Success story:

Last January a Richmond ice cream manufacturer started plugging his half-gallon size exclusively on WLEE.

*That very month sales of the half-gallons jumped 20% over December. And in February, sales ran 20% over January! All this in the middle of the winter, too!* 

Richmond advertisers get this kind of fast, profitable action from WLEE all the time. More and more national advertisers are following their lead. Call in your Forjoe man for the whole WLEE story!
Tradition matures slowly in Virginia.

But ask a Virginian about WTVR, THE SOUTH'S FIRST TELEVISION STATION and he'll quickly convince you that tradition needn't be 100 years old.

WTVR, by its second birthday, had captured the hearts and eyes of Virginians. In the Old Dominion State they look to Havens & Martin stations to make history. The WMBG log is studded with "firsts."

WCOD was Richmond's pioneer FM outlet. Now after two years of operation, WTVR has over 24,000 set owners and the number continues to grow . . . over 74 individual accounts are currently using its facilities.

Linked to the whole world by NBC and NBC-TV, these are your First Stations of Virginia.
Announcing…

MORE power for WJIM

The added power and coverage gained by use of WJIM's new 370 foot TV tower as an AM antenna, and the installation of a new efficient 28,000 foot ground system, will boost the long-established, well-listened to WJIM-AM to an even more prominent place in Central Michigan's AM roster.

MORE coverage for WJIM

That stronger signal means complete coverage of Central Michigan ... thousands more listeners ... thousands more sales for WJIM clients at no increase in rates.

And New Representatives:

H-R REPRESENTATIVES

NEW YORK  CHICAGO  SAN FRANCISCO

WJIM proudly announces the appointment of H-R Representatives, Inc. as its national sales representatives ... Frank Headley, Dwight Reed and Paul Weeks are now members of the WJIM-WGFG sales team. We congratulate them on their new organization, and feel sure that they will serve you conscientiously with pertinent data about WJIM, WJIM-TV, WGFG, and the listening and looking habits of these prosperous Michigan markets.

WJIM  •  WJIM-TV  •  WGFG

ABC for Lansing
New power—New coverage

ABC, CBS, DTN, NBC
(on the air soon)

ABC for Kalamazoo
Closed Circuit

WRITE OFF prospects of network resignations from NAB prior to convention in Chicago next week. ABC, CBS and NBC have adopted wait-and-see approach on reorganization. It's indicated they would look with favor on appointment of William B. Ryan, KFI Los Angeles, as general manager—favored by President Miller and by majority of board advisory committee, as it now stands. Networks presumably then would wait reasonable period for results.

Both CBS and NBC negotiating with Bob Hope, whose services will be dropped by Lever Bros., in deal approaching million-dollar-per-year figure. Comedian reported to be asking for contract covering 59 radio performances per year, 25 cents per performance for talent as well as his) plus six special television appearances per year at $40,000 each. Three top executives of both networks scheduled to meet with him today in New York. Lever Bros. expected to notify comedian of cancellation of contract as soon as new Lever president selected.

BEST BET for successor to Charles Luckman as president of Lever Brothers in U. S. is Bert Massey, now president of Lever's Canadian operations.

OPENING GUN in what might become not-so-cold ether war with Mexico is heard in Mexican moving of 1650 kc from Mexico City to Nuevo Laredo, on Texas border, with consequent damage to both U. S. and Canadian stations. XENT Nuevo Laredo switched from 1140 kc, 60 kw directionalized, to 1650 kc, presumably with 20 kw non-directional. State Dept. is pressing formal protests with Mexico but has got nowhere yet. What happened to 1550 kc at Mexico City (XELM), and to use of 1140 kc after it was abandoned by XENT, is minor mystery.

MONTICELLO DRUG Co., Jacksonville, Fla., returning to radio campaign for first time in three years with test spot schedule in Texas, Arkansas and Louisiana for its 666 malarial preparation. Test starts June 1 on 75 to 80 stations. Charles W. Hoyt Co., New York, is agency.

YOU'LL BE HEARING much more about WFIL Philadelphia's rate revisions, which have stirred up hornet's nest. Roger W. Clipp, WFIL general manager, insists it was no rate cut but "readjustment." Station argues vast majority of advertisers liked this approach; about half of agencies liked it, but stations without TV are outraged.

FURTHER PORTENTS of magnitude of Zenith's Phonexision crusade in behalf of box-office television is disclosure that Millard C. Faught, author of controversial report on economics of TV, has been retained by President

(Continued on page 90)

April 12-19: NAB Convention Week, Stevens Hotel, Chicago.
April 15: New England Radio Engineering meeting, Somerset Hotel, Boston.
April 24-28: Society of Motion Picture and Television Engineers convention, Drake Hotel, Chicago.

(Broadcasting) (Upcoming)

Business Briefly


SHOE FIRM'S PLANS • Acrobat Shoede Co., division of General Shoe Co., Nashville, scheduled sponsorship of Acrobat Banck, children's TV variety show, as network daytimer next fall. Present plans are for half-hour show to be telecast on 14-station network, plus five-scope, before studio audience from Chicago. Script auditioned at WENR-TV (ABC) Chicago last week. Agency, Ruthrauff & Ryan, Chicago.


