>
<td>Palat (E-M)</td>
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<td>11:45</td>
<td>The Life of Riley (E-M)</td>
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<td>12:00</td>
<td>Noon (E-M)</td>
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<td>12:15</td>
<td>Esquire Boot Polish Blend Duo (E-M)</td>
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<tr>
<td>12:30</td>
<td>Packet Foods, Inc. Holiday Hotel (E-M)</td>
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<td>12:45</td>
<td>Kosta (The Little Review (E-M)</td>
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<td>1:00</td>
<td>Beat the Clock (E-M)</td>
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<td>1:15</td>
<td>Kosta (E-M)</td>
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<td>1:45</td>
<td>Beat the Clock (E-M)</td>
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<tr>
<td>2:00</td>
<td>TV Theatre of the Air</td>
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<td>2:15</td>
<td>The Play's the Thing</td>
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<td>2:30</td>
<td>Hollywood Unsolved Crimes (E-M)</td>
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<tr>
<td>2:45</td>
<td>Mystery Theater (Versatile Variety) (E-M)</td>
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<td>3:00</td>
<td>People (E-M)</td>
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<tr>
<td>3:15</td>
<td>Roller Derby (E-M)</td>
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<td>3:30</td>
<td>Roller Derby (E-M)</td>
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<td>The Play's the Thing</td>
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What Happens to Radio Listening
In TV Homes?

TV ownership is increasing by leaps and bounds in all Pulse markets... but that does not mean that moss is growing on the family radio! Radio sets-in-use in the three cities where data are available for both 1949 and 1950 actually show an increase.

Here is the evidence (all figures refer to ¼ hour sets-in-use for the entire week, 12 Noon to 12 Midnight):

<table>
<thead>
<tr>
<th>City</th>
<th>9:00</th>
<th>10:00</th>
<th>11:00</th>
<th>12:00</th>
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<th>2:00</th>
<th>3:00</th>
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<tbody>
<tr>
<td>New York</td>
<td>26.9</td>
<td>31.6</td>
<td>8.1</td>
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<td>Philadelphia</td>
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<td>11.9</td>
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<td>Chicago</td>
<td>27.2</td>
<td>26.7</td>
<td>12.6</td>
<td>13.7</td>
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<tr>
<td>Boston</td>
<td>24.1</td>
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<td>14.0</td>
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<td>Cincinnati</td>
<td>33.7</td>
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<td>Washington</td>
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<td>Cleveland</td>
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</table>

MORAL: TV is undoubtedly here to stay, but don't sell radio short.

For Telefacts in the above cities

ASK THE PULSE

15 West 46th Street
New York, N.Y.
Newsweek calls it “one of video’s sprightliest programs” and the N. Y. Times “thoroughly rewarding for viewers both young and old.”
nothing but smiles
under our umbrellas
for station market DuMont.

This networks ASSOCIATES including

STEINMAN

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first occurred March 23 when the tube was shown to a group of FCC Commissioners and staff [Broadcasting, March 27]. Later, the FCC's tentative agreement to send at least one Commissioner to witness CTI demonstrations in Los Angeles was broken. However, FCC officials have informed us that a new agreement to send a Commissioner to witness CTI demonstrations in Los Angeles was reached.

As a result, the FCC has now decided to present a demonstration of the tube, which is said to be the first of its kind. The demonstration will take place at a location to be announced later.

TV's Ad Effect

(Continued from Telecasting 2)

in comparisons between present television and pre-television (or radio only) homes.

In addition, with respect to advertising acceptance of video and TV's demand on leisure habitats, total TV advertisers have mushroomed from 42 in 1947 to about 3,300, and programming has jumped in New York from 28½ hours to 328.

Mr. Kar, one of AMA's founders, stressed the importance of "better research" looking toward proper evaluation of video in relation to other media. Current concern of large advertisers, he added, is the question: How extensive is the coverage we can get now from television? There has been considerable confusion on this phase, Mr. Kar said.

Printed media were represented on the panel by Mr. Kelley, president of Tann & Kelley Inc., newspaper representative, and the president of the New York Chap-

Cites Color Tube Work

Gen. Sarroff said that never in 40 years had he witnessed "so much ingenuity, so much of brain power, so much know-how as are represented in this single color tube."

He felt that when "measured in comparison with every major development in radio and television over the past 50 years, this color tube will take its place in the annals of television as a revolutionary and epoch-making invention."

"When historians at the close of the 20th Century evaluate the most important scientific developments, I will predict that this tube will be among the great inventions of the second half of this century. As the master key to practical color television, it is an outstanding development of our time."

"We are on the threshold of a new era in television—the era of color. We can see ahead to the commercial development of practical and simplified color receivers. Our generation is assured of clear and natural color television programs. Generations yet to come will see around the world in color because this tube will stand down in history as the father of future television picture tubes, is the key to greater advantages destined to come."

The demonstration was the second outside the laboratories. The only gun it passes through the masking screen and activates the appropriate dot.

A "very active" program is under way to refine the tube and lay groundwork for production, Dr. Engstrom reported.

He said it is easier to build large tri-color tubes than small ones, and that RCA probably would start with tubes approximately the size of those demonstrated.

He introduced Gen. Sarroff as the man "who gave us the stimulus, the encouragement and the drive" in the development of the tube.

"Without this indefatigable leadership and faith in our ability," Dr. Engstrom continued, "we would not have reached this goal at least for many years to come.

"He saw what was needed, and applying wartime techniques, directed us at forced draft. Such tactics are not always productive of speed in achievement when applied to creative efforts dependent for success on new knowledge and new scientific principles. But Gen. Sarroff has taught us that the word impossible has no place in our vocabulary."

"Weekly" television summary

This makes note of the total markets in operation and number of stations telecasting. This list increases every few weeks. When this happens, you would like to know the time of added areas and stations... without checking back through our records... Just by way of suggestion for another added item to your excellent service.

Harvey Pergament
Calvacade Pictures Inc.
Hollywood

[EDITOR'S NOTE: Acting on Mr. Pergament's suggestion, the Weekly Television Summary, a department in this week's column, is added to our publication.]

'Arrests' Praised

EDITORS, TELECASTING:

...The "Arrests" tale... is consistent with the high-powered, refreshing and intelligent approach which your publication reflects.

Walter Lowendahl
Editor, Vice President
Transfilm Inc., New York

Mr. Kelley felt that TV will not hurt newspapers, "at least circulation," and stressed that televisions had grown prosperous coincident with radio. Citing the past 20-year period, he noted that daily circulation had risen from 38 million to 62 million and one-day sales from 29 million to 46 million.

Describing television as "principally an entertainment medium," he acknowledged that adventure had spurred "greater demand" for news but insisted that the public "demands more than radio or TV can give."

He conceded however, that once TV circulation has increased, it will "broaden the base of brand merchandise and also advertising budgets."

Mr. Hodgson also expressed hope that television would stimulate advertising activity and general prosperity. He felt frequency of issue may affect the loss of time in reading prospects because of TV.

Redbook magazine has made a small beginning in an attempt to measure the effect of TV on magazine sales by comparison of TV and non-TV areas, he said. Results were not conclusive: Sales in some video areas were below those in certain non-video territories. On the other hand, the magazine's circulation jumped in New York, top TV market.

In 1897 Heinrich Hertz first proved that electromagnetic waves could be sent through space.

Blair-TV Inc. was the first exclusive representative of television stations. The first company to recognize and act on the television stations' real need for hard hitting, single minded, exclusive representation.

Page 57 • BROADCASTING

April 3, 1950

Page 15 • TELECASTING
C. E. HOOPER (I), president, C. E. Hooper Inc., contributor of his radio-service to The Advertising Council for the past seven years, explains to T. S. Repplier, Advertising Council president, his new TV-ratings service. Mr. Repplier thanked Mr. Hooper for his cooperation with the public service organization which will now have access to the new Hooper television audience research on the same basis.

THEATRE VIDEO

Halpern Cites Movies' Role

BY adding television to quality film products, the motion picture industry can go forward to the greatest heights it has ever reached, according to Nathan L. Halpern, television consultant to the Fabian Theatres, American Theatres Corp., Century Theatres and Theatre Owners of America.

Speaking before the Theatre Owners of Oklahoma in Oklahoma City last Tuesday, Mr. Halpern said that "having achieved past success in film presentation, it is within the grasp of the industry to take a new lease on life by developing television theatre into a potent force for the signage film features."

In his address, titled "Programs for Theatre Television," Mr. Halpern pointed out that the motion picture industry has the greatest collection of talent, creative forces and personnel assembled. "Out of this program know-how," he stated, "can come energies for theatre television to improve and implement itself as a unit for all segments of the motion picture industry. What is more natural than that these program producers, trained for presentation of shows on theatre screens, should develop outstanding shows for the same theatre screens through television?"

Citing the rapid growth of television, Mr. Halpern said that where there was only a single theatre television installation six months ago, there are now 16 installations of equipment in the atres or on order with manufacturers awaiting production.
PEP BOYS of Calif., Los Angeles (auto appliances), has purchased 30 of 10-minute Dugout Dope TV programs. Series will precede telecasting of home games of Los Angeles Dodgers, scheduled on KFI-TV Los Angeles, April 4 through Oct. 1. Agency: Milton Weinberg Adv., Los Angeles.

Richard E. Jones, vice president of WJBK-TV Detroit, announced one of largest purchases of films for television use, with Fort Industry's contract for 49 first-run feature pictures. Filmed and released by Eagle-Lion Pictures, series of 1946-47-48 releases bore package price of $12,250. Films are scheduled to begin in May.

Glen Allwine has resigned from New York State Dept., of Commerce, where he was in charge of motion picture and television activities, to produce TV series for Star Television Corp., New York.

CCIR MEET

EXAMINING picture tube at the RCA exhibit for foreign technicians at the CCIR sessions are (l to r): RCA President R. C. Congrove; William H. J. McIntyre, chairman of the U.S. delegation to London CCIR conference; Dr. W. R. G. Baker, director of RCA engineering dept. * * *

Technicians Witness TV Demonstrations

BY THE END of 1964 television families within the United States, Dr. W. R. G. Baker, director of the RCA Engineering Department told representatives of 12 European nations in New York last week.

Dr. Baker spoke to the visiting engineers who, together with representatives of the United States, comprise Study Group 11 of the International Radio Consultative Committee (CCIR) hence for two weeks inspection of television in the United States at the invitation of the State Dept.

In reviewing the television situation Dr. Baker pointed out that until the freeze is lifted we will be limited to a maximum of 109 stations serving 83 market areas which represent a total retail sales volume of over $7 billion dollars on an annual basis.

Welcomed by TV

Delegates heard welcoming talks, directly from Washington, by Under Secretary of State James E. Webb and FCC Chairman Wayne Coy, via the DuMont TV Network. Francis Ceit de Wolf, chief of the Telecommunications Policy Staff of the State Dept., presided.

Participants in the opening ceremony also included R. C. Congrove, president of the Radio Mfrs. Assn.

The visiting engineers are in this country preparatory to seeking an international accord on TV transmission standards at a conference in London in May.

The group visited television studios and transmitters of most of the major stations and manufacturers in the New York area. On Wednesday the group saw a demonstration of the Technicolor and had an address by H. C. Bonfig, vice president, Zenith Radio Corp. Pointing out the heavy costs of developing television he said that this system "will enable the showing of fine pictures for those who wish to pay their 'admission' on a basis that will be highly profitable

TV AND SPORTS

L. A. Chamber Plans Study

AIMING to achieve healthier relationship between television and athletics, Los Angeles Chamber of Commerce has appointed a sub-committee of its television committee composed of representatives from television, sports and public offices to study the present situation and to plan future policies.

According to Arthur F. Kelly, vice president of Western Air Lines, who will head the project, the study will be a "friendly, cooperative pursuit" of two main objectives: (1) to develop rational, open-minded, business-like interpretation of inter-relationship of sports and television; (2) to establish common ground for sports and television to base present and future policies and their relations with each other, in light of public interest and community advancement. Public service aspects of the picture will be analyzed by two panels of experts.

H. L. B. Baker, head of Hoffman Radio & Television Corp., Los Angeles will moderate for television interests; William Vincent, Memorial Coliseum manager, for sports. Panel members have not yet been named.

Other sub-committee members include Don Pederson, manager, KLAC-TV-Hollywood; Walter McCreary, manager, WOR-TV, New York; Lee Hill; Richard A. Moore, ABC Western Division, Los Angeles; Tom Harmon, sportscaster, in addition to representatives from other fields.

CHEAPER--BUY THE 1/4 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 59 * BROADCASTING

April 3, 1950

Cincinnati 2, Ohio

Coxley Broadcasting Corporation

Telecasting • Page 17

WLW-Television
Bridgeport Experiment
Favorable, Lohnes

television in the UHF band, Bridgeport, Conn. is relatively free from undesirable effects of noise, according to George M. Lohnes, member of the consulting engineering firm of Craven, Lohnes & Culver. Mr. Lohnes said he was "very favorably impressed" by the operation.

Mr. Lohnes also is impressed with the progress of UHF transmitting and receiving equipment, as said, after inspecting the Bridgeport operation. This developmental station was described as having great promise by Richard W. Davis, general manager of WELL New Haven, Conn. [Teletcasting, Feb. 8].

In a statement prepared for Teletcasting, Mr. Lohnes said:

Several weeks ago I read with considerable interest the Bridgeport UHF story written by Dick Davis. My interest in this article was twofold: First, the part that UHF is going to play in future TV allocations, and second, my personal relationship with Dick Davis.

During the past couple of weeks I happened to be on a field job in the New England area and when I started knocking out a few miles toward home I stopped in New Haven for a short visit with Mr. Davis and a visit to the UHF operation over in Bridgeport.

Some time ago we had a similar experimental UHF operation in Washington and I happened to be one of the persons provided with a converter for use in conjunction with the TV receiver in my home. Frankly, I was not favorably impressed with any of the results obtained in my own case. Perhaps I was biased, as a result of my experience, and did not approach the Bridgeport operation in anything but a skeptical frame of mind.

During the course of my visit we stopped off at the transmitter in Bridgeport, saw the station in operation and then went to a receiving location which represented anything but a good location and saw the same program on two receivers. One receiver was tuned to a New York VHF station and the other was a current model popular receiver with a converter installed inside the cabinet. This receiver was tuned to the Bridgeport UHF station. I could go on into considerable detail regarding the setup, but it is all there in Bridgeport and I will skip that for now.

Two things impressed me after this visit: First, the development of the UHF transmitting and receiving equipment is under way, and second, the freedom of the UHF picture from the undesirable effects of noise. Of course, engineers have had some knowledge of the noise problem in the UHF region, but I am a member of the "Missouri" school of thought and admit that I was very favorably impressed as a result of what I saw in Bridgeport.

Teletstatus
(Continued from Teletasting 6)

total accounts in excess of 100 in February.

Advertisers of food and food products continue to be the leading user of television (see table). There were 414 different accounts, active in February. This classification also leads in rating, viewing and network and off network, while locally advertisers of household equipment and accessories were most active.

Hooperatings Show Television's Leadership

THE five most popular programs in all New York homes, according to the latest Hooperatings, are television shows. Of the first 15 programs in all categories, nine were television and six radio.

Ratings follow for all New York homes:

SPONSORED NETWORK PROGRAMS

1. Texaco Star Theatre
2. Godfrey's Talent Scouts
3. Toast of Town
4. Lights Out
5. The Goldbergs
6. Jack Benny
7. Godfrey's Talent Scouts
8. My Friend Irma
9. Studio One
10. Radio Theatre
11. Studio One
12. Jack Benny
13. My Friend Irma
14. Studio One

Based on the Baltimore January-February report of Hooperatings, the NBC-AAB-TV Baltimore report, television has captured more than 50% of the night broadcast audience in that city.

According to the Hooper Station Audience Index, the three television stations in Baltimore attracted 50.5% of the average Sunday-through-Saturday audience between 6 and 10:30 p.m.

New Rate Policy
Initiated by WPIX (TV)

NEW RATE card providing reduction of time costs to advertisers using its facilities on long-term basis has been published by WPIX (TV) New York. Effective date of rates listed on card No. 2 was March 15.

Under the new scale of frequency discounts, time classifications and weekly strip rates, basic rates remain the same but new time classifications are set up: Class A, 7-10 p.m.; Class B, 5-7 p.m. and 10-11 p.m.; Class C, all other times. Scale of frequency discounts range from 2 1/2% for 15 times to 20% for 250 times.

Any weekly strip rates now permit a sponsor to air a six-week program at a five-week rate subject to additional discounts of 5% and 10% for 20 and 52 consecutive weeks respectively, it was explained.

Nielsen TV Ratings
For New York

Nielsen TV ratings for the New York area released last week show Milton Berle's Texaco Star Theatre as the leader among programs telecast two or more times during the four weeks ended March 11. The Nielsen evening, once-a-week ratings for New York are reported as follows:

DWTV (TV) Expands

DWTV (TV) Pittsburgh has contracted for 7,500 square feet of space in the city's Chamber of Commerce Bldg. in line with expansion of its studios which is being produced, announced Donald A. Stewart, general manager, has announced. Mr. Stewart said the DuMont TV Network outlet will move its adminstrative, sales and floor of the building about May 1.
The electron tube that rivals the human eye

Invention of the iconoscope—TV's first all-electronic "eye"—led to supersensitive RCA image orthicon television cameras

No. 3 in a series outlining high points in television history

Photos from the historical collection of RCA

- Had you attempted to invent a television camera from scratch, odds are you'd have followed the same path as early experimenters—and tried to develop it on mechanical principles.