ARMY, AIR FORCE REVISE RADIO BUDGET POLICIES

U. S. Army and Air Force recruiting service, under revised policy will spend more of its advertising budget for purchase of radio time than for costs of producing programs for public service broadcast, and will buy time on "long-range basis calculated to give each station supporting recruiting programs ... an opportunity to fill a small portion of the national or local advertising."

New policy reported by Broadcast Advertising Bureau Friday following conference of Charles Batson, of BAB; Justin Miller, NAB president; Maj. Gen. T. J. Hanley Jr., chief of personnel procurement for services, and Robert Collins, of Grant Adv., Inc., agency for recruiting campaign.

Gen. Hanley agreed to change Army accounting system so cost of producing programs for free broadcast and cost of time purchases would no longer be lumped in reports of radio expenditures. Six field armies, which have own budgets, will spend half their money for radio time, supplementing national advertising.

Understood recruitment time purchases will be intensified during period of school graduation in May and June.

ROSENMAN LEAVES WCAU

ALEX ROSENMAN, sales vice president of WCAU-AM-FM-TV Philadelphia resigned Friday, effective May 1. He is oldest employee in point of service, having joined station in 1927 as salesman. He became commercial manager in 1940 and vice president in 1946. During his term as sales administrator WCAU became one of most successful stations in nation commercially. Donald W. Thorburn, WCAU president, said he accepted resignation with regret. No plans made for successor.
Again it's...

PLAY BALL!

WITH THE

DETROIT TIGERS

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

STARTING APRIL 18

AND STARTING SOON WKMH GOES...

5000 Watts

as Michigan's Most Powerful Independent...

THE TIGER IS...

WKMH 1310 KC

MONEY-WISE TIME BUYERS • ANALYZE COSTS

Fred A. Knorr
President and Gen. Mgr.

Weed and company
National Representatives

BROADCASTING • Telecasting

April 10, 1950 • Page 5
have you ever seen...
a time buyer's desk?

One-armed paperhangers are serene next to the average timebuyer. They are advertising's busiest creatures, and the condition of their desks proves it.

Buried under an avalanche of promotion from stations, station reps and networks, the average timebuyer has developed an immunity to all promotion that does not look important... does not tell a story and tell it quickly. That's why your promotion and advertising should be planned, written, designed and scheduled by experts.

Whether you're planning a ¼ page trade paper ad or a 52-week direct mail campaign...a local audience building program or a coverage map...call on the agency with the widest promotion experience in the entire radio-television industry...

O'BRIEN & DORRANCE, inc.
160 EAST 56TH STREET, NEW YORK 22, N.Y.

Stations everywhere are asking about our new PROMOTION PLAN...Have you?
A Question and Answer Book of Railroad Information—valuable to every editor, writer, radio commentator

"Quiz on Railroads and Railroading" is a handy railroad source book that gives you quick, accurate information in brief, non-technical form, about hundreds of railroad topics—fascinating facts that you will find useful.

In editorial use, the detailed index makes possible the immediate location of data covering railroad history, properties, accomplishments and procedures, and the role of the railroads in America's "good living."

To get your copy of the newly revised edition of "Quiz on Railroads and Railroading," or extra copies for staff use, simply mail the coupon below today.

---

FREE

Press and Radio Service, Association of American Railroads, Room 924, Transportation Bldg., Washington 6, D. C.

Please send me copies of "Quiz on Railroads and Railroading."

Name (please print)

Address

City Zone State

April 10, 1950 • Page 7
WATCH

Present the

At the N.A.B

For WORLD-Affiliate

ANOTHER GREAT FIRST!
ANOTHER GREAT EXCLUSIVE!
ANOTHER GREAT SPONSOR SELLING SHOW!

... For WORLD-Affiliate

ONCE AGAIN
WORLD Adds To The Great Train Of Unparalleled Feature Presenta
DICK HAYMES SHOW • TIME SIGNAL JINGLES • MUSICAL WEATHER
FEATURE PROGRAM SIGNATURES • HOMEMAKER HARMONIES

See WORLD'S N.A.B. Convention Exhibit, Suite 500-5
World...
Hottest Idea
Convention!

Another Great
Money-Maker!

Stations!

Already Released:
Jingles • Lyn Murray Show
Commercial Jingles

01, Stevens Hotel, Chicago
When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives  
John Blair & Co.
The history of the oldest incorporated town west of the Rocky Mountains is the story of power-laden Willamette Falls. Water power has encouraged continued industrial development, making Oregon City a healthy, growing market...a market YOU can tap through KGW's COMPREHENSIVE COVERAGE.

At one time a Hudson's Bay Company trading post, Oregon City now boasts two gigantic pulp-paper mills, a large woolen mills-clothing factory, a food processing plant, and a rich agricultural and forest hinterland. Population has grown, too...helping Oregon chalk up during the last ten years the largest population increase in the United States.

KGW DELIVERS OREGON CITY...as through COMPREHENSIVE COVERAGE it delivers the rest of the nation's fastest-growing market.
Census Help Cited
EDITOR, BROADCASTING:
I wish you would convey to the radio and television industry our appreciation of its splendid help in meeting the problem of acquainting the American people with the importance of cooperation in the 1960 Census.

The self-interest of the industry in the obvious need of a new statistical picture of the nation was, of course, some incentive, but that alone cannot explain all that was given. There was genuine evidence of a high spirit of public service in the manifest willingness to assist an essential national project.

Roy V. Peel
Director
Bureau of Census
Washington

Finds It 'Invaluable'
EDITOR, BROADCASTING:
May 1 ... extend my compliments to ... your publication. Having recently arrived in this country from the BBC-TV, I find your magazine invaluable for keeping in touch with technical advances.

Donald B. Archer
Bantock Productions
Phoenix, Ariz.

Transit FM's Horizons
EDITOR, BROADCASTING:
The editorial entitled "In Transit or Insolvent" in the April 3 BROADCASTING is the most intelligent appraisal of FM that I have read to date. I am convinced that the answer to the question you pose in the first paragraph is that FM is a sleeping giant only if Transit Radio is given an opportunity to provide a firm financial foundation for the FM industry. I agree with your statement concerning the value of Transit Radio to the entire broadcasting industry in that we are attracting retail dollars and once the retailer uses Transit Radio he is a good prospect for all other phases of radio. Transit Radio is selling merchandise for retailers because Transit Radio is an outstanding retail medium.

We are convinced on the basis of exhaustive surveys that Transit Radio is in the public welfare and in the event of war or an emergency, local or national, it will prove to be a means of communication of incalculable value to defense agencies.

C. L. (Chet) Thomas
President
Transit Radio Inc.
St. Louis

Cites WBNX Show
EDITOR, BROADCASTING:
I have just completed reading the March 27 issue of BROADCASTING, and particularly the story by John Qabon, "Upurge in New York Radio" on page 21, and note the following statement in that article: "Station spokesmen point out that WHOM is the only station airing Italian language programs at night and on Sunday." It seems to me almost unbelievable that any competent station spokesman could be so mis-informed as to disregard the comprehensive program which has been on the air six nights a week for the past 17 years.

WBNX broadcasts in the Italian language Monday through Saturday from 8 p.m. to 10:30 p.m. one full hour beyond the time of the last Italian program on WHOM. 

William I. Moore
President
WBNX New York

EDITOR'S NOTE: BROADCASTING apologizes for overlooking its fine service to Italian language listeners.

Read Cover to Cover
EDITOR, BROADCASTING:
Yours is the only publication that keeps the thousands in radio and allied fields up on all the happenings.

I think, also, that you'll be interested to know that our copy of BROADCASTING is routed to every one in the station to be read and initialed and I can safely say that it's read from cover to cover and if anyone seems to have missed a pertinent fact, it is always called to their attention by someone else.

Keep up the good work. It's really appreciated.

Jeffrey E. Bruns
Chief Announcer
WDNY Ladysmith, Wis.

Defends NAB Dues Hike
EDITOR, BROADCASTING:
As a radio man of 15 years experience ... may I enter my two cents worth?...

In the majority of stations, the manager is expected to manage the station, sell advertising, help write continuity, possibly do some programs on the air, handle remote programs, and many times take over the program directors position ... How can managers carry on those duties ... and also get the real good out of the NAB? ... A manager, and I'm talking about a real manager, should ... be the head, guide and direct ... destinies, and spend a lot of time working

(Continued on page 20)
Announcing—the RCA-5826

...a major advance in studio-type image orthicons

A notable product of RCA leadership in tube research and engineering—the new RCA-5826 image orthicon offers important refinements over previous types of television camera tubes for studio use.

The new RCA-5826 combines exceptionally high sensitivity, a resolution capability of better than 500 lines, high signal-to-noise ratio—about twice that of outdoor camera types—and improved gray-scale rendition in the vicinity of the "blacks."

Having the same spectral response as the companion outdoor pickup type RCA-5820—a response closely approaching that of the eye—this new studio camera tube permits portrayal of colors in nearly their true tonal gradation. The use of the 5826 in the studio and the 5820 outdoors facilitates the combination of indoor and outdoor pickups on the same program.

RCA television tube achievements are the very foundation of modern television. And you can depend upon RCA's continued leadership to bring you the finest and most advanced tubes that money can buy.

Whatever the application, there's an RCA television tube to meet your needs. The complete line is available through your local RCA tube distributor, or direct from RCA.

For further information on any RCA tube, see your RCA Distributor or write Commercial Engineering, RCA, Section D37P, Harrison, New Jersey.

The world's most modern tube plant...

RCA, LANCASTER, PA.

See the new RCA-5826 image orthicon and RCA-5831 super-power beam triode at the NAB Convention
Jack Berch atop some of the 5 million Christmas cards which were sent to one of his NBC morning listeners.
TIME IS BIG TIME

JACK BERCH, Prudential’s Singing Star, is perched on a mountain of mail—proof of the power of radio in moving people to action.

A Canadian listener wrote Jack Berch telling him of her need for used Christmas cards. She wanted the cards for scrapbooks which are sent to African leper colonies.

Berch’s brief, one-time stirring appeal on his morning NBC program went straight to the hearts of listeners all over America.