Illogical? Yes, in the light of what we now know about electronics. But remember, electronics was a young science in television's infancy. The best existing way to take pictures in motion was with a mechanical device—the "movie" camera. To follow such a lead seemed logical.

Then the iconoscope was invented by Dr. V. K. Zworykin, now of RCA Laboratories. This all-electronic "eye" for television cameras had no moving parts, no chance of mechanical failure!

Basing their research on principles uncovered by Dr. Zworykin's iconoscope, RCA scientists next developed the image orthicon pickup tube—eye of today's supersensitive RCA image orthicon television camera. So keen is this instrument's vision that it sees by candlelight or by the faint flicker of a match.

Despite its simplicity of operation, the RCA image orthicon tube is a highly complex electronic device. Integrated, within its slim 14-inch length, are the essentials of 3 tubes—a phototube, a cathode ray tube, and an electron multiplier!

The phototube converts a light image into an electron image which is electrically transferred to a glass target, and then scanned by an electron beam to create a radio signal. The electron multiplier then takes the signal, and greatly amplifies its strength so that it can travel over the circuits which lead to the broadcast transmitter.

Inside the tube itself, more than 200 separate parts are assembled with watchmaker precision. For example, a tiny piece of polished nickel is pierced with a hole only one-tenth the thickness of a human hair... a copper mesh with 250,000 holes to a square inch is used... and the glass target is bubble-thin! Yet all are assembled and made to work—at RCA's Lancaster Tube Plant—with magnificent precision.

Actually 100 to 1000 times as sensitive as its parent, the iconoscope, RCA's image orthicon pickup tube literally rivals the human eye. And when an outdoor telecast may start in daylight and wind up in dusk—that's a necessity!
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<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Notes</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>1339 Wisconsin Ave., N. W.</td>
<td>Adams 2414</td>
<td>Member AFCE*</td>
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<td>McNARY &amp; WRATHALL</td>
<td>906 Natl. Press Bldg. 1407 Pacific Ave.</td>
<td>Clifton 3200</td>
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<td>A. D. RING &amp; CO.</td>
<td>Munsey Bldg., Republic 2547</td>
<td>Jefferson Place, N. W.</td>
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<td>Craven, Lohnes &amp; Culver</td>
<td>Munsey Building District 8215</td>
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<td>ANDREW</td>
<td>1519 Connecticut Avenue</td>
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<td>CHAMBERS &amp; GARRISON</td>
<td>1501 N. W.</td>
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<td>KEAR &amp; KENNEDY</td>
<td>1003 16th St., N. W.</td>
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<td>William L. Foss, Inc.</td>
<td>927 13th St., N. W.</td>
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<td>Philip Merryman &amp; Assoc.</td>
<td>114 State Street</td>
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<td>A. R. Biter</td>
<td>4125 Monroe Street</td>
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<tr>
<td>Walter F. Kean</td>
<td>1 Riverside Road — Riverside 7-2153</td>
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<tr>
<td>Adler Engineering Co.</td>
<td>18 Grand St., New Rochelle, N. Y.</td>
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<td>Member AFCE*</td>
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<td>RAYMOND M. WILMOTTE</td>
<td>1469 Churchill St., N. W.</td>
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<td>RUSSELL P. MAY</td>
<td>1432 F St., N. W.</td>
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<td>Craven, Lohnes &amp; Culver</td>
<td>Munsey Building District 8215</td>
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<td>E. C. PAGE</td>
<td>Consulting Radio Engineers</td>
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<td>JOHNN CRETZU</td>
<td>319 Bond Rdg., Republic 2151</td>
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<tr>
<td>Silliman &amp; Barclay</td>
<td>1011 New Hampshire Ave., Re. 6646</td>
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<td>LYNNE C. SMEBY</td>
<td>&quot;Registered Professional Engineer&quot;</td>
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<td>George C. Davis</td>
<td>501-514 Munsey Bldg.—Sterling 4111</td>
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<td>Gaultney &amp; Ray</td>
<td>Consulting Radio Engineers</td>
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<td>John J. Keel</td>
<td>Warner Bldg., Wash., D. C.</td>
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<td>ANDREW</td>
<td>1820 Jefferson Place, N. W.</td>
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<tr>
<td>John J. Keel</td>
<td>1820 Jefferson Place, N. W.</td>
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<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1705 16th St., N. W.</td>
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<tr>
<td>Weldon &amp; Carr</td>
<td>1003 16th St., N. W.</td>
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<tr>
<td>Guy C. Hutcheson</td>
<td>1100 W. Abram St.</td>
<td></td>
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<tr>
<td>George P. Adaar</td>
<td>Radio Engineering Consultant</td>
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March 24 Applications . . .

ACCEPTED FOR FILING
License for CP
KMOD Modesto, Calif.—License for CP new AM station.
KSDO San Diego, Calif.—License for CP AM station and transmitter to change hours of operation, increase power etc.
KEFB Cedar City, Utah—License for CP AM station to change frequency etc.

AM—950 ke
Tri-State Bost Bost, Co., Summersville, Ga.—CP new AM station on 910 ke, 1 kw D AMENDED to request 950 ke. License Renewal
Request for license renewal AM station, KFBS, San Bernardino, Calif.; WAUX-FM Waunakee, Wis.

APPLICATION RETURNED
KFMR-TV San Diego, Calif.—RETURNED 5-21-50 request for extension of completion date.

March 27 Decisions . . .

APPLICATIONS ON MOTIONS
By Commissioner George E. Sterling
KFAS Banning, Calif.—Granted petition requesting dismissal of application.

WMST St. Paul, Minn.—Granted petition of WMST requesting dismissal without prejudice of application on Commission's own motion, application of Owatonna Bost Bost, Co. is removed from docket.

Pratt Bost Bost, Co., Pratt, Kan.—Granted petition to stay date appearance in proceeding upon application.

WWNE Beech, W. Va.—Granted leave to amend application so as to specify 200 kw at height of 1 kw, and for removal of application, as amended, from hearing docket.

Houston Bosts Bost, Ala.—Granted petition requesting dismissal without prejudice of application.

Custom-Tompkins Bost Bost, Co., and David W. Jeffries, Ironstone, Ohio—Granted request of James Goodrich for indefinite continuance of hearing, presently set for March 29 at Washington, D. C., re applications of Custom-Tompkins Bost Bost, Co. and that of David W. Jeffries.

KNEU and KCSD Provo, Utah—Granted petition of KNEU requesting dismissal without prejudice of application on Commission's own motion, application of Central KCSD is removed from hearing docket.

KVOG Ogden, Utah—On Commission's own motion action of March 15 granting petition to remove interference in proceeding in Dockets 5559 and 5609 is set aside and petition is denied.

By Examiner Jack P. Blume
Radio Reading, Reading, Pa.—Granted leave to amend application so as to (1) change applicant from individual to corporation as to company composed of John J. Keel and Lloyd W. Dennis Jr., as to Radio Reading; (2) to change facilities requested from 1450 kc 950 w to 1160 kc 1 kw U DA-1; (3) to substitute completely new engineering data, and (4) to supply new data as to legal and financial qualifications of applicant as to Commission of new applicant; it is further found that application as amended in, hereby removed from hearing status and referred to Broadcast License Branch for issuance of new number, pursuant to requirements of Sec. 1.1731 of Commission's rules and regulations.

By Examiner J. D. Cunningham
WJIG Tullahoma, Tenn.—Granted request to accept appearance of Raymond L. Prescott Jr. filed in proceeding in Docket 544.

WHIF Newberry, N. C. and WELS Winston, N. C.—Granted petition of WHIF to change operating pattern and reduce power. By Examiner Jr. W. Va.—Granted leave to amend application so as to specify 200 kw at height of 1 kw, and for removal of application, as amended, from hearing docket.

It's easier and more convenient to use the world's fastest shipping service. When shipments are ready, just phone for pick-up. Special door-to-door service included in the low rates. It's your best air shipping buy.

Only Air Express gives you all these advantages
World's fastest shipping service.
Special door-to-door service at no extra cost.
One-carrier responsibility all the way.
1150 cities served direct by air—air-rail to 18,000 off-airline offices.
Experienced Air Express has handled over 25 million shipments.

Because of these advantages, regular use of Air Express pays. It's your best air shipping buy. For fastest shipping action, phone Air Express Division, Railway Express Agency. (Many low commodity rates in effect. Investigate.)

Air Express
GETS THERE FIRST
Rates include pick-up and delivery door to door in all principal towns and cities
A service of the Railway Express Agency and the
SCHEDULED AIRLINES of the U.S.
FCC Actions

(Continued from page 63)

March 27 Applications

ACCEPTED FOR FILING

AM-1490 kc

WAPC, WJZ, and WJZ-FM—AP AM station to change from 1010 kc 250 w un.

Johnstown, Pa.—AP AM station to change from 1010 kc 250 w un. to 1010 kc 200 w un.

March 28 Decisions

Modernization of License

KWQ-FM, St. Louis, Mo.—License to change corporate name from Thomas Patrick Inc. to KWQ Inc.

License Renewal

Request for license renewal AM station: WJAY New Britain, Conn.; KFNF Sheehan, Ind.

Modification of CP

Mod. CP new FM station for extension of CP to Walnut, Ga. from Atlanta, Ga.; WRGK Brookfield, Ill.; WCON Cook, Ill.

Modernization of License

KWQ-FM, St. Louis, Mo.—License to change corporate name from Thomas Patrick Inc. to KWQ Inc.

License for CP

License required for new CP station: KTJU-FM Tulsa, Okla.; WITJ Ithaca, N.Y.

FM-167.1 mc

KFSA-FM, Kansas City, Mo.—Class B, License: FAh to Kansas City, Mo., Class B, FM station: Ch. 262, (107.7 mc) AMEND- ED CP granted to use presently licensed KWQ-FM to extend operation of Class B, FM station: Ch. 231 (91.1 mc) to Class A, Ch. 231 (90.3 mc) and change power to 360 kw main and 312 ft.

WERC-FM, Erie, Pa.—Mod. CP new FM station for extension of CP to Utica, N.Y.

In addition, new commercial TV station for extension of extension of CP: WCFD-TV Dallas, Tex.—SAME.

February 26

March 29 Decisions

BY COMMISSION EN BANC

March 29 Decisions

APPLICATIONS

Renewal Granted

WWGD Gadsden, Ala.—On petition for renewal granted license for WWDG-FM, for renewal of license for period ending Peter.

Hearing Designated

KXLR-WM, Memphis, Tenn.—KXLR-WM, Memphis, Tenn.—license to change corporate name from Great Southern Broadcasting, Inc. to Great Southern Broadcasting, Inc.


WGNA Carrie, Ga.—Granted license renewal application: 1940 kc only.

WEAS Decatur, Ga.—Granted license renewal for new ground station.

KLIF Oak Cliff, Texas.—Granted license change frequency, hours of operation, power, and antenna resistance determined by the Commission for Good Engineering Practice, KA-936 AMENDED CP granted to KLIF-Oak Cliff as follows:用途4.3 kw, subject to power of WAYV being determined by indirect method during initial, of FM ant. and new WAYV antenna resistance measurements during construction of FM ant. construction.

WPHI Newark, N.J.—Granted CP to WPHI-FM to commence operation.

KGKE Galveston, Texas.—Granted license to use presently licensed auxiliary KGFU-FM to extend operation. Granted license to use presently licensed 1 kw main transmitter as aux. trans. for nighttime operation with power of 25 kw.

WHI-57


LITERALLY up to her neck in letters is this CKEY Toronto tabulator. Station reports have pulled a total of 127,847 letters as a result of drives by two of CKEY's key show, Mother Parkers Musical Mysteries, Saturday evening at 7,300, drew 51,365 letters in one week prior to the award of a new automobile by Mother Barkers Co. Another show, Pick the Hits, Monday through Friday at 12:55, 24, a week period reported brought an avalanche of 76,328 letters, 29,135 received in a single week.

ARGUMENTAL SCHEDULE

In view of written comments Commission granted new license for new WUNC-TV in Washington May 12 in matter of Dec. 8, 1948 application rendered Granted of Sec. 306.11 of rules respecting separate operation of sta. and vis. of trans. of station: Modification of License


Hearing Ordered

KBCO San Diego, Calif.—Ordered hearing at Washington July 5 on application to change day time DA pattern from 1 kw, 2 kw, 3 kw, 4 kw to 1 kw, 2 kw, 3 kw, 4 kw. Granted license to change day time DA pattern, 2 kw to 1 kw.

Hearing Designated

KCBS San Diego, Calif.—Ordered hearing at Washington July 5 on application to change time DA pattern from 1 kw, 2 kw, 3 kw, 4 kw to 1 kw, 2 kw, 3 kw, 4 kw. Granted license to change day time DA pattern, 2 kw to 1 kw.

Application Denied

Zenith Radio Corp., Chicago.—Application KCSB to change time DA pattern from 1 kw, 2 kw, 3 kw, 4 kw to 1 kw, 2 kw, 3 kw, 4 kw. Granted license to change day time DA pattern from 1 kw, 2 kw, 3 kw, 4 kw to 1 kw, 2 kw, 3 kw, 4 kw.

Hearing Ordered

Buttered Biscuit Inc., Battleground, Conn. and KFDX Nampa, Idaho.—Ordered application of Butterly Broadcast for license for new station on 1020 mc. Granted license to increase nighttime power on new station to 3 kw, power on daytime DA to 2 kw. Granted license to change day time DA for night use, and application to change time DA pattern from 1 kw, 2 kw, 3 kw, 4 kw to 1 kw, 2 kw, 3 kw, 4 kw. Granted license to change day time DA pattern, 2 kw to 1 kw.

Hearing Designated

KBQ San Diego, Calif. and KCSB San Diego, Calif.—Ordered hearing at Washington July 5 on application to change time DA pattern from 1 kw, 2 kw, 3 kw, 4 kw to 1 kw, 2 kw, 3 kw, 4 kw. Granted license to change day time DA pattern, 2 kw to 1 kw.

Application Denied

Zenith Radio Corp., Chicago.—Application KCSB to change time DA pattern from 1 kw, 2 kw, 3 kw, 4 kw to 1 kw, 2 kw, 3 kw, 4 kw. Granted license to change day time DA pattern from 1 kw, 2 kw, 3 kw, 4 kw to 1 kw, 2 kw, 3 kw, 4 kw.

Hearing Ordered

Buttered Biscuit Inc., Battleground, Conn. and KFDX Nampa, Idaho.—Ordered application of Butterly Broadcast for license for new station on 1020 mc. Granted license to increase nighttime power on new station to 3 kw, power on daytime DA to 2 kw. Granted license to change day time DA for night use, and application to change time DA pattern from 1 kw, 2 kw, 3 kw, 4 kw to 1 kw, 2 kw, 3 kw, 4 kw. Granted license to change day time DA pattern, 2 kw to 1 kw.
The SESAC Transcribed Library

A Galaxy of Stars
for
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Organ Moods
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Concert Masters
The Down Homers
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Crusaders Quartet
Fireside Ensemble
Variety Melodies
Organ Meditations
All-American Band
Hymnal Harmonizers
String Symphonette
Orpheus Choristers
Crane Calder Choir
Hawaiian Serenaders
Hayloft Harmonizers
Cosmopolitan Rhythms
Modern Organ Rhythms
Fraternity Glee Club
Continental Orchestra
Music by Los Andrinis
Philharmonia Orchestra
Concert Hall Orchestra
Havana Dance Orchestra
Pan American Orchestra
Fiesta Dance Orchestra
National Symphonic Band
Aeolian String Symphony
Hank Keene and His Gang
International Folk Songs
Folk Songs by Oscar Brand
The Barbershop Balladeers
American Concert Orchestra
Rosalie Allen, Folk Singer
Tex Fletcher and Ranch Hands
New World Symphony Orchestra
Songs of Faith, Bill Osborne
Stamps Baxter Gospel Quartets
Eddie Brown’s Salon Orchestra
Eddie Alkire’s Modern Hawaiians
Charles Magnante, Accordion Solos
Ray Smith’s Rocky Mountain Rangers
Trinity Choir of St. Paul’s Chapel
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Square Dances called by Ed Durlacher
Village Green Four (Barbershop Quartet)

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The new enlarged SESAC Transcription Program
Service of over 3500 standard selections for as
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Catalog of Bridges,
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A compact and comprehensive
compilation of more than 1200
dramatic musical backgrounds
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FCC Actions (Continued from page 64)

March 29 Applications

Accepted for Filing

License for CP
KCLF Cliffside, Ala.—License for CP new AM station.

License Renewal
WAAM-AM Wilmington, Del.—Request for license renewal AM station.

 WFMS-AM Wilmington, Del.—Request for license renewal FM station.

Modification of CP
WAMS-FM Wilmington, Del.—Mod. CP, change ERP to 1,000 kw and change studio location to San Diego.

Tendered for Filing

AM—770 kW
KQX Albuquerque, N. M.—Request for SSA on 770 kw 50-14 kw 25 kw for period of next regular license or extension thereof.

FCC ROUNDUP

Call Score

Summary of Authorizations, Stations on the Air, Applications

AM Stations

Class

On Air

Licensed

CPS

AM Stations

2,115

277

196

102

4

256

187

46

4

74

82

49

265

265

102

1

2

4

6

9

1

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Announcing the NEW Magne recorder

PT7

NOW ALL 3!

NEW POSITIVE DRIVE

Two-speed hysteresis synchronous motor prevents timing errors, lost program time.

N.A.B. 10½" REELS

Now get long playing time even on portable equipment. No overlap on rack mount.