More than 5,000,000 Christmas cards were contributed by over half-a-million people. The cards arrived via 370 bags of mail and thousands of pounds of freight and express packages... and the mail is still coming at the rate of 6 to 8 bags daily.

Such is the POWER AND APPEAL of network radio today. Such is the listener loyalty advertisers can depend upon when they use NBC.

NBC
America’s No. 1 Advertising Medium

The National Broadcasting Company
A service of Radio Corporation of America
ANNOUNCES

THE SOUTH'S NEWEST, MOST COMPLETE
AM-TV-FM FACILITIES!

NEW ORLEANS

G. F. HEURLEIN Bros., Inc. will use established radio programs in seven key cities to help introduce its A1 mustard and to promote its A1 sauce. Cities to be covered are: Cincinnati, Portland, Los Angeles, St. Louis, Detroit, Minneapolis and Chicago. Duane Jones Co., New York, is agency.

STERLING BREWERS, Evansville, Ind. (beer), starts sponsorship this week of two one-weekly 15-minute film shows through Smith, Benson and McClure, Chicago. Top Views in Sports is telecast on WFBI-TV Indianapolis and Sterling Little Theatre on WAVE-TV Louisville. Firm is reorganizing its radio schedule and considering buying sports, platler and/or news shows and chain breaks and spots in 10 to 12 major markets and 30 to 40 minor ones in sectional areas where product is distributed.

DAD'S ROOT BEER Co., Chicago, expands AM spot schedule to 40 more stations, making total of 76, all on 58-week basis. Malcolm-Howard, Chicago, is agency, ART HOLLAND, account executive.

ESKIMO PIE, Bloomfield (ice cream bar), through Buchanan & Co., New York, preparing its seasonal spot announcement radio campaign in about 50 markets. Starting dates are on staggered basis.


J. N. CEAZAN Co., Los Angeles (distributor of Crosley and Apex electrical products and Dayton Tire & Rubber and battery products), appoints Ted H. Factor, Los Angeles, to handle advertising. Distributor with cooperating dealers currently sponsoring for Crosley two television shows on KEOA-TV Los Angeles. Firm plans both television and radio spot campaign in near future for Apex products in Southern California.


CHESEBROUGH MFG. Co. (Vaseline Cream Hair Tonic), through Ceylon Int., New York, adds WDSU-TV New Orleans and KING-TV Seattle to stations carrying Greatest Fights of the Century. Program is telecast Saturday, 10:10-10:45 p.m., on WDSU-TV and Monday, 10:30-10:45 p.m., on KING-TV.

Network Accounts • • •

GENERAL FOODS Corp., New York (Certo, Sure-Jell), May 2 starts sponsorship of Tuesday and Thursday Frank Goss News on 10 Columbia Pacific Network stations; 5:00-5:10 p.m., PST. Agency: Benton & Bowles Inc., New York. Other portions of program are sponsored by CHEMICALS Inc. (Vano Liquid Starch), MANHATTAN SOAP Co. and MENNEN Co.

TONI Co., Chicago (home permanent wave), sponsors Jack Lemmon on Toni Twin Time alternate Wednesdays on CBS-TV, 8 to 8:30 p.m. CST, through Fox, Cone & Belding. Variety show will be carried on 51 stations, 20 by kinescope.

PURE OIL Co., Chicago, renews its NBC Newcast May 1 for 11th year, sponsoring H. V. Kaltenborn and Richard Harkness for 52 weeks. Five-one-week show, 8:45 to 9 p.m., CST, is aired on 32 network stations. Agency: Leo Burnett, Chicago.

EMERSON RADIO & PHONOGRAPH Corp. (radio and TV sets), New York, will sponsor The Clock, alternate Fridays, on NBC 9:30-10 p.m., beginning April 21. Agency for Emerson is Poote, Cone & Belding, also New York.

PARIST SALES Co., adds KFAR Anchorage, Alaska, to its list of NBC stations carrying The Life of Riley. Show is tape recorded in Seattle and air-expressed to Alaska for rebroadcast. Stations are NBC affiliates.

ARNOLD BAKERIES, New York, moves Page Emerson Show from CBS-TV to NBC-TV effective April 22. Show will be telecast Saturday, 10:30-11:45 p.m. Agency is Benton & Bowles, New York.

Page 16 • April 10, 1950
ARE THESE GATES '50 DECADE PRODUCTS MAKING MONEY FOR YOU?

1. 52-CS Studioette Speech Console.
2. BC-1F Air-conditioned 1KW Broadcast Transmitter.
3. SA-50 Dual Channel Speech Console.
5. Typical 4-Tower Centralized Phasing Cabinet.
6. HF5-10 High Frequency Phone and Telegraph Transmitter.
7. SA-40 Single Channel Speech Console on CB4 Control Desk.
8. GY-48 Complete 250-watt Radio Broadcasting Station.
9. 50-watt Telephone and Telegraph Communications Transmitter.
10. BC-5B 5KW Transmitter with Phasor.
11. HF-15 15,000-watt Telegraph Transmitter.