PT7's Greater Flexibility Means Greater Value

The PT7 Recorder Mechanism and Amplifiers incorporate Magne cord's exclusive Unit Construction. The same equipment can be used in console cabinet, rack mount, or for portable operation. New PT7-P amplifier features high-level mixing for 3 high impedance microphones.

Write For Detailed Information

Revolutionary new PT7 specifications have just been released. Write for your copy today.

3 HEADS

Separate heads for Erase, Record, and Playback now allow monitoring off the tape.

PUSH BUTTON CONTROLS

Separate buttons for "Forward," "Rewind," and "Stop" can be operated by remote control.

Magne cord, INC., CHICAGO 1, ILL.

360 NORTH MICHIGAN AVENUE

World's Largest and Oldest Manufacturers of Professional Magnetic Recorders
FNIDING much in common are these Virginia Associated Press Broadcasters who met in Richmond on March 21 with Oliver S. Gramling (3d l), AP assistant general manager for radio. L to r: Fred L. Hart, WLPF Suffolk general manager and YAPB vice president; Jack Weldon, WWOD Lynchburg general manager, retiring YAPB president; Mr. Gramling; and John Ewric, WDBJ Roanoke news editor and new YAPB president.

FLDERS' GAMES

New N. Y. Network To Cover

ARRANGEMENTS for additional radio coverage of Brooklyn Dodgers' baseball games were nearly set last week following an announcement confirming formation of an upstate New York regional network. Eight stations already have signed and others are expected to join before season opens April 18.

In the aggregate he owns directly 18.17% of all outstanding stock of the corporation.

The proxy statement also disclosed that CBS paid WCAU and WCAU-TV Philadelphia an aggregate of $435,971.22 for the CBS network commercial programs in 1949.

The CBS annual report to stockholders also was in the mail last week.

Consolidated net income for 1949 was $4,184,079, or $2.44 per share, as compared with $5,041,682 or $2.94 per share for 1948 [BROADCASTING, Feb. 20].

Cash dividends paid during 1949 amounted to $2,402,293, or $1.40 per share, as compared with $5,434,704 or $2.92 per share in 1948. A total of $1,779,786 in undistributed profits was added to surplus in 1949.

A joint message to stockholders signed by Messrs. Paley and Stanton said that CBS was following an organizational policy of integrating radio and television.

Glamour Radio Program (T concept in being taken in the reorganization of NBC.)
FCI Roundup

(Continued from page 66)

Bestg, Co., Inc., licensee, from Joseph R. Schidni et al to Harold Thomas. Mr. Thomas substituted Waterbury, purchases 51% of stock for $5,000. WTOR is assigned 1600 kc, 250 w. Granted March 22.

WSDR Lake City, Fla.—Granted assignment, license from Alfred H. Temple, Alma Horn Temple and Dr. Frederick Payne Kumm, co-partnership as Dream, with radio facilities to partner of same name. Dr. Kumm withdraws and continues interest to Alma Temple for $2,200, increasing her holdings to 45%. WSDR is assigned 250 w, unlimited on 1380 kc. Granted March 28.

Deletions . . .

FIVE FM authorizations and one AM license reported deleted last week by FCC: Total authorized, 60; 1950, 30; TV 2. Deletions and reasons for deauthorization follow:

WENY-FM Elmira, N. Y.—Elmira Star-Gazette Inc., LICENSE. FM not well received by public.

KYNQ-FM Ardmore, Okla.—John F. Easty, Licensee. Too expensive to have transmitter repaired.

WMMG-FM Blue Creek, Greater Muskegon Biscuits, Inc., LICENSE. Operational costs and maintenance exceed revenue.

WSAZ-FM Huntington, W. Va. — WSAZ Inc. CP. Using facilities for development of TV.

WKFM Sandusky, Ohio—Sandusky Newspapers Inc. CP. Not economical to continue.


New Applications . . .

AM APPLICATIONS

Crosett, Ark.—Ashley County Bestg, Co., Inc., 1380 kc, 250 w unlimited. Estimated construction cost: $7,563.32. Principals: Mrs. J. W. Bestg of Camden, La., general partner; P. M. Lewis, partner; J. W. Bestg, partner; W. H. El Gibson, partner; R. J. Bestg, partner; J. W. Bestg, partner. Assigned to ARNOLDSVILLE, N. La., 1250 kc, 250 w unlimited. Estimated construction cost: $2,077.94.

Menominee, Wis.—Capital City Bestg, Co., Inc., 1655 kc, 15 w unlimited. Estimated construction cost: $18,593.24. Principals in capital Bestg are: Thornt- on T. Simpson, George J. Helinak and William F. Johns Jr., each have 33 1/3% interest. Mr. Johns has exclusive radio interests which include WLRK Cloquet, Minn., WOSH, Oakosh, Wis., WSBH Stillwater, Minn., and others. Filed March 24.

Utikah, Calif.—Arnold C. Werner, 1340 kc, 250 w unlimited. Estimated construction cost $21,850. Mr. Werner is applicant for AM station at Sunny- side, Wash. Filed March 30.

TV APPLICATION

Dayville, Va.—Friedeinst Bestg, Corp., Ch. 2 (174-180 mc), 2.83 kw. Estimated construction cost $80,500. Proposed Bestg is licensed AM station WBTM Danville. Filed March 22.

TRANSFER REQUESTS


WSNY Schenectady, N. Y.—Acqui- sition of control of Western Gateway Bestg, Corp., Radio! radiosw. by Winlow P. Leighton of Latham sh held by George H. Nelson for $40,000 and it is held by William G. Avery for $45,800. Mr. Leighton now holds total 51% in firm. See story this issue. Filed March 30.


Senators on WASH (FM)

Afternoon home and away games of the Washington Senators baseball team will be broadcast weekdays for the 1500 season on WASH (FM). Washington is Chesterfield's cigarette, through Cunningham & Walsh, New York. The schedule does not include Sundays, however. Broadcasts will be the same as those carried on WWDC (AM only) Washington, with Arch McDonald and Bob Wolff as announcers. WWDC will carry all daytime games AM only and Sunday and Saturday games on both AM and FM. WTTG (TV). Washington will televise all home games. Chesterfield sponsors the games on all three stations.

WKJG LABOR

NLRB Upholds Examiner

NATIONAL Labor Relations Board last Tuesday upheld a trial examiner's intermediate finding that WKJG Fort Wayne, Ind., had engaged in certain unfair labor prac- tices in negotiations with NABET (National Assn. of Broadcast Engi- neers and Technicians).

Complaint was filed Jan 28, 1949, against WKJG, licensed to Northeastern Indiana Broadcasting Co.

WKJG claims that the findings of Examiner W. Gerard Ryan last October were not supported by substantial evidence, and that he "followed the pattern of ignoring all the evidence given by (WKJG) and with studied design gave cre- dence to the evidence of the union." The finding, WKJG contended, was that its witnesses "were falsifiers while the (union witnesses) were truthful." NLRB, in its order, noted: "The Supreme Court has recently held that even if a trial examiner be- lieves every witness for a union and disbelieves every witness for an employer, this does not manifest such bias and prejudice as to invalidate an order of this board adopting (such) findings. . . . NLRB added that it was "re- luct- ant" to "disturb credibility findings."

WKJG was ordered to "cease and desist" from "refusal to bar- gain collectively" with the union; "discouraging membership" in NABET; and "interrogating em- ployees concerning their union mem- bership, activities," etc.

Reginald Allen

REGINALD ALLEN, 40, WTOP-CBS Washington announcer for the past 12 years, died last Wednesday of cancer. During the war he was program director of the Armed Forces Network at Eniwetok. A bachelor, Mr. Allen left his parents, a brother, and a sister.

NEW! REVOLUTIONARY!

Collins announces the first really new one kilowatt AM transmitter to bring you the full benefits of post-war research and development.

This transmitter, the Collins 20V, is the product of new engineering techniques resulting from research conducted during the last five years, and only now available in terms of tubes and other components.

The 20V provides new economies to help you meet ever stiffening competition. It emphasizes the obsolescence of one kilowatt transmitters which represent the engineering of pre-war 1940.

Equip in 1950 for the years ahead. Write, wire or phone your nearest Collins representative for further information. And see the new 20V next week in the Collins booth at the NAB Show, Stevens Hotel, Chicago.

FOR BROADCAST QUALITY, IT'S . .

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St. NEW YORK 18
3700 W. Olive Ave. SUBURBAN
1530 N. Industrial Blvd. DALLAS 2
Dogwood Rd., Fountain City KNOXVILLE
427 Resaly Ave. DAYTONA BEACH

BROADCASTING • Telecasting

April 3, 1950 • Page 69
BMI Canada Aided
(Continued from page 19)
presented at Ottawa April 11-13, when CAB will present, at the commission’s request, a list of specific sections of the Canadian Broadcasting Act and rules and regulations of CBC, which hinder development of radio, in its opinion, with specific reasons.
A total of more than 500 questions have been listed by the commission for the CAB to answer at this final sitting. Mr. Guild reported that Charles A. Siepmann, one of the authors of the famous FCC Blue Book, has been retained by the Royal Commission to analyze briefs which have been presented to it on radio.
At the Tuesday morning session, Mr. Burton of BMI reported that in the past three years BMI Canada Ltd. has released 3,500 Canadian works, has signed up 70 Canadian composers and 22 music publishers. He told the Canadian broadcasters that “not one cent” of BMI Canada Ltd. funds went to the parent organization, BMI in the United States.

Decision Necessary
He emphasized to the group that they soon would have to make major decisions on the growth of BMI Canada in view of the ending of the present contract in two years with BMI Canada and with CAPAC. At the Tuesday afternoon meeting, it was unanimously decided to go to BMI Canada and obtain adequate funds through a service charge for material obtained.

Annual meeting of Bureau of Broadcast Measurement (BBM) followed, with Los Phennner, president, as chairman. He reported 114 stations, or 80% of all Canadian stations, now are members of BMI. Good progress is being made on the 1950 survey which should be ready late this summer, he said, and finances are adequate to take care of the survey. The 1950 survey will have figures very similar to the BBM figures, on more than one a week listening.

Dr. Ken Baker of BMB, New York, explained to Canadian broadcasters some of the ways in which they could use the available figures and reported on what U. S. broadcasters are doing with these figures.

New BBM directors elected included:
Curfew Shall Not Ring Tonight

Our ten o'clock curfew lasted for over 50 years, but the town council finally voted it down. I dropped in at the meeting in Town Hall last week just in time to hear Smiley Roberts.

"The curfew is old-fashioned," says Smiley. "We ought to be grown-up enough by now to behave like grown-ups. Seeing to it that our kids get to bed is the responsibility of each family." Then Judge Cunningham adds, "Most of us are in bed when the curfew horn blows anyway. It wakes me up just when I'm getting to sleep!"

What the Judge said was quite good for a laugh, but Smiley just about summed up how folks think in this town. We believe that the democratic tradition of letting the children stay up late lives on in this town.

From where I sit, it's not the American way to regulate your life by a horn—any more than it's right to criticize my crying for a temperance glass of beer now and then. Think what you wish, say what you wish, but don't ask your neighbor to do exactly as you do!

Joe Marsh

WSNY TRANSFER

Would End Long Dispute

TWO-YEAR-old ownership dispute among principals in WSNY Sche- nectady, N. Y., moved toward final settlement last week, as an application was filed for FCC approval to the acquisition of control by Winslow Leighton, president-treasurer. Leighton would purchase minor interests held by George R. Nelson and William G. Avery.

Simultaneously FCC was asked to: Dismiss complaints filed against WSNY by Mr. Nelson and on which the Commission has scheduled hearing [Broadcasting, May 9, 1949]; renew the station's license on a regular basis, and dismiss the application of Mr. Nelson's Public Service Broadcasting Corp. which seeks a new station there on WSNY's assignment, 250 w on 1240 kc.

From where I sit, it's not the American way to regulate your life by a horn
"VIC" DIEHM says:

Watch

Your

Profits

Triple!!

when you air your Sales Message on

WAZL

HAZLETON, PENNA.

for further Enlightenment write to Vic Diehm or
Robert Meeker Associates
521 Fifth Avenue, New York City 17, N. Y.

Feature of the Week

ONE mention by Arthur Godfrey of a "little, inspirational magazine" has resulted in the publisher being swamped with mail and the probability that the single reference will bring from 60,000 to 70,000 more subscribers. This story of the overwhelming mail response that the non-sectarian magazine, Guideposts, received was revealed last week by Frank E. Mason, a Loudoun County, Va., publisher.

The story, according to Mr. Mason, was told originally by Lowell Thomas at a gathering in the Pawling, N. Y., home of Raymond Thornburg, publisher of Guideposts and brother-in-law of Mr. Thomas.

About 11:15 a.m. Friday, March 17, on the CBS Chesterfield Hour, Mr. Godfrey told how Guideposts, through personal experience stories of such famous persons as Eddie Rickenbacker, Gene Tunney, Kate Smith, Mary Pickford, Babe Ruth, Cardinal Spellman and Lowell Thomas had helped thousands of Americans to the paths of happiness through spiritual understanding.

Less than 24 hours after the Godfrey broadcast, Mr. Thomas related, the Pawling Post Office was swamped with a deluge of mail. Assisted by the 18 neighbors he had called in to open envelopes and enter subscriptions, Mr. Thornburg had tabulated 11,571 replies to the broadcast by nightfall.

Wednesday's mail brought in 23,651 more letters and subscriptions and by the following Wednesday, nearly 56,905 replies had been received with the letters still pouring in.

On All Accounts

E VER SINCE he built his first crystal set at the age of 12, Ed Stodel has been in radio. In those days he had to call Hamburger's Department Store, Los Angeles, to request their going on the air.

There have been many changes since then, of course. The May Co. now stands where Hamburger's did; radio goes on the air with or without request; and Ed has given up crystal set making in favor of being owner-president of Stodel Adv. Co., Los Angeles.

Heading towards its 15th birthday, Ed's agency, which is responsible for many West Coasters going around singing "Eastern Columbia, Broadcast at 7:30," now carries approximately one-quarter million dollars of radio and television billing annually. Most outstanding user of radio is that department store which has replaced Hamburger's in his affection—Eastern-Columbia.

The Eastern department store was Ed's first client in 1935, and he continued as its agent when the firm merged with Columbia, with whom it shared a building, in 1939. The famous E-C radio jingle was developed by the agency in 1944 and has since been carried into store's television advertising [TELECASTING, March 20].

Currently spending approximately $1,200 per week on radio and about $600 weekly on television in Los Angeles, Eastern-Columbia has 20 basic spots weekly on the four Los Angeles network stations—KECA KFI KNX KJH; six television spots weekly on KTLA (TV) KFI-TV KTTV (TV) plus two weekly participations on KFI-TV. Throughout the year basic schedules are supplemented with special radio and TV campaigns.

Other accounts serviced by the agency include Felix Chevrolet Los Angeles (dealers) currently sponsoring hour and one-half weekly Sunday Morning Magazine on KFI-TV Los Angeles; National Silver Co. which plans to go into television again in the near future; and special radio and television campaigns on the West Coast for Warner Bros., for whom Ed handles West Coast advertising; and national campaigns for Republic Pictures. Agency recently established a record for the latter on the San Francisco premiere of its " Sands of Iwo Jima." Newsreel of the

The man whose influence has swamped Guideposts mail—Arthur Godfrey (Continued on page 74)
A Look at BMB

(Continued from page 28)

stations give us excellent visualization of what the figures mean. This is a good starting point in talking to non-radio personnel.

c. This truly monumental job appears to have been handled very well all along the line. I even think that its form, that is, looseleaf and adaptable to a cumbersome book used the last time. It will be admittedly more difficult to discuss specific areas, or mere stations within those areas, but I believe that difficulty is not enormous.

On the bad side:

The limited scope of approximately 650 stations subscribing and being surveyed, was an unfortunate, but I am glad to hear from BMB that provisions have been made so that we can get further information if desired on non-subscribing stations. Frankly, this agency has done whatever it could to wash the BMB idea with local stations and other stations with which we do business. I can't say that we've been successful.

In many ways, it is rather disgraceful that the operating part of the radio industry has not seen fit to give adequate, if not necessary support. Radio research has, by and large, been inadequate.

BMB provided an excellent opportunity for us to answer these charges, and it would seem that the operating part (by that I mean the stations) will not be interested in this challenge. Naturally, my sentiments are colored by the fact that in the major markets of Baltimore, not one station is a subscriber.

Lawrence L. Bonham, Director of Advertising and Sales Promotion of The Mennen Co. plans to use the new BMB station coverage maps extensively. He says: "We believe that the new BMB station coverage maps will enable us to better evaluate rate cards in a selective spot operation like ours."

Colgate-Palmolive-Peet Co. is represented on the ANA Radio & Television Steering Committee and subscribes to the ANA policy on BMB; according to James C. Douglass, C-P-P radio coordinator. ANA is participating in plans to form the new BAM [BROADCASTING, March 20].

Charles H. Pinkham, research director of Lydia E. Pinkham Medicine Co., Lynn, Mass., has not yet completed a study of the BMB Study No. 2, but he is expected to give his views later. Dr. H. Caperton, advertising manager of Dr. Pepper Co., said he had not yet had time to make a detailed report of the new figures.

R. Donaldson, director of advertising for Ford Motor Co., explained the company has not examined the figures closely since it has not been using network radio recently.

D. E. Robinson, member of the firm of Price, Robinson & Frank, Chicago agency, has not yet made a study of the figures. John H. Kelly, executive vice president of Emerson Drug Co., Baltimore, said Emerson's advertising department is reviewing the BMB data in relation to its advertising and sales approach.

Frank Coulter Jr., manager of radio media, Young & Rubicam, New York, said his company is reviewing the figures to ascertain their application to clients. Patrick H. Gorham, advertising manager of Philip Morris & Co., New York, is analyzing the figures but has not yet arrived at definite conclusions. H. S. Thompson, advertising manager of Miles Labs, PIttsfort, Ind., is in the same position.

Mr. Albert S. Dembewolf, advertising manager of Celene Corp. A meriea, spoke before the AAAA meeting last week (see separate story) on the second BMB study.

COST STUDY

NAB Surveys Broadcasters

DATA is being gathered by the NAB for its second annual study of radio station operating costs, it was announced last week with the mailing of questionnaires to station owners and managers. Tabulations will be made recently analyzed by Richard P. Doherty, NAB's Employee-Employer Relations Dept. director.

All material collected from questionnaires will be sorted according to station types and sizes, gross incomes and geographical regions. Analysis is expected to offer managers comparative figures covering the entire industry. Replies covering total broadcast revenues and expenses will be kept confidential, NAB said.

This year's survey, NAB said, was initiated in response to enthusiastic comments from broadcasters who used the first annual survey made last year as a yardstick against which they measured their own operating costs. The NAB study also was used by Mr. Doherty as basis of a cost-control session he conducted last fall at each of the 17 NAB district meetings.

SADOWSKI

REP. GEORGE SADOWSKI (D-Mich.) has no intention of permitting his House Interstate and Foreign Commerce radio subcommittee to found this Congressional session and expects the group to reactivate itself about the end of April or beginning of May.

These opinions were given to Broadcasting last week by Rep. Sadowski, who is chairman of the subcommittee during this session of Congress and who has authored a radio bill of his own.

The Congressman also revealed that the so-called FCC "model bill" [BROADCASTING, March 6], containing substantial departures from the Senate-okayed McFarland Bill (S 1973) to reorganize FCC procedure, will be thrown into the House hopper. It will be sponsored by either himself or by Rep. Robert Crosser (D-Ohio), chairman of the House committee, the Michigan legislator said.

Introduction of the bill would be a formality, however, as subcommittee staff members already are preparing summary charts showing point by point how Sen. Ernest McFarland (D-Ariz.) and the FCC differ in their approach to the agency's functions.

Staff members meanwhile confirmed that the McFarland Bill and the FCC "model bill" probably will be given priority by subcommittee members when hearings get underway [CLOSED CIRCUIT, March 27]. Rep. Sadowski, however, believes his bill to set up an overall frequency allocations board (HR 6949) still may be considered. Other spokesmen close to

WOC FIRST in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. • WOC-FM 47 Kw. 1420 Kc. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers • with 70 to 100% BMB penetration in the two-county Quad City area • 10 to 100% in adjacent counties.

WOC-TV Channel 5 22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-inter- connected), local and spot programs reach over 65,000 Quad Cities' sets • hundreds more in a 75 mile-air radius.

Basic NBC Affiliate
Col. B. J. Palmer, President
Ernest Sanders, General Manager

DAVENPORT, IOWA
FREE & PETERS, Inc.
Exclusive National Representatives

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On All Accounts
(Continued from page 78)
premiere was filmed from 8:30 p.m. and an hour and one half later it was beamed on KPIX (TV) San Francisco.

Edward Charles Stodel was born in 1908 in Los Angeles. There he received his early schooling. In 1927 he launched simultaneously into a formal education at UCLA and informal one at Los Angeles Herald-Express as a cub reporter. Two years later the applied education had won out over the theoretical one as the cub advanced to the higher grades of assistant motion picture editor, feature writer and interviewer.

When the newspaper became affiliated with KMTP (now KLAC) in 1928, Ed became the Voice of the Herald-Express doing a nightly newscast direct from the editorial rooms. He remained with the paper until 1931 during which time he wrote and acted on various shows.

Continues Free Lancing
Ed's next step upon leaving the paper was to join the Hollywood office of Zita Theatrical Weekly wherever his assignments may have been. During this time he continued freelance radio writing and producing. Upon leaving there he continued his freelance work in addition to writing stories for national magazines in his spare time. At one time during this period he served an eight-month term with KFI as writer-producer.

On June 1, 1935, with the $75 he had saved during this time he opened an advertising agency. His staff consisted of one associate who was to act as salesman, and one secretary. The former association was short-lived when Ed found his would-be salesmen keeping a copy of How To Sell Advertising.

Ed launched his first account, the Eastern Department Store into its first regular broadcast, a quarter-hour magazine format show, In the Inside Stories of Hollywood in that year. And since that first broadcast, which resulted in selling of 11 sewing machines amounting to approximately $500 in sales within the next day and one half, the store has been sold on radio.

In 1943 his agency suspended operations for three years while its owner-president served as combat correspondent with the U. S. Marine Corps. Ed, however, put up a few honors there, too, by doing an eyewitness account of the first tank battle ever recorded over three major networks, ABC, CBS, NBC; and doing the first official broadcast on the first American-occupied island, Guam.

Discharged in 1945 on the East Coast, Ed spent several months in New York learning more about a new love that had come into his life—television. The following year he became temporarily affiliated with Hillman-Shane Agency in Los Angeles, and a short while later hung out the Stodel shutter there again.

Still enthusiastic about radio, Ed feels that television is inevitable. It is his contention, however, that daytime radio will continue to be the best buy for a long time.

The Stodels—she is the former Charlotte Levine—have two children, Jacqueline, 5, and Jeffrey Craig, 2. They make their home in Los Angeles.

Ed is presently State Athletic Chairman of the American Legion, past commander of the Los Angeles post of the Legion, and president of the Marine Corps News Assn., Los Angeles.

In the realm of hobbies he lists fishing, boating and history reading. He hasn't ridden on an animal of any kind since his last trip on water buffalo one New Year's Eve in Guam.

WHY

ARE MADISON ADVERTISERS SWITCHING TO WISC?

Madison merchants, who are on the scene, can best evaluate a station's worth in producing SALES. And that's what WISC delivers . . . sales . . . NOT stories. Get the facts on the job WISC does locally—and draw your own conclusions!

WISC Madison, Wisc. ABC 1000 watts Member Arrowhead Network

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WCAU PROMOTES

Thornburgh, Vanda, Pryor Elevated

PROMOTIONS in the top command at WCAU-AM-FM-TV Philadelphia were announced last week. Donald W. Thornburgh, president of the WCAU stations, was named a member of the board of directors of WCAU Inc., and two departmental heads were made vice presidents at the board's annual meeting on March 27.

Charles Vanda, director of television, was named vice president in charge of television, and Robert N. Pryor, director of promotion and publicity, was promoted to vice president in charge of that operation.

All members of the board were re-elected and officers will continue in their respective capacities, the station said. Mr. Thornburgh assumed the presidency of WCAU on Aug. 1, 1949. He formerly was vice president of CBS in charge of its Western Division. Mr. Vanda, former executive producer for that same division, became TV director last January. He had joined the station's staff in September 1949.

Mr. Pryor has been public relations and promotion director at WCAU since November 1944. He has been identified with developing the prize-winning programs, Career Forum, the "Crusade for Better Drinking Water," It's Up to You, the U. of Pennsylvania Forum and other public service programs, the station said.

NEBRASKA U. MEET

Workshop Has Annual Session

FOURTEEN of Nebraska's 21 stations attended the sixth annual U. of Nebraska Radio Workshop which was held last month (March 17-18) on the campus, according to William C. Dempsey, the university's director of radio. The two-day conference included panel discussions and a luncheon meeting at which Carl F. Borgmann, dean of faculties, presented the broadcasters with a challenge for their public service in cooperating with the university. Stations represented by panel speakers included KODY North Platte, KFAB and WOW-AM-TV, both Omaha; KGFW Kearney, KOLN, KLMS and KFOR all Lincoln; KWBE Beatrice.

FTC Testifies

SENATE Appropriations subcommittee that is holding hearings on the 1950-51 omnibus budget bill last week heard testimony by Federal Trade Commission chairman Dean C. A. Lowell B. Mason and Comr. James M. Mead testified along with FTC assistants. The FCC is scheduled to testify on its budget requests in mid-April, subcommittee spokesmen said. The House is scheduled to act on this week the budget recommendations of its appropriations group [BROADCASTING, March 27].

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

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

At your food dealer or drug store or write to

Kevo and Kevets E-3 Azusa, California

RUSH
WREN ABC is the peak in TOPEK

REPRESENTED BY WEED & COMPANY

LEONARD D. GREEN

BROADCASTING • Telecasting

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Lewis Hits Networks

EDITOR, BROADCASTING:

Can you take it, Mr. Mike?? Five years ago when we first opened the doors of the National Laugh Enterprises, we would have feared reprisals if we opened our mouths to shout criticisms of the network...

... But we have been still too long. Where else but in their laps does the blame belong—1. for not developing writers; 2. for not developing entertainers; 3. for not developing comedians and comedy writers.

... It takes time to make comedians, and comedy writers. We have opened a FREE SCHOOL for comedians, and comedy writers. We have developed a text-book for comedy writers (Radio Comedy: How to Write It by Henley), we have comedy forums, discussions at Gagwriter luncheons; and we publish a magazine, Comedy World, to show them through our TALENT SHOWCASE how wonderful our writers are.

... BUT DO THEY DO ANYTHING?? NO, NO, NO, NO, NO!

... Every week they rise to speak at banquets saying they seek new writers of comedy, new comedians—every week they soothe themselves into this false security that they are trying their best. TELEVISION HAS MADE THE PUBLIC AWARE OF HOW BADLY UNPREPARED NETWORKS ARE TO ENTERTAIN—Maybe they should give the "Right to Entertain" back to the movies.

George Lewis National Laugh Enterprises New York

EDITOR'S NOTE: This, we assume, is no laughing matter. Or is it?

***

BAB's Award Role

EDITOR, BROADCASTING:

Your story ("All Ears Are to Sears") in BROADCASTING, March 27... made several references to the awards won by this Sears store [Burlington, Vt.] in the NRJGA advertising competition. The contest to which you refer is actually the NRJGA-BAB Annual Radio Competition. It was initiated by NAB three years ago and it is actually organized and conducted each year by this department of the association. We prepare the rules and regulations, solicit the entries, appoint the judges, do the actual physical screening of every entry, and submit the final contestants—about 20 in number—to the board of judges. We are, of course, present at the judging and have had no little influence on the results.

Finally, the awards are made at the NRJGA Convention each year by a member of our staff. In 1949 and 1950 I had the pleasure of performing this task.

Begun in 1946, this competition has attracted an increased number of contestants each year and we have had the satisfaction of adjusting the requirements until awards are now granted on the basis of performance in terms of results instead of merely being assigned to the sponsors of those programs which sound best on transcriptions. Thus, BAB has the distinction of cooperating in one of the few advertising competitions which is actually based on return for the advertising dollar...

Maurice B. Mitchell Director Broadcast Advertising Bureau New York

WEAT SALE

Brewster Buys for $60,000

SALE of WEAT Lake Worth, Fla., was announced last week, subject to FCC approval. Warren H. Brewster, prominent New England broadcaster and stockholder in WLKH Laconia, N. H., will purchase the station for $60,000. Present owner is R. W. Bounsville. Mr. Bounsville has broadcast interests in Georgia and Tennessee.

Mr. Brewster will move to Florida and devote his entire time to the station if the transfer is approved. Blackburn-Hamilton Co. handled the transaction. WEAT, an NBC affiliate, is assigned 250 w fulltime on 1490 kc.

Michelson Sells

Richards
(Continued from page 18) broadcast anything that was untrue.

After identifying 243 new scripts he broadcast at KMPC, William Kenneally, now news editor of KFWV Hollywood, admitted he could not pick out one in which there was false or deceptive information, where any big news event was omitted or where any racial prejudice was shown.

Mr. Kenneally agreed that a story about Mrs. Roosevelt in one of the scripts "possibly" was commendatory and that another gave "pretty fair and impartial treatment" to the Israeli side in a story about the Palestine situation.

When Mr. Kenneally was called for re-direct examination by FCC Counsel Ford, the newscaster identified a script about a Presidential address. After a comparatively brief mention of the speech, three pages of the newscast were devoted to critical comment by Republican Congressmen, and a "rebuttal" speech by Sen. Taft (R.-Ohio) was quoted in length.

Saw Nothing 'False'
This, Mr. Kenneally said, was an example of how he followed "general instructions" relative to content of KMPC newscasts.

Under cross-examination, Mr. Kenneally admitted there was nothing "false or deceptive" in the script. He said, however, that he didn't think the script "fair or objective" inasmuch as it contained no favorable comment on the President's speech. It was, in his opinion, a "biased presentation." KMPC had carried a broadcast of the President's speech and had rebroadcast it several times during the day, he conceded under questioning by Mr. Fulton.

Other examples of adherence to "general instructions" as cited by Mr. Kenneally were: Emphasis on Gen. MacArthur's birthday; inclusion of a "station plug" concerning a speech by Harold Stassen which KMPC was to broadcast later; "headline" mention of charges of grain speculation by top officials in the Democratic administration; and mention of the arrest of Charles Chaplin's son for intoxication because he had been told that "Chaplin is not liked by Richards and to govern myself accordingly."

Staff meetings at which Mr. Richards expounded his personal views were described by Chester Richards, Renier's former director of KMPC, now manager of the Pasadena Institute of Radio. "I do not doubt but that the newscasters got the impression that Richards' words were to be regarded as instructions," Mr. Renier said.

"Mr. Richards frequently said that he would 'like to see his views given prominence in the news." When Examiner Johnson asked if FCC rules were pointed out to Mr. Richards at these speech-making meetings, the witness replied: "Yes, but I'm afraid he didn't give the rules much consideration. He respected the rules, but he always said it was his station and he was going to run it the way he wanted to."

Mr. Renier testified that he re-signed at one time because continued telephone calls from Mr. Richards were "getting beyond my endurance." General Manager Robert O. Reynolds promised he would attempt to cut them down, Mr. Renier said.

Mr. Richards gave anti-Democratic, anti-administration and anti-Jewish lectures at staff meetings, according to Mr. Renier, and constantly coupled Jews with Communists.

Hiring Difficult
Mr. Renier testified that Mr. Richards told him he had difficulty hiring people who would carry out his instructions. Later in his testimony Mr. Renier declared "a good news man wouldn't follow them out." Mr. Renier testified that as program director of KMPC, he frequently interviewed prospects for positions. He said he had never been instructed what racial type to hire, but that "I had long since gained from Mr. Richards' views that a person of Jewish faith would be looked upon with disfavor. When I hired anyone, the front office would always ask, 'Are you sure that's his real name?'

At one time, Mr. Renier testified, Mr. Richards saw someone of Jewish appearance in the halls of KMPC and "demanded to know what a Jew was doing in his station and ordered that I should throw him out."

"Naturally I did not," Mr. Renier said.

Censored Stories
Under cross-examination, Mr. Renier testified he had some difficulty with William Pennell, an "outside newscaster" on the station, "over the inclusion of stories in a newscast that had not come over the wires." He testified that he censored these stories from newscasts when they dealt with labor topics or when they expressed Mr. Pennell's personal opinions.

Robert P. Anderson, now production supervisor of Don Lee Television, testified that during a two-week period while Norman Neshit was on vacation, he took over the 4 p.m. newscast on-store newscasts on KMPC and was instructed by Robert Horn, then in

PRODUCER - DIRECTOR/WRITER JOE PENNELL

Staff Organist Ray McNamara (1), whose improvised mood music backgrounds WWL's Road to Yesterday, goes over the script with Mr. Washburn (center) and Don Lewis, who does the narration for the show.

DULUTH advertisers

WEBC
5000 watts—NBC
Duluth, Minn.
Member Arrowhead Network

GO FOR FACTS NOT FANCY!

A hard-headed, no-nonsense local advertiser in Duluth turns to WEBC...where all-out promotion and merchandising backs every adver-
tise...SALES...SALARY...stories...count with Duluth adver-
tisers!


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BROADCASTING • Teletasting

of New Orleans and the South. In writing, directing and producing the show, Mr. Washburn is given a free hand by the sponsor, American Brewing Co. (Regal beer).

Citing the program's durability, WWL officials pointed out that it has consistently competed with top network shows throughout the eight years. The last fall and winter Hooper report gave the show a rating of 15.6, officials said. The sponsor has just renewed its contract for another year, it was reported.

Democratic show, Road to Yesterday, Tuesday at 8:30 p.m. over WWL, New Orleans, celebrated its eighth year on the Loyola U. station March 21.

Produced by Mel Washburn since its inception, the show dramatizes lives of men and women who have figured prominently in the history of the KMPC news department, about station policy.

He said instructions which he received but did follow included: No mention of Robert W. Kenny, then candidate for Democratic gubernatorial nomination; no favorable mention of Ku Klux Klan, andummy Wallace as "the pig sticker."

Mr. Renier, to questions from defense counsel, said Mr. Richards "talked about relating the facts" in a newscast. "I will not have any more of this," he said Mr. Richard told him when he was "called on the carpet."

Under re-direct examination, Mr. Renier identified a KMPC program report for 1947 which listed broadcast made in honor of various prominent personalities on birthdays. Among those were Gen. Douglas MacArthur, Thomas E. Dewey, Paul Whitman, Girl Scouts and Mr. Richards himself. There were others, Mr. Renier said, because "Mr. Richards always wanted to celebrate birthdays of prominent Americans."