Quality PLUS makes GATES ... a MUST...
Feature of the Week

ONE of radio's oldest breakfast-time shows—The Early Birds at WFAA Dallas—has turned 20 years old, and in celebration, it had a transcribed old-home-week of alumni who've made national names since their days on The Early Birds.

The show broke precedent for its anniversary festivities, March 27 to April 1, by using recordings of its former talent. Otherwise, the show is strictly a live-talent affair, with a cast of more than 25, heard Monday through Saturday, 7:15 to 8 a.m. (on WFAA's 820 frequency).

Heard on the special shows were Eddie Dunn, The Early Birds first announcer, now announcing for NBC's Jack Baren Show; Dale Evans, Roy Rogers' leading lady and wife, who sang blues at WFAA; Fred Lowery, the whistler known as "The Texas Redbird" when he got his start on The Early Birds.

Ralph Nimmons, now WFAA national sales manager, resumed briefly as announcer on The Early Birds, while Alex Keese, also of WFAA sales' force, played again with the oldtime fiddle trio, along with Karl Lambert, now manager of Musak in Dallas.

Saluting the show as a Texas farmer (Continued on page 42)

On All Accounts

STRICT OBSERVANCE of the rule against burning one's bridges behind him has paid off for Bob Keatherington, recently elected vice president of WIL St. Louis.

If Bob hadn't left friends at WIL in 1948, after two years as a salesman there, chances are he wouldn't have been called back to the station as sales manager a year later. And if his superiors at the Automobile Club of Missouri, where he sold memberships as a youngster, hadn't wanted him to see him leave, the club probably wouldn't be buying time on WIL today.

Robert Maxwell Keatherington was reared into selling. A native of Harrisburg, Ill., his father died when he was a small boy, but he became attached to his stepfather, a ladies' ready-to-wear chain store manager. During Bob's school years, the family lived in 24 different cities, within a territory bounded by Syracuse, Richmond, Dallas, and Duluth. He believes his sales ability is a result of having learned to adjust himself to many types of people and their customers.

Bob's first selling jobs were as a newsboy and grocery store clerk in Maplewood, Mo., where he graduated from high school. At Lewis Institute, Chicago, he studied advertising and business administration, but only at night. After long days on the circulation crew of a neighborhood newspaper. He later transferred to night school at Washington U. St. Louis, where he absorbed more advertising under J. W. (Scoop) Goldstein, vice president of Olan Advertising Co. In the daytime he sold vacuum cleaners for a utility company.

Bob had his first taste of radio in 1936 when Bill West, then manager of WTMV East St. Louis, hired him as a special salesman on a "Downtown Retailers Day" promotion. Sales jobs followed with Famous & Barr, one of the largest department stores in St. Louis, and with Marshall Field's big Chicago organization. Then Bob moved into intangibles for good. He started selling memberships for the Automobile Club of Missouri (now a steady WIL customer with spot announcements after local sports events); became Missouri state manager for the Farmer's Automobile Inter-Insurance Exchange; then assistant manager of the Public Loan Corp., St. Louis. The [Continued on page 20]
An ever-growing station audience..

(Now 295,470 BMB radio families daytime, 307,970 BMB radio families nighttime)

in the nation's fastest-growing state

KEX
PORTLAND, ORE.
50,000 WATTS
ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
KYW - KDKA - WBZ - WBZA - WOWO - KEX - WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
Open Mike
(Continued from page 12)
for the community good through his position.
If the station managers would really read and assimilate the many good things given them by the NAB, it would mean more money for the radio station. I realize that increased NAB dues seem, and may be, a bit high for some stations, but if they use NAB the way they should, it can help them present better radio, run a better station, and increase the quality of their station... ...Any city that can afford a radio station certainly should be able to afford a manager who could devote more time to management and helping NAB. Judge Miller has done a great job. It's not his fault, or the fault of most of the officers. It's your fault, the owners and managers of radio stations.

N. L. Royster
Former Manager
WOLS Florence, S. C.
WBOY Lexington, N. C.
* * *

Aids Broadcasters
EDITOR, BROADCASTING:
Perhaps you can't satisfy all of your readers all of the time. Neither can we satisfy all our listeners and viewers all of the time. There is no question, however, that broadcasters are aided materially in doing a better overall job by your magazine. I hope that we fully appreciate the service you are rendering the industry and that we continue to supply the information and assistance you need to carry on this excellent service.

Robert B. Hanna
Station Manager
WGY Schenectady, N. Y.

ElectroVoice Inc.
402 CARROLL STREET • BUCHANAN, MICHIGAN
Export: 13 East 40th Street • New York 16, N. Y., U. S. A. • Cables: Aarlab

Quick magazine was approached, accepted the idea and requested permission to contact other stations...

Now, I am against time chisel deals as much as the next person, but I cannot see where this is any more of a time chisel deal than obtaining prizes from manufacturers in return for air plugs.... ...I did want to... assure your readers that the idea was instigated by us and not by Quick magazine. I still think it is a good idea and wish to continue with it. You have an excellent magazine and I certainly go along with your policy of exposing P. I. and other time chisel deals.

Douglas D. Kahle
General Manager
KCOL Fort Collins, Col. 
* * *

KERG Programming
EDITOR, BROADCASTING:
KERG, Eugene, Ore.'s newest radio station, is proud of its current programming policies...