"Was there a birthday program for President Truman?" FCC chief counsel asked. "I don't recall," Mr. Renier replied: "I can't remember that there was."

Urged Own Judgment
Mr. Renier testified he instructed newly-hired newscasters and announcers to put on well-balanced, well-rounded newscasts, but briefed they did not agree with the instructions and Mr. Richards' views. He also told newscasters and announcers to use their own good judgment in presenting news, when nobody was at the station in authority to check on items or editorials that Mr. Richards might order used.

Charles Teas, commercial manager of KOB Albuquerque and one-time newscaster of KMPC, testified Tuesday that besides being told repeatedly what stories to include in newscasts at times was coached over the telephone on voice infections by Mr. Richards.

He testified that, under Mr. Richards' instructions, he read newscasts without labeling them as newscasts without labeling them as such. He said he also used news items from the daily newspapers. When he referred to other station executives about Mr. Richards' orders, he said, they sometimes told him to "forget it" except when the station owner was particularly insistent.

"General feeling was either to carry out Richards' orders or be fired. After all, he was the boss," Mr. Teas said.

He was examined by Mr. Fulton, Mr. Teas could recall having received any complaints from sponsors of newscasts he handled. He
also said he couldn't remember broadcasting anything that was "false or deceptive."

Although Mr. Richards exculpated his personal views at length during station meetings, Mr. Teas said, he did not regard such expressions necessarily as "instructions."

Just before he was discharged from KMPC, he said, "kid-dingly" remarked to other newscasters that, because of the station's news policy, he "expected Communist newscasts." He had not been ordered to issue them, rather, he added, he had been told of the policy. "I considered that a 'technique' of broadcasting," he said, "a 'technique' of newscasting to throw a bomb through the window."

Walter S. Arnold and Jack Slater, former KMPC newscasters, testified they were ordered by Mr. Richards to use anti-administration newspaper items and editorials on news broadcasts. Mr. Arnold testified, however, that editorials he broadcast were labeled as such.

Vance Graham, former KMPC newscaster, said on the witness stand, he considered newscasts, in support of earlier charges that Mr. Richards gave definite instructions to emphasize unfavorable news concerning the Roosevelt family, "Wallace, the Roosevelt family's pin-man, the Roosevelt family'scolumnName."

Mr. Graham also testified in support of earlier charges that Mr. Richards gave definite instructions to emphasize unfavorable news concerning the Roosevelt family. Mr. Graham said he had told Mr. Richards that he would not do it.

Mr. Richards testified in support of earlier charges that Mr. Graham had told him he would not do it. "I just supposed it was his convictions that there was a Communist threat to this country," he said. He added, "I was very anxious to make people aware of the Communist threat."

"Newscasters at the station whom Richards considered were too much to the left soon found themselves in the dog house," Mr. Graham said.

He said that when Henry Wallace was employed by a pin-manufacturing company he reported the event as follows under Mr. Richards' instructions:

"Henry Wallace became the pin-head executive of a pin factory." In other words, Mr. Graham said, the KMPC owner suggested that intoxication be implied in newscasts concerning a traffic accident involving Eleanor Roosevelt. Examiner Johnson interrupted:

"Did he [Mr. Richards] cite any basis, any news story or article to justify his implication that you just supposed to make it up out of your heads?"

"We were just supposed to make it up," the witness replied.

Under cross-examination Mr. Graham said he did not follow the purposed instructions in this case but that he tried to carry out Mr. Richards' orders most of the time.

Mr. Graham said he was fired from KMPC for not cooperating with instructions handed down by Mr. Richards.

He said he was a founder and first vice president of the Radio News Club of Hollywood, which filed the original complaints against Mr. Richards with FCC. But he said he did not take part in lodging the charges.

"Be-bop" music drew attention during Wednesday testimony by Harry Patterson, commercial manager of KFVD Los Angeles and one-time announcer-newscaster of KMPC. He said Mr. Richards once ordered him not to play be-bop.

"Mr. Richards said be-bop had a Communist influence because of its nerve-wracking quality," he testified.

Defense counsel interrupted: "Is be-bop music an issue here, and do we have to play be-bop in order to have our license renewed?"

"Mr. Ford said he developed the testimony because Mr. Richards considered be-bop Communist, and the issue is that Mr. Richards considered anything Communist with which he disagreed."

Examiner Johnson sustained Mr. Fulton's motion to strike the testimony after the witness gave a negative answer to his question: "You didn't play be-bop on news-casts, did you?"

Under cross-examination Mr. Patterson identified two letters he wrote to KMPC expressing "highest regard" for the station and its management and telling Mr. Richards that "your pop talks have done all of us a lot of good."

One of the letters, Mr. Patterson said, was written at the suggestion of Clair Stout, a Washington attorney for KMPC, after complaints had been filed against the station.

Mr. Richards had worked at KMPC for 13 weeks in 1947, said he "did pretty much as I liked" because his newscast was sponsored, but that the atmosphere in the KMPC newsroom was the "most morally depressing" he had encountered in 10 years of radio work.

Mr. Richards was asked by counsel to describe his relationship with Mr. Ford, the FCC Commissioner who conducted the hearing. Mr. Richards said his relationship with the Commissioner was cordial.

Mr. Richards was asked by counsel to describe his relationship with Mr. Ford, the FCC Commissioner who conducted the hearing. Mr. Richards said his relationship with the Commissioner was cordial.

The stars of today and tomorrow are...with the new era in...Thesaurus by McGinley and his Orchestra

The new Thesaurus brings you bigger and better programming packages with top sponsor-appeal...top name artists! You get comprehensive programming, promotion, publicity...a steady flow of current tunes and material...network-quality production. Wire or write today for full details!
Here is the principal ownership of the new merger firm and its officers. Common stockholders are now divided into two classes, with a convertible preferred class. The holder of the convertible preferred holds the remainder of the shares. An additional $2,184,000 has been reissued for WCON stock in the new firm. The convertible preferred holder has an option to convert his stock into common stock at any time after the second year. The new preferred holder may receive dividends on both preferred and common stock.


J. Leonard Reinisch, manager of Cox radio properties, radio director and director; R. K. Landscape, trustee for James M. Cox Jr., 18,858 sh common; John M. Brown, Gal., 5,400 sh preferred; Fulton National Bank and Henry W. Grady, trustees, 6,612 sh preferred; Mrs. Margaret Carr Howell, 19,512 sh preferred; Mrs. Eleanor H. Robinson, 23,884 sh preferred.

James M. Cox Sr. also is president and personally holds 40.96% interest in the Evening News Pub. Co. and 52% of Springfield Newspapers. In addition he is president of the Miami Daily News and director and board chairman of WIOD. James Jr. is vice chairman of the Journal Co. and president of WHIO in which he personally holds 31.06% interest. He also is WIOD vice president. The WHIO operation includes WIOJ-TV and WHIO-FM. WIOD is television applicant for a management contract.

Food Industry Plans

Fort Industry Co., which has extensive AM-FM-TV holdings, of WHIO Broadcasting Commission it was interested in acquiring the WCON plant and its 550 kc facilities since WAGA's 590 kc assignment is subject to high limitation from Columbia stations. WAGA has been objecting to the alleged Cuban interference for some time. WAGA based its $257,500 offer for WCON on reported $350,649 original cost for WCON, which began operations in 1947.

Fort Industry is owned 71.6% by George F. Hart, Jr., president; 10.87% by J. H. Ryan, Jr., vice president and treasurer, and 13.58% by Frances Storer Ryan. In addition to WAGA, it operates WWVH-FM (VHF-4), WWVA-FM (WFOO-FM Wheeling, WMMN Fairmont, WVA, WLOK -FM Lima, Ohio, WGBS - AM-FM Miami and WJBK-AM-FM-TV Detroit.

EXPLAIN U. S.

Jackson Urges Ad Drive

A PLAN for the American people to explain their way of life to the nations of Western Europe through local paid advertising was advanced last Tuesday by Charles W. Jackson, government liaison with the advertising industry. At a meeting of the Advertising Club of Washington, Mr. Jackson advocated the necessity of our forces behind an advertising program, using radio and all other channels of information, to help correct the misconceptions of America which exist in the minds of many Europeans.

The project, which he feels should be paid for by the people of the U. S. through contributions, would be an all-out effort by the "people" to sell the cause of peace and freedom. Pointing up the vital role such a program could play, Mr. Jackson said:

Advertising can give a true and dramatic picture of America and our aims. It will not be limited as in news and entertainment... can make a direct attack. It will be frank and honest and effective to promote understanding. It can be done immediately and again and again and again."

He said such a project could be directed by one of existing foundations or a new one established to coordinate all efforts "just as they are in a successful selling campaign.

1950

April 3

1950

Call

Frazier & Peter

re: Appraisal of Our Share

in Market's Potential

Television & Radio Management Consultants

Bond Bldg., Wash. 5 National 2173

WHOL CASE

FCC Argues in Court

FCC TOLD the U. S. Court of Appeals for the District of Columbia last week that it is following the court's mandate in the Easton-Allentown (Pa.) case.

The contention was made in opposition to two rival applicants' petitions for a delay, in which the Commission was failing to comply with the court's opinion and asking that it be compelled to decide the case without resorting to the further hearing which FCC already has called [BROADCASTING, March 20, 297.]

Both Allentown Broadcasting Co. (WHOL Allentown), winner of the FCC decision which the court remanded, and Easton Publishing Co., winner of the appeal, have contended that the court meant for FCC to decide the case on the basis of the present record.

FCC replied that there have been substantial changes in the stock ownership of each company since the FCC hearing in 1947, and that a further hearing is necessary to determine the qualifications of the new owners in each case. Further, FCC claimed, the original hearing record does not contain "sufficient evidence on the program service of other stations presently serving the area."

Cites Communications Act

Additionally, FCC argued, the legislative history of the Communications Act and appropriate court decisions "make clear" that FCC, while required to follow the court's decisions, is otherwise free to follow whatever reasonable procedure it decides upon in order to make grants in the public interest.

FCC cited the Supreme Court's decision in the "true case" of holding that the lower court "may, not by manda... of the court to carry out the judgment of the court on the record before the Commission, where the Court determines that due to changed circumstances the choice will not be served by adopting any such procedure."

The case involves competing applications for 1230 kc with 250 w. WHOL is being operated by Allen- town Broadcasting Co. under FCC's original decision, set aside by FCC pending further hearing with provision WHOL may continue in the air in the meantime.

SOUND proved open-door phone booth used as broadcast studio in offices of Sharon Herald, Sharon, Pa., by WPIC that city.

BROADCASTING • Telecasting
The FBI, local and state police have joined in a search for Ray Reeve, missing sports director of the Tobacco Network, according to spokesmen of that network, which serves 50 stations in the Carolinas, Georgia and Virginia.

Possibility of foul play or amnesia is feared by FBI officials, who stated that Mr. Reeve was last seen on March 16 at Fayetteville, N. C., during a business trip through the South Atlantic area. At the time he was traveling in his 1946 tudor sedan.

The Tobacco Network requests that any information on Mr. Reeve be forwarded collect by phone or wire to the network at WRAL Raleigh, N. C., telephone 6411. Mr. Reeve is described as 5'10" in height, 210 pounds, and bald. He had just completed his convalescence from a serious operation last year.

**Philco's 1949 Report**

PHILCO Corp. reports total sales of $214,884,000 last year, a decline of some $60,540,000 as compared to 1948, according to the latest release to stockholders. In earnings, the firm reports declaration of $3.17 per share of common stock outstanding for 1949 as compared to $3.22 per share in 1948. Also announced was a forecast that Philco will soon have capacity for the production of 28,000 TV receivers a week. The firm noted a substantial decline in radio and radio-phoneograph volume in the early months of last year which was counteracted by a marked improvement in the fall.

WBBM Chicago is again feeding music for Fox, variety show, to CBS Sunday, 1:15 p.m. (CST).

We do not cover all of Connecticut, but we DO cover NORWICH and most of New London county . . . 1948 retail sales $129,364,000.00.

Have you been bypassing this market? Remember you can buy it on a station that has ONE rate both day and night.

**Production**

BILL HALL appointed program director of WORD and WDXZ (FM) Spartanburg, S. C. He formerly was with WDUK Durham, N. C. He succeeds AL WILLIS, named director of news, special events and promotion at Raleigh Power, formerly with WRHI Rock Hill, S. C., becomes morning man for stations.

IRVING ZEIDMAN, disc jockey and singer for ERob Monroe, La., named program director. He will continue with his present shows.

FRANK (Bud) PALMER promoted from WGN-TV Chicago facilities staff to director's post. He is directing Art Jarrett Show, Chicago Cooks With Barbara Barkley, Stop the Record and Sportsman's Corner.

GUY BATES Shorty has heard four times weekly on Guy Bates Post program on KFAC Los Angeles, starts program four times weekly on KFOX Long Beach, Calif.

J. R. MYERS, television controller for NBC, appointed assistant to the director of television operations of network. He has been with NBC since 1936 and will continue as controller until successor is named.

HARRIANTHOMPSON, producer of CBS-TV Ed Wynn Show, named production supervisor for CBS Hollywood television.

LANSING LINDQUIST, independent producer in Washington and New York and lecturer in radio and television at American U., Washington, named to moderate university's District Viewpoint show, aired 8:30 p.m. Tuesday by WMAL-TV Washington and WMAQ-TV Baltimore, effective tomorrow (April 4).

SCARLE LEVY, 18-year-old high school senior, joins WJW, West Springfield, Mass., as disc jockey and newscaster.

SPECS MUNZELL, formerly with WCSC and WMCT Charleston, S. C., WLAP Lexington, Ky., and WLOS Asheville, N. C., joins announcing staff at WIS Columbia, S. C., KAY COLLINS, formerly with KOA Denver, KFWB Los Angeles, WCFL Chicago, WMBC and WPBC both Greenville, S. C., joins WIS continuity staff.

DANNY DARE, film and theatrical director, joins NBC-TV, New York as producer.

BILL BURKE, graduate of school of journalism at U. of Iowa, Iowa City, joins KOIL Omaha, Neb.

BILL ELLENBERG joins radio, joins WCSC Charleston, S. C., as copywriter.

LEROY BANNERMAN, formerly director of continuity for WKY Louisville, and writer-producer for WNAO Raleigh, N. C., joins WUJA (FM) U. of Alabama, Tuscaloosa, non-commercial outlet as script writer.

JEAN AUSTIN and MARY O'CONNOR join KLAC-TV Hollywood production staff.

WORTH JOHNSON, graduate of school of journalism at U. of Iowa, Iowa City, joins staff of WKFN Muscatine, Iowa.

MARYVIN SMITH, formerly staff announcer at WKBS Oyster Bay, N. Y., named chief announcer and director of educational programming for station.

ROBERT TRONGER, formerly chief announcer at WKBS Huntington, W. Va., joins station as staff announcer.

NATALIE VIRGINA MURPHY, formerly music director at WJAF New York, joins staff as announcer.

ANKAL MARTIN, formerly chief announcer at WKBS, promoted to traffic and continuity director.

NED CAFF, formerly with WKOY Bluefield, W. Va., joins announcing staff of WCHS Charleston, S. C.

NELSON M. GRIGGS appointed chief announcer for WASH (FM) Washington and Continental FM Network.

MAVOR MOORE appointed to television production staff of Canadian Broadcasting Corp., Toronto, effective Sept. 1. He is currently in New York with United Nations radio division. He has been with CBC on and off since 1941 in various production capacities.

DAVE GARROWAY, NBC AM-TV star, expands his morning radio schedule with half-hour, five-a-week show starting today (April 3), 9:30 to 10 a.m. CST, from Chicago. Talent will include stars of the network's Next, Dave Garroway show. CHARLIE ANDREWS, co-scripter with Mr. Garroway on his radio and TV shows, joins talent lineup. PARKER GIBBS is director.

TOM HABIB, graduate of school of journalism at U. of Iowa, Iowa City, joins staff of KROS Clinton, Iowa.

DICK KEPLINGER, Seattle freelance announcer and commentator, awarded statue by Club Scouts for aiding them in their Chalmers champ.

WES HARRIS, producer-writer at WAGY Silver Spring, Md., and Sherry Sherwood, television vocalist, have announced their marriage.

DON HIX starts half-hour weekly television version of "The Old Skippert," radio program formerly on Eastern stations, on KECA-TV Hollywood. Monarch Television Corp., Los Angeles, is sponsor.

WILLIAM STRAUSS, WQXR New York announcer, is the father of a boy.

STAN CHAMBERS, of KTIA TV Hollywood, is the father of a boy.

**PARK IS ELECTED**

Heads Indiana State Assn.

DANIEL C. PARK, commercial manager of Wired Indianaapolis, is the new president of the Indiana State Broadcasters Assn. 4 in 5.

Other officers are: Martin Leisch, WGBF Evansville, AM vice president; Ted Vernasco, WFPL (FM) Washington, FM vice president; George Higgins, WISH Indianapolis, secretary-treasurer; Carl Candragriff, WWHO Ft. Wayne, assistant secretary, and E. R. Herkman, WIMS Michigan City, assistant treasurer.

Board members include Harry Bitner Jr., WFBP Indianapolis; O. E. Richardson, WASK Lafayette; Donald Burton, WLG Fort Wayne; G. F. Albright, WCGB Richmond and Mr. Higgins.

**WAVE WON'T SETTLE IN REDWINE (Ky.)**

Chilled, warm or room temperature, the people of Redwine (Ky.) can't pull our cork, pore things. Why, we'd plumb things must be right before we arrived.

Instead, we concentrate on the Louisville Trending Area—a fabulous and relatively fairly bubbling area for business, which is a great market, with the monthly population of 113,999 more per family than the neighbors in the watered down portions of our State.

So we get all the effect we can from this market point of view. For proof, let us send you the facts that sold, the facts that sold the caviar and drinkin' folks around Louisville!
WTMJ DROPS FM

PIONEER OUTLET QUITS, WSAU-FM ALSO OUT

FIRST FM station west of the Alleghenies—WTMJ-FM Milwaukee—emitted its last signal yesterday (Sunday) after a 10-year career. Operating with it was the Milwaukee Journal's sister station, WSAU-FM Wausau, Wis.

Walter J. Damm, vice president of the Journal Co., operating the stations, officially notified the FCC that WTMJ was going off the air last week. He cited lack of sufficient receiving sets as the principal cause, explaining that FM has not grown as fast as expected up to "bright promise of 10 years ago."

Thus far this year 25 FM authorizations have been deleted, with a total of 210 deleted in 1949. The remaining 4500 FM stations remain on the air.

Mr. Damm has been one of FM's most enthusiastic boosters. He was president of FM Broadasters Inc. when that association was formed in the early '40s and was a director of the successor FM Assn. which last autumn was merged into National.

The stations have been "permanently shut down," Mr. Damm stated in his notice to the FCC.

In closing the stations, Mr. Damm explained that neither FM nor WSAU was sold. Time failure of the public to buy the anticipated number of FM receivers convinced the owners that continuation of operation would not be "worthwhile undertaking."

WTMJ-FM was founded originally in the 50 mc band with 50 kw power, moving to its present assignments in 1929, after the war when the FCC discontinued the low frequencies.

Mr. Damm's Statement

Text of Mr. Damm's statement to the FCC follows:

This is to inform you that the Journal Co. has decided to discontinue the operation of its two FM broadcasting stations, WTMJ-FM in Milwaukee, and WSAU-FM in Wausau, Wis.

As your records will show, this company became interested in FM soon after the new form of broadcasting was developed and our Milwaukee station (then WIXA) was the first FM station west of the Alleghenies when it went on the air in February 1940. We had high hopes for FM as evidenced by our heavy investment in two 50 kw transmitting plants, the first on the old low band and the second on the present high band, which investment was made to bring FM service to the southern part of Wisconsin. In 1948 we added a 10 kw plant at Wausau to serve the northcentral part of the state.

Much to our regret FM has not lived up to the bright promise of 10 years ago. The radio listeners in Wisconsin have not grown at a rate sufficient to require FM; it is in a sufficient number of FM receivers to make the continued operation of WTMJ-FM and WSAU-FM a worthwhile undertaking.

The Journal Co. does not sell time on WTMJ-FM or WSAU-FM. Since it derives no financial revenue from either station the only justification for continued operation of the FM service would be a body of lis-
NEW angle on promotional possibilities of flying saucers hit upon by Lowell Smith, time salesman for KEFM San Bernardino, Calif., Mr. Smith has sold half-hour interviews with pilot of any flying saucer to come down in a two-city area of station’s coverage. Show, if and when it is aired, will take top-priority over any program on the air, with Newman O’Leary and Dave Hubbard set to par-echute tape recorder and portable radio into position to contact and interview the occupant or occupants of any flying saucer” within area. Wilson & Fields, San Bernardino furniture and appliance firm, will sponsor show.

TV Invitation

SMALL brown and white card invites public to see The Mahawk Showroom on WWJ-TV Detroit. Card features picture of small television screen and tiny inset picture of Roberta Quinan, star of show.

Erie Go Bragh!

BROGUES were thick at KDKA Pittsburgh. St. Patrick’s Day when station offered its listeners shamrocks flown in by TWA from Shannon, Ireland. Crowds jammed studios to receive tokens from, appropriately, Announcer Paul Shannon.

Folder of Significance

BLACK, red and white folder from WMAR-TV Baltimore has small picture from The Katz Agency, its originator, attatched. Paper reads, “Something significant has happened in Baltimore. A Television Station.” And the explanation is that “WMAR-TV has the biggest nighttime audience of any station—AM, FM or TV.” Graph shows Hoop-ratings of Baltimore stations illustrating statement. Back of folder declares, “Baltimore is the TV share of total broadcast audience.”

Letter Commends

REPRINT of letter from C. R. Anhony, president of C. R. Anthony Co., Oklahoma City, is top of promotion piece from WKRW that city. Text of letter compares growth of station and company and assures station’s management that firm is more than pleased with station after nine years of sponsor-ship on it. Station points to its “30 years of service to Oklahoma.”

Promotion Via Secretaries

NIQUE promotion from KITE San- antonio, Tex., is directed to secretaries if men in trade. On envelope enclos- ing promotion written in shorthand is: There is a present for you inside.” And inside gives two reasons for secre- taries being important to KITE: (1) secretaries are women, and KITE is specially interested in women as spenders of 85% of every retail dol- lar, and (2) secretaries are respon- sible for KITE promotion pieces reaching their bosses. Attached to card is set of individual lipsticks, made up into package resembling book matches. Mirror and caption reading, “Love and beauty live in your secretaries if you like best... KITE” complete promotion.

Jumping Releases

ATTENTION—getting press releases concerning Super Circus, ABC network show which opened recently on KGO-TV San Francisco, were sent to trade by station. Promotion is built around Jack-in-the-box into which has been inserted ABC-TV press release concerning Super Circus. Wallace Hutchinson, KGO-TV promotion dep- artment, originated idea.

Sales “Rajah”

LARGE bulletin from WCCO Minne- apolis lauds its Stewart MacPherson, calling him “The Rajah of Radio,” and its “sales-potent potetant.” Pictured on back of text is drawing of Mr. MacPherson, seated atop elephant, aid- ing salesman to reach elephant’s back. Text itself gives sales and radio history of Mr. MacPherson.

Provaltrachtive
card

POSTCARD mailed to prospective audi- ence of What Do You Think show on WQBF Evansville, Ind., announces new time of show. Reverse of card reads, “Some of our best friends are... adults ... adult thinkers, that is. As a member of this group, you are invited to listen to Evansville’s Radio Forum for a stimulating half-hour.”

Thorough Promotion

EVERY taxpayer is Hartford, Conn., receives a promotion piece from WPIC that city. Copy of script of speech by City Manager Carlton F. Sharpe given over WPIC a few days previous to mailing of tax bills was enclosed in envelope which taxpayers were sent bills.

Tip From WSBT

TWO-page bulletin from WSBT South Bend, Ind., affirms that city has “a very close neighbor.” Attractive girl, drawn on cover, represents South Bend. Inside of folder shows same girl and young man, representing Mishawaka, Ind., holding hands. Text says, “Mishawaka lives just across the street... and we’re very proud of the explanation American cities are separated by only a street and river follows, with tabulation of both population and share according to food, drugs and other product groups. “Think of South Bend and Mishawaka together—well more ways than one!” con- cludes folder.

Transit Egg Hatches

ONE-DAY-old Easter eggs tied to sponsors and Washington advertising agencies by Washington Transit Radio Inc. and WWJ-DCM that city. Tiny capsules, labeled “Egg Eggs,” were enclosed in each carton. Inside capsules were seals of paper bearing message: “I’m too young to ‘eclace or ‘crow,” But to ‘hatch more business I really Announce... That the ‘Roofters’ and ‘Slack Chicks’ patronize The best firm that advertises on Transit Radio.”

Blotter Mailing

ATTRACTIVE blotter mailed to 400 frozen food dealers in Pittsburgh area as part of commercial activities of WCAE Pittsburgh. Blotter announces that Blue Goose Fresh Frozen Foods are now available. Florence Harrison, woman’s program over WCAE each Monday, Thursday and Friday at 12:30 p.m.

Advance Promotion

FUTURISTIC twist given to latest promotion piece by Blackburn-Hamil- ton Co. Promotion is an apology of this issue of Broadcasting sent to trade by firm, labeled “Advance Proof.”

29 to 20

TWENTY awards of $50 each went to lucky listeners of WSFA Mommery.

MEXICO STATIONS

Changes According to NARBA

CHANGES in facilities of several Mexican broadcast stations have been reported according to the provisions of the North American Regional Broadcasting Agreement, now being renegotiated, FCC has announced.

Proposed new station on 560 kc with 1 kw-day, 250 w-night at Chihuahua has been dropped and new grant for 560 w-day 250 w-night on that channel was announced at Ciudad Camarage. Estimated commencement date is Aug. 10. KEXF San Luis Potosi, 100 w on 1490 kc, about May it is to switch to 250 w on 1260 kc. XEFE Nuevo Laredo “will boost power from 1 kw to 5 kw, 1 kw-night on 960 kc. Call KEXF was dropped recently on new station follows: XEUX Tuxpan, and XEMT Toluca, each 250 w on 1620 kc. KEXZ Zitacuaro, 250 w on 1450 kc; XEYX Mexicali, 250 w on 1460 kc.

SPEECH by Cedric Foster, Yankee Network commentator was reprinted in Columbia Exchange Record recently. Rep. Philip J. Philbin (D-Mass.), oc- casion of talk was centennial banquet held March 14 in Clinton, Mass., mark- ing that city’s 100th anniversary.

FAMILY

WIBY has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we’ve served them well. We’re one of the family.

WIBY The Voice of Kansas in TOPEKA

ROADCASTING • Telecasting

NEWSPAPER

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WIBY The Voice of Kansas in TOPEKA

ROADCASTING • Telecasting

NEWSPAPER

April 3, 1950 • Page 81
B Ob Elston appointed sports director or KIOA Des Moines, Iowa, replacing Don O'Brien, resigned to become executive secretary of Western League. Mr. Elston previously was with KVFD Ft. Dodge as sports director and WXEL Waterloo, as sports director and play-by-play announcer.

Bernard London, formerly with CBS where he produced and directed telecasts of Brooklyn Dodgers games and Columbia U. football games, joins production staff of WXXL (TV) Cleveland, Ohio. He will produce and direct all telecasts of Cleveland Indian games for station.

Carl Uhlarian, formerly with United Press, appointed director of news at KFAB Omaha, Neb. He has been with station since November 1948 and succeeds E. S. (Bud) Nebel, resigned.

Fred Wolf, sportscaster for WXYZ-TV Detroit, awarded set of golf clubs following his selection as "sports announcer contributing the most to industrial recreation," by Briggs Mfg. Co.

Ronald (Pete) Peterson appointed to farm service department of WNAX Yankton, S. D. He has been with station for eight years as staff announcer, and now will write and produce farm shows.

Jack Dooley, graduate of school of journalism at U. of Iowa, Iowa City, named night news editor at WOAR Cleveland.

Joseph P. Dinneen, staff writer and columnist for Boston Globe, joins WBBB Boston as news commentator. His show is aired six days weekly from 11-11.10 a.m.

Rex Loring, news commentator for CKBY Ottawa, resigns. Future plans have not been announced.

S. Dakota Meet

Area Problems Discussed

Common problems affecting all South Dakota stations and ways of making still better the radio service offered South Dakota listeners were slated for discussion at the annual meeting of the South Dakota Broadcasters Assn. in Mitchell last Saturday and Sunday (March 31 and April 1).

Gov. George T. Mickelson was among those scheduled to attend. The program was arranged by a committee composed of James E. Sweet, KIHO Sioux Fall; chairman, Tom Young, KWAT Watertown, and Irving R. Merrill, of KUSD Vermillion, who is also secretary-treasurer of the association. In addition to Mr. Merrill, officers of the association are Robert R. Tinchler, WNAX Yankton, president, and Robert J. Dean, KOTA Rapid City, vice president.

Murder Trial

WBLC, WMUN Air Testimony

Tape-recorded portions of a murder trial were aired in special broadcasts over WBLC Muncie, Ind., and its FM affiliate, WMUN. In a nine-day period, the station reported 12 hours and 47 minutes of program time were devoted to a triple-slaying local murder case.

Entitled "Highlights of the Dalton-Gratzer Trial," the program also was augmented by use of portions of the argument and testimony as part of the stations' regular news coverage. Time devoted to the special coverage was during the late evening hours, most of it after 10:15 p.m., it was reported.

The proceedings were recorded with a Brush portable tape recorder and a Collins four-channel amplifier after News Director Fred M. Hinshaw had asked for and received permission from Circuit Judge Joseph H. Davia. The 250-watt CBS outlet received only one complaint about the broadcasts, and hundreds of commendations, Mr. Hinshaw said.

Merrill Mueller, of the NBC London staff, has been selected as winner of an award in the 16th annual presentations by the National Headliners' Club, which honors outstanding examples of radio and newspaper reporting.

Mr. Mueller was selected by the club "for consistently outstanding foreign news broadcasts from London during 1949, including seven world news stories."

Only one award was made in the radio field for 1949, according to Tom Paprocki, Associated Press Features, chairman of the 1950 judging committee. The number of entries in the domestic radio news or TV newsreel field was not considered adequate to justify an award.

The National Headliners' Club announced 16 awards in the field of news reporting and feature writing, news photography and news reels. The club expects to expand its radio and television classifications next year, according to Mall Dodson, executive secretary. The annual news judging contest is conducted under the auspices of Atlantic City municipal authorities. Members of the 1950 judging committee were Chairman Paprocki; James Smiley, Standard Oil Co.; Frank X. Ryah, Camden (N. J.) Courier-Post; James Davis, Atlantic City Press Union; William Montague, Tele-News Pictures; Frank M. Smith, Washington Times-Herald; and Frank Beatty, Broadcasting-Telecasting.

Francis Trout

Francis (Dink) Trout, 51-year-old radio actor, died March 26 following surgery. Requiem Mass was celebrated March 30 in Blessed Sacrament Church, Hollywood. Burial was in Calvary Cemetery. Mr. Trout, best known for his characterization of Mr. Anderson on NBC's Dennis Day Show, is survived by his mother.

Merger of WGLN Glens Falls, N. Y., into WWSC has been consummated following approval of FCC in late February (Broadcasting, March 6). WWSC, MBS outlet, took over the ABC affiliation also when WGLN ceased operations and will carry both networks until April 14 when Mutual will be dropped, it was announced.

Under the merger, Martin Karig and Alexander P. Robertson sold 60% interest in Great Northern Radio Co., WWSC licensee, to Glens Falls Post Co., parent firm owning WGLN and publisher of Post-Star and Times there. Louis P. Brown, head of the newspapers, has been elected president of Great Northern with Mr. Karig named vice president and WWSC manager and Mr. Robertson treasurer. Arthur P. Irving was named secretary.

Everett McKinney has been named to represent WWSC nationally, it was announced. Carl Matison, WWSC manager before the merger, has been appointed assistant manager, while Alfred A. Brown continues as commercial manager. WWSC has set June 30 as date for its switch from 250 w on 1450 kc to newly authorized 1 kw day, 500 w night on 1410 kc, directional. WGLN had been assigned 100 w on 1230 kc.

Hogan Elected

Is Universal Board Chairman

Arthur B. Hogan, who recently acquired 140,000 shares Universal Records Inc., Hollywock stock from Wesley L. Dunn (Broadcasting, March 13), has been elected chairman of the board of that corporation. Will H. Voeller, executive vice president who has been with company since January 1946, has been elevated to the presidency, it takes over the post vacated through resignation of Mr. Dunn. Mr. Hogan is formulating plans to install elaborate facilities for television production.

For a better-than-ever BUY

In Ohio's Third Market

5,000 W AM 50,000 W FM

1390 KC

165.1 MC

WFMJ

Basic ABC for Youngstown

Ask Headley Reed
SHOW in which sponsor's product is closely integrated into format is Old South Quix, half-hour audience participation program presented Saturday on WNRL Richmond, Va. Contestants for each broadcast are chosen during half-hour preliminary "warm-up" show. Questions, based entirely on the South, are answered by contestants in pairs—one doing job before microphone, other seated on stage as "armchair expert." Prizes are silverware, with the best answering consisting of 82-piece set weekly. Questions are submitted by listeners for similar reweeks. Show is sponsored by Reliable Home Equipment Co., Richmond, on behalf of Wm. A. Rogers "Old South" silverware.

Monastery Fire

SPECIAL half-hour news show on WPJB (FM) Providence, R. I., was used for airing tape record of station's coverage of $2 million blaze that destroyed Abbey of Our Lady of the Valley, Cumberland, R. I. WPJB broadcast from its mobile unit for more than hour and half past its usual 11:00 p.m. deadline in order to secure complete coverage. Interviews with firemen, Red Cross workers and Abbot of monastery were recorded.

Tragic Story Aired

BROOKLYN middleweight boxer, Georgie Small, aired story of his boxing bout in which Laverne Rosch was fatally injured, over WZIB (TV) Richmond, Va. Telecast was first public recounting of fight by Mr. Small, and was told to Jack Lewis, station's sportscaster.

Swimming Meet

NATIONAL Junior College Swimming Championships in Fullerton Jr. College pool at Fullerton, Calif., was serviced by KVEO Santa Ana recently. Program was handled by Sportscaster Bill Burrod, with color supplied by John Blashill. Presentations of awards to winners following each event also were carried.

Science Series

NEW series of science programs, Johns Hopkins Science Review, starts on WTTG (TV) Washington under auspices of Johns Hopkins U., Baltimore. Series will be introduced on Friday, 9:30 p.m., and deal with such topics as exploring in the arctic, research in heart disease, modern plastics, geological studies, use of X-ray and aids for deaf. Prominent scientific investigators participate in Benton F. B. Cleland, director of science studies at WAAM (TV) Baltimore.