On the air since Nov. 18, 1949, KERG has concentrated on local level coverage. We have honestly attempted to follow the "block-program" technique, and it has proven very satisfactory. We provide quality music in the classical, semi-classical, and popular vein as a common denominator, filling the local special-events and sports programs in block-periods as well... ...KERG is on-the-air proof that smaller-city radio CAN be better....

Reg Roos
Program Director
KERG Eugene, Ore.

On All Accounts
(Continued from page 18)
war intervened, and for three years Bob was attached to the infantry and AAF Supply both in this country and in Europe.

Early 1946 found him on the sales staff of WIL as an uncle, Chris Hetherington, of John Blair's St. Louis office, had talked up the potential in radio sales. Two years later, Co-owner Frank Pellegrin of KSTL St. Louis invited Bob to join the sales force of the new station, then not even on the air. In April of last year, he returned to WIL as sales manager, and last Jan. 1 was elected vice president.

He has brought a number of accounts to the station, notably Wabash Railroad, Quinlan Dance Studios, Bandbox Cleaners, and McMahon Pontiac. He sold WIL's winter sports' schedule to Jack Kennedy Chevrolet.

Bob and Doris Lucille Clover of Golconda, Ill., were married Nov. 20, 1941, when she was a secretary at Monsanto Chemical Co., St. Louis. Today they live in St. Louis Hills, on the city's southwest side, where Bob spends his idle hours reading "who-dun-its," playing shuffleboard, rummey, poker, or canasta.
FOR MICROWAVE APPLICATIONS REQUIRING DEPENDABLE U-H-F PERFORMANCE!

Here are well-known G-E planar types that take in stride frequencies of thousands of megacycles. Proven in military radar — proved in commercial u-h-f work — Lighthouse Tubes serve reliably, give long use, as high-level detectors; as pulsed and CW oscillators; and as frequency multipliers and power amplifiers.

If you design or build equipment of the following types, G-E Lighthouse Tubes should have your first consideration:

- Police, taxicab, and other mobile and fixed radio apparatus operating in the 450-460 mc band.
- U-h-f equipment for emergency communications work.

- Aircraft traffic and location control devices of various types.
- Communications multiplex equipment.
- Broadcast relay equipment.
- Telemetering transmitters.
- Microwave test apparatus.

By specifying General Electric Lighthouse Tubes, you further protect your customers in that replacements can be obtained locally. From coast to coast, G-E tube distributors with stocks on hand are equipped to give fast delivery.

Read the facts below about these modern, high-efficiency u-h-f tubes; then ask for prices and complete information. Also... G-E tube engineers will be glad to work personally with you in choosing the right types for your circuits. Address Electronics Department, General Electric Company, Schenectady 5, New York.

APPLICATION

<table>
<thead>
<tr>
<th>GL-2B22</th>
<th>GL-2C40</th>
<th>GL-2C43</th>
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<tbody>
<tr>
<td>H-f detector up to 1,500 mc.</td>
<td>R-f amplifier, converter, and local oscillator up to 3,370 mc.</td>
<td>R-f amplifier and oscillator from 200 mc up to 1,500 mc, and in special plate-pulsed circuits up to 3,370 mc.</td>
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MAXIMUM PLATE RATINGS

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<tr>
<th>Dissipation</th>
<th>GL-2B22</th>
<th>GL-2C40</th>
<th>GL-2C43</th>
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<tr>
<td>6.5 w</td>
<td>300 v</td>
<td>500 v</td>
<td>3,500 v</td>
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<tr>
<td>GL-2C40</td>
<td>12 w</td>
<td>500 v</td>
<td>3,500 v</td>
</tr>
<tr>
<td>GL-2C43</td>
<td>20 ma</td>
<td>25 ma</td>
<td>40 ma</td>
</tr>
</tbody>
</table>

- Voltage, CW
- Voltage, pulsed
- Voltage, peak inv.
- Current, average
NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND NORTH CAROLINA'S No. 1 SALESMAN IS WPTF NBC AFFILIATE

50,000 WATTS 680 Kc.

* also WPTF-FM *
RALEIGH, North Carolina

National Representative FREE & PETERS INC.

No other Southern State rates as many firsts in Sales Management Survey as North Carolina. AND, WPTF with its central location, 50,000 watts at 680 KC, is North Carolina's Number One Salesman.
By J. FRANK BEATTY

LATEST technical developments in broadcasting and telecasting, pointing the way to new electronic horizons, will be unveiled at NAB's Fourth Annual Engineering Conference, opening Wednesday at the Stevens Hotel, Chicago, as the first feature of convention week (see NAB Management Conference story page 25).

Four sessions will be devoted to areas that foreshadow the practical economics of engineering that will be taken during the conference. The technical agenda includes papers ranging from the operation of light carrier in such spheres as transmitters, recording, antennas, tubes, microphones, UHF, and the various television processes and devices (see summaries page 25).

Judging by advance registration at the weekend, the conference will draw an attendance of perhaps 500, same as last year's attendance (see advance registration list page 25). Arrangements have been in charge of Neil McNaughton, director of the NAB Engineering Dept., and Jessie Baenight, of the department, aided by members of the NAB Engineering Committee.