Religious Programming

BEGINNING today (April 3), WDGC-AM-FM Washington is presenting series of religious programs leading into observance of Good Friday and Easter. Four of programs scheduled will be presented under auspices of Committees on Good Friday Observance. Short addresses in keeping with solemn time will be given by William H. Collins, former Assistant U.S. Attorney; Judge Edward A. Tamm, Walter Battan, Washington attorney, and Col. Thomas F. Garlin, former master of Knights of Columbus. Portions of service at four Presbyterian Church will be aired by WDWC on Good Friday.

'Boat Your Wife'

WEEKLY quiz show with prizes adding up to $5,000 jackpot, aired over KMOX St. Louis. Staged Tuesday, 9:30 p.m. from local Loew's Theatre, show is sponsored cooperatively by Westinghouse Electric Co. and approximately 150 local dealers. Titled Boat Your Wife, show's format is round of questions with contestants competing against their wives. Winning couples try together for jackpot with guess at mystery couple, described by poetic clues. Program is emceed by Ted Howard of KMOX and Beulah Schachet, St. Louis Globe-Democrat feature columnist.

Follow to 'Cruise'

SERIES of five-minute news programs titled Today in Europe, scheduled for presentation on WFIL-TV Philadelphia, 7:55 p.m. on Sunday. Series presents in digest form review of high-light news of past week on continent and immediately follows show of Crusade in Europe episode at 7:00. Show originates in WFIL studios and features Neil Harvey as narrator, objectively reporting political, economic and social developments in post-war era. Many top TV films and other graphic aids are employed.

Independent Feeds World

ALL-NAVY Basketball Tournament, March 17-18, was fed by WNOR Norfolk, Va., around world. Two game tournament was fed by RCA New York, which in turn beamed it to KPOA Honolulu. AFRS New York and Los Angeles Provided games and for all countries serviced by them. Station also carried games locally. Feed for world broadcast was handled by Paul Schaefer, assistant manager and chief engineer of WNOR. Eric Page and Jack Harris acted as play-by-play announcers. Phil Stewart fed the games locally.

Sunrise Services

THIRTIETH consecutive Easter Sunrise Services from Hollywood Bowl, April 11, will be telecast by KTTV-TV Los Angeles. Station holds exclusive telecasting rights to service and will air services, beginning at 4:30 a.m. through 6 a.m. Video recorded version of event will be offered by station for national sale. Vincent Pelletier will handle commentary with Bob Breckenridge directing.

Small Station Coverage

LISTENERS' interest in big league baseball being highlighted by WPFA Pittsburgh. Aired W. Romansky, formerly director for station, was sent on two-week trip to spring training camps of major league teams in Florida. Interviews with top players and officials of teams were recorded by Mr. Romansky as well as camp tent material. One of 40 recordings planned from trip is aired nightly on KBOA Sports Show, from new showroom official opening of baseball season.

Especially for Men

NEW series of programs, titled Sunday Night's Magazine, and slated to be single listens, presented by WSTC-AM-FM Stanford, Conn. Aired Sunday, 11:11:30 a.m., show presents features of interest to men at time convenient for their listening. News, sports, science features, odd items in news, book reviews and column of general happenings headline show, which is written by Leonard Weinles.

Today's Game

FIFTEEN-minutes of sports highlights will be aired daily, starting April 4, on WABC-TV (TV) Chicago. Called Today's Ball Game, show will present high spots of all daytime home games of Chicago Cubs and White Sox for 1950 season. Daily games will be filmed in their entirety by Douglas Vitre who is assigned to 4, time of telecast. Running commentary will be supplied by Tom Duggan, who will conduct live interview program for open dates and rainouts.

Battle of Sexes

MINIATURE battle of the sexes conducted weekly by WABE Allentown, Pa., on Last Word From Betty Muir, quiz show. Aired Wednesday, 10:30 a.m., show consists of male expert being quizzed on aspects of his specialty by group of women. First show featured Donald V. Hoch, mayor of Allentown, being questioned by Helen Schmidt, dialogue writer for comic cartoonist. Box is a former executive editor and publisher of Lehigh Valley Revere, and Jean Doorn Lieberman, producer of most female programs. Betty Muir is moderator.

Toast To Connie Mack

GRAND OLD MAN of baseball, Connie Mack, 82-year-old manager of Philadelphia Athletics, will be honored by CBS Toast of the Town on April 8, when TV program originates in Philadelphia at WCAU-TV that city. Telecast of program, which features Ed Sullivan, is first away from New York since show began in June 1948. Connie Mack Golden Jubilee Committee, Philadelphian Chamber of Commerce and Lincoln-Mercury Dealers, show sponsor, arranged for special Toast visit.

High-Interest Debate

DEBATE on socialized medicine will be carried by WKBW Buffalo, N. Y., April 4 from 8:30-10:30 p.m., as part of station's public service. Immediate topic of discussion will be national health bill now before Congress and will be argued by Hugh Thompson, regional director of CIO and president of General Foods Corporation Industrial Union Council, and Dr. Elmer Hess, vice chairman of medical program of American Medical Society. Invited audience of 1,000 persons will witness show to be held in Rotier Stellar ballroom, Buffalo. Moderator of broadcast will be Harry Seebert, WKBW columnist. Roving microphones placed throughout auditorium will pick up questions from audience.

America's Churches

PROGRAM of interest to members of all faiths currently being presented over WAGC Akron, Ohio, entitled The House of the Lord, weekly story features one of America's famous churches. Shows begins with verbal picture of church featured that week, story of its triumphs, its people, its ministries, fused into a fine whole. Reverend K. S. Monette is specially written for each show by pastor of church. Series took two years to plan with cooperation being received from pastors all over the country. F. W. Albrecht Co., owner of Acme Service Stores and Super Markets, sponsors show.

ACME IN SOUND REPRODUCTION

L S F PE TRANS

THE NEW L A N G - W O R T H

TRANSCRIPTION

L A N G - W O R T H

FEATURE PROGRAMS, INC.

111 w. 57th street
new york 10, n. y.

network culture programs
at local station cost

a p r i l 3, 1950 • page 83
Situations Wanted (Cont')

**PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. Four separate insertions $70.00 minimum. $1.00 per word extra. $1.00 charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C. Box numbers are for classified advertisements (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

**Classified Advertisements**

Help Wanted

If you are two years experience, 28, vet. Married. Presently employed in sports announcing. Special events. Expertly trained on local and collegiate. Also, experienced sports announcer-sports writer. Hard worker. Top in personnel. Box 659E, BROADCASTING.

Announcer—Two years experience in college radio, TV, and sports announcing. Excellent color, personality. Office with console experience. Box 659E, BROADCASTING.

News—special events-color specialist. Thoroughly experienced, sober family man. College degree, complete knowledge of both East and West Coast, in the best of references. Box 659E, BROADCASTING.


Topnotch sportscaster presently employed with Big Three, New York. Personal interview if desired. Write, giving full details of experience. Box 659E, BROADCASTING.

I am seeking a position in a radio station in one of the western states. I am an engineer since 1950. Good voice. Connect with school of broadcasting. Need that all important experience. Will send a photo if interested. Box 659E, BROADCASTING.

Honest, reliable, loyal. I can offer these plus six years experience in all phases of broadcasting. I can handle station management, operation, programming, newsmen, public relations.本科毕业于威斯康星大学的体育评论员,具有丰富的体育评论经验。如果感兴趣，请发送简历。Box 659E, BROADCASTING.

Honest, reliable, loyal. I can offer these plus six years experience in all phases of broadcasting. I can handle station management, operation, programming, newsmen, public relations.本科毕业于威斯康星大学的体育评论员,具有丰富的体育评论经验。如果感兴趣，请发送简历。Box 659E, BROADCASTING.

Announcer—20 years experience. Excellent color, personality. Office with console experience. Box 659E, BROADCASTING.

Announcer—Two years experience, in college radio, TV, and sports announcing. Excellent color, personality. Office with console experience. Box 659E, BROADCASTING.

News—special events-color specialist. Thoroughly experienced, sober family man. College degree, complete knowledge of both East and West Coast, in the best of references. Box 659E, BROADCASTING.


Topnotch sportscaster presently employed with Big Three, New York. Personal interview if desired. Write, giving full details of experience. Box 659E, BROADCASTING.

I am seeking a position in a radio station in one of the western states. I am an engineer since 1950. Good voice. Connect with school of broadcasting. Need that all important experience. Will send a photo if interested. Box 659E, BROADCASTING.

Honest, reliable, loyal. I can offer these plus six years experience in all phases of broadcasting. I can handle station management, operation, programming, newsmen, public relations.本科毕业于威斯康星大学的体育评论员,具有丰富的体育评论经验。如果感兴趣，请发送简历。Box 659E, BROADCASTING.

Announcer—20 years experience. Excellent color, personality. Office with console experience. Box 659E, BROADCASTING.


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Radio school graduate desires position. Experience: Technician. Box 708E, BROADCASTING.

Top man idea, sales promotion, promotion, merchandising, new equipment. Top man available for movie and radio stations. E. Horst, 613 Dutch, Los Angeles.

For Sale

Stations

For sale—1000 watt daytime station. Call, Box 401E, BROADCASTING.

Production-Programming, others

Top idea man, sales promotion, promotion, merchandising, new equipment. We deliver. Will handle anywhere in United States. Box 975E, BROADCASTING.

For Sale

Stations

For sale—250 watt Mutual station. Excellent Market. Box 816E, BROADCASTING.

For Sale

Equipment, etc.

Top idea man, sales promotion, promotion, merchandising, new equipment. We deliver. Will handle anywhere in United States. Box 975E, BROADCASTING.

For Sale

Stations

For sale—AM station equipment. Send details, price. Box 590E, BROADCASTING.

Wanted: Used studio control equipment. High fidelity only. Mike'd, turntables, control console. Must be in good condition and reasonably priced. Box 618E, BROADCASTING.

Wanted—Approximately 450 feet 1/4" coax transmission line. State conditions, price, etc. WJBY, Gadsden, Alabama.

Am interested in buying any part one associates. Please write. Box 618E, BROADCASTING.

Cary Graham, Gadsden, Alabama.

Wanted: One used self supported radio tower 350 to 450 feet, designed to support 1000 watt Class b station, capable of handling complete with similar antennas of other manufacture. Purchasing Department, Indiana University. Bloomington, Indiana.

Miscellaneous

We offer, frequency measuring service, commercial quartz crystals, new, reconditioning or repair. Frequency monitor service. "14 years experience. Box 616E, BROADCASTING.

Help Wanted

Salesmen

TRAVELING SALES REPRESENTATIVE

For large established advertising agency with liberal commiss. Territories open: South—Southwest, South Central—Louisiana, Missis- sippi, Alabama, Georgia, Florida, Tennessee, and references. For opportunity for right man with sales experience. Box 418E, BROADCASTING.

For Sale

Stations

NETWORK STATION FOR SALE

Top network station in midsouth major, fast-growing market, excellent earnings, non-resident owners desires to devote time to other diversified properties, priced right, no brokers, write our attorney's confidence to Box 704E, BROADCASTING.

Miscellaneous

Partner Wanted

for established radio script business. Working partner with capital and experience desired. Please write for details on promotion experience and understanding programs, small stations. Box 605E, BROADCASTING.

Employment Service

O-P-E-N-J-O-B-S NOW!

TOPTOPIC—Counselor—Min. Salaries.

Program Dir.—City Dir.—Producers. Top Equity.

Chief Eng.; Program & Announc. Eng.; Techn.; BROADCASTING.

BRRR—TV EMPLOYMENT BUREAU

Interested in TV job? Write: 5-P-4, {Prof. & Main}. St. Paul, Minn.

S-P-E-C-I-A-L — I-L—1-3—91

P.O. Box 419, Phila. 5, Pa.

(Continued on next page)
ATTENTION!

STATION OWNERS, STATION MANAGERS

If you demand good radio that produces results for sponsors and upholds the dignity and prestige of the radio industry, I would appreciate an opportunity to correspond with you.

If you need a man who knows radio, not just a "body" but a sincere, hard working, sober, honest, intelligent, dependable well rounded radio man—experienced in all phases of radio broadcasting with emphasis on production — then here's your man.

*More than nine years experience from 250 watt combination work through time salesman, newspaper, writer, announcer to present position of production director and chief of special events for the Armed Forces Radio Station in Tokyo (A 50 kw key network station which also operates three 5 kw short-wave transmitters).

*A veteran of World War II. Traveled in both Europe and the Orient. Young. Single. Not a floater. Interested in permanent,utable employment with a station that is interested in setting the pace for competition in your area.

Your correspondence will be treated confidentially and answered promptly, honestly and sincerely. Please NO RINGER STATIONS! The underlined tentative plans to return to the United States in October of this year.

JAMES W. MANFIELD
Armed Forces Radio Service
APL 500, % Postmaster
San Francisco, California

Philco Dealers Meet

LARGEST dealer-distributor sales convention in Philco's history is announced by the firm, which is scheduled for mid-June at Atlantic City, N. J. In revealing plans, Raymond B. George, sales promotion manager, said some 500 dealers will study the company's advertising and promotion for the fall selling season.

Charles R. Michelson Inc., New York, announces availability of special group of five Speedy-Q double-faced baseball sound effects records, which were recorded during actual games at major league parks.

MARKET-OPTION RESEARCH Co., formed from former market research division of Commercial Services Inc., Detroit, RICHARD W. ODENBURG, former president of Commercial Services, is general manager of new organization which specializes exclusively in marketing research and analysis, opinion polling and advertising research. Commercial Services continues under direction of Lawrence E. Black.

HELEN S. WALLACE, director of sales and service for Musak Corp., New York, resigns. She will continue her association with firm on consulting basis. Edward Rogers temporarily will coordinate her sales activities with staff associates.

C. J. Hassard, with Bendix Radio and Television, Baltimore, for past five months, appointed general merchandise manager of firm.

Cramer-Kasselt

Radio-TV Activity Is Up

INCREASE in April radio-TV activity by eight of its clients has been announced by The Cramer-Kasselt Co., Milwaukee advertising agency. Firm also announced addition of four members to its radio-TV department. New staff members are Meg Bogler, Norma Nealsler, Gloria Brooks and John Pritchard.

Local firms increasing or starting new radio-TV schedules are:

Weinbrenner Shoe Co., testing TV with three-one minute films weekly on WTMJ-TV Milwaukee and may add other markets; Wisconsin Plumbing & Heating Supply purchased C-K packaged show, It's a Man's World, Saturday, 4-8:30 p.m. on WTMJ-TV; Schuette's (department store) adding frequency of its Feminine Viewpoints, now to be seen four times weekly on WTMJ-TV; Chevrolet Dealers and the Upper 3rd Street Development Assn. placing up to 10 announcements per day at AM station in current campaign; The Milwaukee Co. (Investment security house) purchasing 10-10:15 p.m. news on WTMJ and five-a-week participation in Mrs. McVey show on WMAW Milwaukee; American Linen Supply also buying similar time on WTMJ's show; and the First Federal Saving & Loan purchasing the 12:12-13 p.m. Sunday period on WTMJ's two-part, hour-long program called The First Federal Hour.

AM Audience

WCP Refutes TV Grab

Is television "stealing" the AM radio audience? WCP Boston, in a release to the trade the past fortnight, comes up with a big round "No" after surveying the situation in the Hub city.

According to Craig Lawrence, WCP general manager, "an erroneous impression of radio's night-time state of health" has been created, "especially as it applies to our own area." He sets forth three arguments against the recent Hooper survey of TV listening as compared to radio's share: (1) The figures were for the New York area where TV ownership is higher than in Boston, (2) telephone homes only were involved, and (3) figures were "share of audience" rather than ratings.

Mr. Lawrence cited a comparison of the Pulse Report of January-February 1950 with the same two months in 1948. In 1948, before TV arrived in Boston, the report showed a 27.4 rating for average quarter-hour radio sets in use Mon., Fri. 6 p.m.-12 midnight. Two years later, he pointed out, Pulse reported 27.3 rating. Also noted by Mr. Lawrence is a +.8 change in listenership over that two year period by WCP. These figures, according to Mr. Lawrence, refute "generalizations about TV and radio—or by over-all share of audience figures for stations."

Steere Takes Over WFEC

Howard D. Steere, former owner of an advertising agency in Detroit, has taken over control of WFEC Miami, Fla., it was announced last week. According to the announcement, no changes will be made in the outlet's personnel and J. Lyle Williams Jr. will be retained as general manager. On March 27 the FCC granted Mr. Steere assignment of license from the Florida East Coast Broadcasting Co. [broadcasting, Feb. 13]. WFEC is assigned 250 w daytime on 1290 kc.
that TV cost-per-viewer is going down, but the cost will always be higher than radio. They asked for details on extension of TV networks and estimates on the number of sets. One conservative estimate placed the number of TV sets at 7,700,400 as of Jan. 1, 1951, and 11,500,000 in 1952, but other estimates run much higher.

Even in 1951 when about 20% of homes will have TV, radio will still be sold for less than it was in 1940, one broadcaster commented.

The advertisers asked pointed questions about TV picture quality, especially kinescope, and showed an interest in TV as a medium for small-budget advertisers. Tendency toward small-budget participation TV is developing, it was noted, with advertisers having a chance to share costs by various means.

The actual cost of bringing the advertiser's message to the listener was scanned critically both at the ANA's radio-television panel and in talks by broadcasters.

Network Costs Up

George Duram, Lever Bros. media director, said network radio time costs had gone up about a third since 1940, paralleling the increase in number of radio homes.

Increase in the base of a possible 160%, has had a "most marked influence, on daytime listening," he insisted, and cited increased network time costs as a result of rate increases, station improvements and elimination of discounts. "The delivered homes-per-dollar is down noticeably," he claimed, and talent costs are up 160% to 200% in 10 years.

"So, while potential increase in radio listeners is 33%, actual cost of the network radio listener to the advertiser, are noticeable, even without taking into account increases in network competition."

As to spot radio, Mr. Duram claimed an increase of "at least 40%.

Moreover, he said TV is making "large inroads in present media thinking and the effective number of television advertisers in two years is up from 200 to 2,000."

Its influence not only on certain local markets but as a national medium is already felt."

Mr. Duram claimed that TV-AM homes do not listen to AM when the network set is tuned on and described "the 103 TV stations serving 4,600,000 radio homes" as a "disastrous nighttime influence."

Magazine circulation is up 50% but cost-per-thousand is the same though the advertiser must spend 50% more than in 1940, he said.

Newspaper circulation is up 27% and advertising rates up 37% in the trade, he said.

During the radio-television panel, it was shown on behalf of networks that one network's circulation had increased from 25,500,000 in 1940 to 32,000,000 in 1950 or 58.5%, at the same time cost per 1,000 radio homes had dropped from 42.9 cents per 1,000 to 32.6 cents per 1,000 in the 10 years, a 24% drop.

TV Costs More

This fact was pointed out as advertiser demanded to know why radio rates hadn't been cut as TV increased its following. As to TV itself, costs have gone down 74% in two years on a per-viewer basis, or from $2.84 to $1.51, figuring on the basis of an interconnected network.

One calculation showed that TV costs between four and five times as much as radio on a per-1,000 basis.

After the panel, Mr. Nielsen offered figures showing that total radio listening in the home on a national basis actually has gone up 100% as compared to the now figure for the three previous years. With addition of "secondary" radio receivers, better programming and other factors, he said, a 2.1% decline in average listening per home has actually been more than offset nationally. Radio homes have increased 8.5% in number, he added.

In homes that have TV, Mr. Nielsen asserted, combined radio-television use has gone up from 4 hours 8 minutes to 6 hours 39 minutes a day, or an overall 61% increase broken down into 20% daytime and 122% nighttime. Radio listening has dropped from 4 hours 8 minutes to 2 hours 36 minutes in TV homes, he said, amounting to 36% (13% in daytime, 73% at night).

He said this breakdown was based on 5 million TV homes and 41 million radio homes, a projection of perhaps three or four months from today.

Mr. Nielsen said the number of television homes must increase to 11,400,000 before radio listening drops below the average level of the last three years. He predicted network radio will become less urban and more rural as TV expands.

Mr. Halverstadt said that when individual markets are considered, TV set ownership has a serious impact on radio listening. It costs more to reach big markets by using radio and television combined, he said. Network spokesmen conceded the jealousy that some adjustment in network rates was necessary as TV progresses.

An ANA survey in which only a few of some 2,000 advertisers responded showed that 17 advertisers drew 100% of their TV expenditures from other media; 28 drew 50% to 100% from other media, and 6 advertisers took no funds from other media to finance use of TV. Radio, newspapers and magazines were closely bunched in the impact of TV on their budgets. Mr. Chapman noted that TV competes no more with other media than they have competed with each other for the last 50 years.

A substantial part of the $500 million dollars spent annually in the preparation of advertisements could be saved by repeated use, whether audible, televiison or printed, in the opinion of Robert Gray, advertising manager of Esso Standard Oil Co. He reviewed Esso's experience in the repeated use of advertisements and called for further research on the subject.

"We repeat radio and television commercials," he said, "but we have not much evidence in these fields as to the effectiveness of the second or third repetition. We know that the average commercial reaches 4% to 5% of total radio families. The second time it goes on the air it is only heard by a few of those who heard it previously."

"The bulk of the audience is new. Therefore, even after five repetitions, most of the audience hearing a commercial is hearing it for the first time."

"We all know that repetition is the very essence of advertising although the theory is applied generally to advertising themes or ideas rather than to specific ads. Almost everybody has said, "Repetition is reputation." A certain theme repetition has paid off for Lucky Strike with LS/MP/FT in the leaf idea.

"It has done a good job for Coca Cola with "refreshment" and it's used consistently by their competitor Pepsi-Cola with the singing jingle, 'Pepsi Cola hits the spot."

"Most every good advertiser, in other words, believes in "consistency." Isn't repetition of specific ads merely an extension of the theory of consistency of theme?"

Repitition Sound

"Doesn't it boil down to this? The combined opinion of ad experts is that repetition of a good idea is sound. There is some evidence to prove this. There is no evidence to indicate that it's bad. I think we should be willing to pay the bill to find out more about it. I'm confident we will wind up by saving a substantial part of that bill for a half-billion dollars."

Discussing advertising from the sales manager's viewpoint, Ben Wells, Seven-Up Co. vice president in charge of sales, showed a series of exhibits covering point-of-purchase and sales follow-up techniques designed to make advertising "lead into sales." He cited 16-second radio announcements and associated merchandising aids.

Philip Liebmann, president of Liebmann Breweries, discussing what is expected of advertising today, declared advertising builds up security—security of the salesman's job as well as the job of

(Continued on page 88)
ANA (Continued from page 87)
every employee of the company by maintaining a constant level of production and employment.

Stockholders, too, receive security from advertising he said. "In addition," he continued, "advertising makes possible the preservation of a free press, a free radio and television; it pays for the establishment of our wonderful and organs of information. Advertising plays a real role in the creation of a true economic democracy in the fields of public opinion.

Mr. Liebmann called advertising not only the voice, but "the free speech of business. It doesn't stand by itself, but is an integral part of the merchandising evolution of which we are a part."

U. S. Sellers' 'Paradise'

The nation is still in a "sellers' paradise," according to James J. Nance, president of Hotpoint Inc. "In 1948-49 personal income around $218 billion, of which $100 billion may be diverted to purchases of the customer's choice, he forecast an income level which will probably increase with a drop in discretionary income.

Mr. Nance told BROADCASTING his company will spend $8 million in its advertising budget this year, and that Hotpoint programs has Mr. Hotpoint's Thanksgiving, Christmas and Easter spot programs, the majority of which are syndicated.

Dinner programs has been a part of the Hotpoint effort since 1926, and he added, "It is a game on an AM hookup of a dozen stations. Since league rules bar live telecasts, the company will conduct its programs on Tuesday or Wednesday evenings in Washington.

Guy Berghoff, director of public relations, Pittsburgh Plate Glass Co., told how the city is using advertising media as a means of economic education.

"He told of a morning broadcast sponsored by the Pennsylvania Railroad which "blankety-blank told employees what it is doing to help them. Employers are interviewed via record and they prove to others that the railroad is a good place to work. Improvement in service and tax problems are around the corner."

Aluminum Co. of America, Westinghouse Electric Co. and other companies are partaking in the joint program.

TV Reception

Faustin J. Solon, Owens-Illinois Glass Co., St. Louis, Mo., reported that the ANA-AAA Committee on Economic Education, reviewed progress in the effort to promote advertising of American economic systems and told how the effort continued.

Bruce K. MacLaury, director of public relations and advertising, Bob Healy, Owens-Illinois Glass Co., told how the company faced the unhappy task of advertising salesmen and dealers when it dropped its television program as an economy measure. The discontinuance was ordered by top company officials, he said, after a year-and-a-half on the air as one of the top 10 programs. The program had been found "stale and dealers thought was the best blankety-blank thing we ever done."

ANA REGISTRATION


Caniff, Bob, Servit, Carlier, Richard, American Tobacco; Michael, Bill, Arvey Corp.; Carroll, Al, Merrick & Co.; Charlin, Howard, General Foods; Ching, Cyrus, U. S. Rubber Co.; Clark, Douglass, Mead; Collins, Bill, Detro Corp.; Collins, Carl, Corning Glass Works; Coons, Harold, Keystone Steel & Wire Co.; Corcoran, Leo, Hoover Co.; Coward, Chuck, Nash Kitchen; Crites, Lowry, General Mills; Deines, Harry, Westinghouse; Demoff, A. S., Celanese Corp.; Dillenburger, Philip, Folger Coffee Co.; Dittner, Dick, Pittsburgh Steel Co.; Doe, John, Hancock Mutual Life; Dold, E. D., American Cyanamid; Donnely, Gulf Oil Corp.; Donaldson, Ben, and Donaldson, Bob, Quaker Oats Co.; Dorsey, Al, Hiram Walker Inc.; Drees, Don, Procter & Gamble; Drew, Wally, Bristol Myers; Duran, A. E., General Foods; Egerbeck, O. Smith.


Write for free copy of Free Registration

KHITI, Anchorage, Alaska

KIN DE We Mag noor c oac

Engineered by the World's Oldest and Largest Manufacturer of Professional Magnetic Records.

Magnoear, Inc., 360 E. Michigan, Chicago, III.

PT6-P A portable, combination record-play/record-back-up angelic simplicity for use with PT6-A recorders.

Wanted by New York state NBC regional AM station with TV in operation for cooperative drive who can handle studio sports show and regular staff duties. Experiaence: "This Is Your Life," photo with complete particulars first letter. Attractive salary. Box 706, TELECASTING.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its雄厚 technical training facilities to listeners to the Broadcasting In-

Address inquiries to: RCA INSTITUTES, INC.

A Service of the Radio Corporation of America

250 W. 41st St., New York 1, N. Y.
DEVELOPMENT of a new method of communications called “Bisignal”—involving the transmission of two FM signals on the same frequency—was reported yesterday (Sunday) by Raymond M. Wilmotte, Washington consulting radio engineer.

Mr. Wilmotte said he is petitioning the FCC for changes in its rules to permit Bisignal operations.

“The ability to transmit an additional communication,” Mr. Wilmotte said, “would permit broadcasting to provide a number of services to be paid for by a rental or a subscription arrangement, such as programs fitted to minority tastes or special needs, and communication to mobile units. It would also provide ‘beep’ type of operation without danger of pirating.”

While he did not expand on Bisignal’s potential uses, informed observers felt the second signal might be employed for transit radio or for such other operations as addressed service communications.

One of the two signals in the new system would be the same one normally transmitted by FM stations. The second signal would be weaker—“sufficiently weak that normal receiving sets will be unaware that a second program or signal is being transmitted,” but strong enough to be received by a special receiver.

Special Receiver

A special receiver would be required to receive either of the two programs at will.

Mr. Wilmotte said his experience shows that “Bisignal” would “add to the value of the FM broadcast service and effectively provide additional communications channels without taking up additional spectrum space and without affecting the present reception of broadcast programs from FM stations.”

He felt his development recognizes and will help solve these problems:

(a) The FM broadcast stations now in operation are, with barely an exception, operating at a substantial loss.

(b) It is only very exceptionally that a station plans its programs to suit minority tastes.

(c) In fields other than FM broadcasting there are insufficient frequencies available to meet the demand.

“It was in an endeavor to alleviate these three problems that I concentrated my development work in the direction of finding means for the transmission of more than one program or communication from a single station, without decreasing the frequency swing of the principal program, and leaving the present listener unaware that an additional communication is being transmitted,” he declared.

His proposal would permit FM stations to transmit a second signal provided that (1) the frequency involved would fall “entirely within the band defined by the frequency swing permitted for the main signal,” and (2) the maximum amplitude of the second signal should not exceed 1/10 (or some other value specified by FCC) of the amplitude of the main signal.

He said “Bisignal” would not change the FM band’s “present principal use as a broadcasting medium which the general public can receive freely.”

His experiments, he said, have achieved the following:

(a) Voice or Music—When both the strong and the weak signals are modulated by voice or music, I have been able to operate with substantially no cross-talk with an intensity ratio between the signals of 10 to 1. Ratios as high as 100 to 1 have been used satisfactorily.

(b) Control Signal—Special signals are being transmitted today by many FM stations in the form of super-sonic “Beep” or pulse for controlling the intensity of the sound out of the receivers. In this direction, I have been able to send similar control signals but have used the weaker of the two transmissions to do so, so that the control signal is completely secret in that it cannot be detected by a normal receiver. By means of this I have been able to control three independent operations using the same number of tubes and simpler circuits than are used in present “Beep” systems. Additional controlled operation can be obtained with relatively simple circuit additions.

“As to the type of services for which the second communication is to be made available, who may receive it, the quality of the service and the method to be used for transmitting and receiving it,” he said, “I feel this should be left to the normal programmers of competition.”

Shown to FCC

Mr. Wilmotte said that during the last few years he has been engaged in research on “the better separation of FM signals from each other,” with concentration on “the transmission of two FM signals of different intensity within the same frequency band, and the reception of either signal at will without interference from the other.”

“Bisignal,” he said, has been demonstrated in the laboratory to “a number of persons, including the FCC.”

Mr. Wilmotte is a co-developer, with Paul A. DeMars, of the “Polycasting” method, in which he hopes to provide UHF service through the use of relatively large numbers of low-powered stations within given areas. [Broadcasting, Dec. 6, 1948]. “Polycasting” is slated for consideration in FCC’s current overall television hearings.

SAAA Names Brown

APPOINTMENT of J. Richard Brown, of Dallas, as secretary-treasurer of the Southwestern Assn. of Advertising Agencies, was announced last week by David G. Ritchie of Houston, president of SAAA. Mr. Brown succeeds Alfonso Johnson, who died March 7 of a heart attack.

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**Dual System Developed**

**KWKH LOUISIANA HAYRIDE**

Hillbilly Show Now on 23-Station Network

A SATURDAY night hillbilly variety show produced by KWKH Shreveport, La., and called the KWKH Louisiana Hayride, is now being broadcast over a network of 23 stations in the Southwest, according to Henry Clay, general manager of the 50 kw CBS outlet.

Inaugurated by KWKH in April 1947, the Hayride is a three-hour production staged in the Shreveport Municipal Auditorium which seats approximately 3,500. It has played to capacity audiences regularly for more than two years, Mr. Clay reported.

The program’s regular cast includes some 25 radio and recording artists who are heard daily on the station. Also featured each week are guest artists. Horace Logan, KWKH program director, is producer of the show and is assisted by Ray Bartlett and Bill Cudabae, Mr. Logan also serves as m. c.

First half hour of the stage show (8:30 p.m.) is fed to the network. The remaining two and a half hours are broadcast over KWKH alone, according to Mr. Clay.

In addition to KWKH, stations making up the network include: KALB Alexandria, WVBO Baton Rouge, KVQL Lafayette, WWI New Orleans, KLIU Lake Charles, all Louisiana; KFDM Beaumont, WACO Waco, Texas; KCRA Fresno, CA; KABC Los Angeles; KABC San Antonio, KEYS Corpus Christi, KBKO McAllen, KING Abilene, KGGJ San Angelo, KBST Big Spring, KCML Midland, KWPT Wichita Falls and KLYN Amarillo, all Texas; ROMA McAllen, Tex.; KJUG Miami, all Oklahoma, and KWKN Fort Smith, Ark.

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**BROADCASTING • Telecasting**

Attnition salesmen — 5,000 watt network station in southern metropolitan area has opening for experienced radio salesman. Opportunity and working conditions are inviting. Send photo and full details in first letter. Write Box 706B, Broadcasting.

The heavy black lines on this map trace the 23-station network in the Southwest over which is now heard the weekly KWKH Louisiana Hayride.

---

**ATLANTIC CITY's HOTEL OF DISTINCTION**

Devoted to the wishes of a discriminating clientele and catering to their every want and submitting all the advantages of the Atlantic City climate and attractions. Colorful Lounges—Roomy Hotel.”

When in Atlantic City visit the FAMOUS FIESTA LOUNGE

RENEWED FOR FINE FOOD

OPEN ALL YEAR

Under Ownership Management Exclusive Panama Ave. and Boardwalk
HYDE HITS CHARGES OF SECRECY ON NARBA

FCC COMR. Rosel H. Hyde lashed out Friday against industry charges of "secrecy" in U.S.-Cuba NARBA negotiations at Havana, accusing their authors of "irresponsible actions" which jeopardized U. S. bargaining efforts.

Mr. Hyde, head of U. S. delegation in eight-week Havana sessions which broke up 10 days ago with no agreement (BROADCASTING, March 27), for the industry buting NARBA sessions, for the industry but

In a prepared statement, he charged that the NARBA sessions were a secret means of "smoothing over" the differences between the United States and Cuba.

Mr. Hyde said NARBA sessions will be made public and that the FCC will issue a report on its findings.

COTT NAMED MANAGER OF NBC NEW YORK STATIONS

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Mr. Cott, for NBC does not have a position because of business

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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.

The True Area is an East-West Rectangle and...

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
Art or radio... different people in different places have different likes and dislikes. That's why, if you want to cut a winning sales figure, it's wise to base your advertising on local listening tastes. The down-to-earth personality of a home-grown favorite—one of the stations represented by Radio Sales—can get more of your customers to buy more of your product more quickly. Proof is that national spot advertisers sponsor more than 762 local live talent broadcasts each week on those radio stations in 13 of your most important markets.

RADIO SALES

Radio and Television Stations Representation... CBS

Representing WABC, WPGM, New York City; WLS, Chicago; WINS, New York; WNEW, WCBS, WCBS-TV, Philadelphia; WRM, Minneapolis; WABC, Boston; WABC, St. Louis, KSL, San Francisco; WINS, KSL, Philadelphia; WABC, Washington; WABC, Salt Lake City; WABC, Denver; WABC, Birmingham; and many others, national advertisers.

It's a matter of taste