Conforming to a pre-conference survey, three-fifths of the papers will deal with various phases of television. The subject of TV color will enter the discussions only indirectly.

PCC Industry Roundtable

Winding up the conference will be the annual PCC-Industry Roundtable, moderated by Stuart L. Bailey, of Jansky & Bailey, Washington consulting firm. Participating for the PCC will be Curtis Blumner, chief engineer; John A. Willoughby, assistant chief engineer; James E. Barr, chief, Standard Broadcast Div.; Cyril M. Braun, chief, FM Broadcast Div.; Edward W. Allen, chief, Technical Research Div.; Edward W. Chapin, chief, Laboratory Div. Industry participants in the roundtable will be E. E. Brown, WMJ-Wacios; F. P. Guy, NBC; E. J. Jett, WMAR-TV Baltimore; E. M. Johnson, MBS; William B. Lodge, CBS; Frank Marx, ABC; Robin D. Compton, WOC (TV) Washington; Mr. McNaughton.

With no holds barred, the industry spokesman will seek the whys and wherefores of regulatory developments although an effort will be made to confine discussion to "answerable questions" instead of letting it slip out in futile talk about issues for which no definite answers can be given.

As usual, the engineering agenda covers enough technical papers to provide long work-days. Meetings will start at 9 a.m. and continue to 5:00 or 6 p.m. Every minute will be filled, aside from brief recess periods, and luncheons will be work sessions.

Ebel Is Chairman

Presiding at sessions will be members of the NAB Engineering Committee, headed by Chairman A. James Ebel, WMWD Peoria, Ill., and Mr. McNaughton.

Among technical developments in the last year are improved transmitters for AM, FM, and TV, along with equipment for UHF operations at Bridgeport, Conn., Pittsburgh and Nashville. The RCA-NBC experiments at Bridgeport will be discussed at length. Antenna progress will be reviewed along with operations of TV networking facilities.

New to the annual conference will be a discussion of engineering for transit radio. Advances in recording techniques will be described.

The economic side of engineering enters the conference via the papers on new types of equipment with low-cost operation, management economics and a panel, "Engineers and Management," to be directed by Richard P. Doherty, director of the NAB Dept. of Employer Relations. This panel is scheduled Saturday morning just before the FCC-Industry Roundtable.

Final event of the four-day session is a meeting of the NAB Recording & Reproducing Standards Committee, scheduled at 3 p.m. Saturday. The committee is expanding the standardization project started before the war. It will take up new standards covering wow factor (reproducing), turntable plate (reproducing), concentricity of center hole, all in connection with mechanical recording; magnetic tape reels and primary standard flange, accommodating 30 minutes of recording.

These standards are expected to come before the Engineering Committee at a meeting to be held Wednesday. They require board approval before becoming effective.

Registration Desk Opened Wed.

Registration desk for engineering delegates will be in Exposition Hall on the Stevens basement. It will open at 9 a.m. Wednesday. The Engineering Committee is to meet during the day. Informal reception for speakers and delegates will be held 6-8 p.m.

The annual equipment and broadcasting service displays will open at 10 a.m. Wednesday, one day earlier than last year. This will give the technical-minded delegates a day to inspect light and heavy equipment. The heavy exhibits are

(Continued on page 4)

P&G'S MORGENS

Radio Healthy, Despite TV

"AS WE PROJECT television's growth into the future, we look forward not to dropping our radio properties but to lowering their costs," that was the statement made last week by Howard J. Morgens, vice president of Procter & Gamble Co., the biggest buyer of radio time.

Speaking before the New York Radio Executives Club at a luncheon last Thursday, the P&G vice president said both radio and television would be "great and constructive forces in America for many years to come" only if they enabled advertisers to deliver advertising messages "effectively and efficiently."

Lower Time Costs

"We look forward to lower radio time costs, in areas of relatively high television development, as confidently as we do to higher television time costs in those areas," he said.

"We also look forward to working with our radio talent to lower program costs—particularly on our higher priced shows. Our aim will be to continue the programs without any sacrifice in program quality and to keep them as effective, efficient advertising vehicles. We

P&G's broad attitude toward radio and television, Mr. Morgens said, was that both media are "entering an extremely difficult period."

"Radio is in a period of declining values—which is always difficult," he said. "Television is in a period of such rapid growth that it has many boom town aspects to it, and no one knows just how high its sharply rising costs will ultimately be. . . . In these difficult circumstances, we believe that the most pressing and important task for all of us is to make sure that radio and television are effective and efficient from an advertising standpoint."

Amplifying his company's attitude toward radio, Mr. Morgens said that P&G does not intend "to be panicked by any of the figures now appearing which show the effect of television's impact on radio listening."

"Neither do we intend to be panicked by any casual phrases such as one occasionally hears (Continued on page 51)
New Electronic Horizons

(Continued from page 28)

Mr. McNaughten  Mr. Poppele  Mr. Pyle  Mr. Ebel  Mr. Hirsch  Mr. DeWitt to preside at Engineering Sessions

on display in Exposition Hall. Light equipment and services occupy the entire fifth floor, butted the Magical Fifth (see Exposition Hall story page 27 and fifth floor story page 27 for description of exhibits).

Arthur C. Stringer, assistant to the NAB secretary-treasurer, is in charge of the exhibits, comprising one of the nation’s top industrial expositions.

The exhibits will open on the following schedule:

- Wednesday, April 19, 10 a.m. to 9 p.m.; Thursday and Friday, 9 a.m. to 9 p.m.; Saturday and Sunday, 9 a.m. to 5 p.m.; Monday, 9 a.m. to 9 p.m.; Tuesday, 9 a.m. to 5 p.m.
- Though the Management Conference runs to Wednesday noon, the exhibits will be dismantled starting at 5 p.m. Tuesday. All Stevens elevators will go to Exposition Hall on request.

Poppele Presides

Formal meetings will open Thursday at 9 a.m. with Jack R. Poppele, WOR New York, presiding. He will introduce the first speaker, J. W. Wright, CBS, who will discuss co-channel and adjacent channel TV interference tests.

Three speakers will cover the Exposition UHF project at Bridgeport, Raymond F. Guy, NBC; C. L. Ellis, General Electric Co.; and T. M. Gluyas and O. O. Fiet, NBC, of RCA. Other morning speakers include John Ruston, Allen B. DuMont Labs., on a 5 kw TV transmitter; C. L. Ellis, General Electric Co., on a synchronizing generator; Lucien E. Rawls, WSM Nashville, on UHF transmitter site selection, and Ralph Harmon, Westinghouse Radio Stations, describing UHF propagation tests at Pittsburgh.

Mr. McNaughten will preside at the Thursday luncheon and will introduce NAB President Justin Miller, who will deliver the formal address of welcome. Luncheon speaker will be Mr. Miller, who is president of the Institute of Radio Engineers. He will give a history of broadcasting.

Oscar C. Hirsch, KFVS Cape Girardeau, Mo., will preside at the Thursday afternoon session. Speakers will be F. G. Back, Television Zoomar Corp., on TV optics; Richard Blount, General Electric Co., on studio lighting; Robert F. Bigwood, DuMont TV Network, on theatre TV controls; Ernest L. Adams, WHO-TV Dayton, Ohio, on moderate-size TV installation; John Lorher, Raytheon Mfg. Co., on TV grid modulated power amplifiers.

During the afternoon recess a color film of studio construction for the 1,005-foot tower of WCON Atlanta will be shown by J. Roger Hayden, International Derrick & Equipment Co.

Friday Session

Presiding at the Friday morning session will be John H. DeWitt Jr., WSM Nashville. Morning speakers will be E. Bradford, Federal Telecommunications Labs., speaking on 5 kw VHF air-cooled TV transmitters; L. J. Wolf, RCA Engineering Products, on a VHF supergain antenna for TV; Blair Foulks and Frank N. Gillette, General Precision Lab., on 16 mm TV projectors; Charles E. Schooley, AT&T, on TV networking; Mr. Compton of WOIC, on TV economics; Thane E. McConnell, Collins Radio Co., on a 10 kw FM transmitter.

Mr. Ebel will preside at the Friday luncheon session at which G. Emerson Markham, director of the NAB Television Dept., will speak on television’s possibilities.

K. W. Pyle, KFPI Wichita, an alternate member of NAB’s Engineering Committee, will preside Friday afternoon. Speakers include Charles Sheridan, Transit Radio Inc., on transit’s engineering; John K. Hilliard, Altec-Lansing Corp., on a miniature condenser microphone; John V. L. Hogan, Hogan Labs., on facsimile; Lauren K. Findley, Collins Radio Co., on 1 kw AM transmitter; W. S. Borchman, Columbus Records, on hot-styly recording technique; Fred Grimwood, Gates Radio Co., on a 5 kw AM transmitter. Mr. McNaughten will preside.

Broadcasting’s Suite

HEADQUARTERS OF BROADCASTING during the NAB Management Conference are at the Stevens Hotel in Suite 1206.

BROADCASTING • Telecasting
CONVENTION GAVEL POISED

EIGHT-DAY program covering the full range of broadcast problems neared completion last week as NAB headquarters laid out plans for the industry's annual convention week April 12-19 at the Stephens Hotel.

The four-ply schedule opens Wednesday when the annual equipment exposition is unveiled. Technical delegates will assemble for the annual management conference, with reception scheduled in the evening (see conference story page 23 and agenda page 24).

Second event will be the Independent's Day program scheduled Sunday, April 16, second event of this type. The all-day program carries practical sales, programming and promotion themes (see agenda, page 24).

Monday morning meeting for FM stations will be held just prior to the formal opening ceremonies at the noon luncheon.

The Management Conference luncheon will move at once into the Eighth St. Theatre for afternoon talks and a labor panel (see details below). Closing the management meetings will be a Monday evening TV session.

Banquet Is Tuesday
Annual banquet will be held Tuesday evening, with BMI providing entertainment.

Advance registration of nearly 500 at the weekend was running slightly ahead by last year, with prospect that final attendance figures would pass the 2,000 mark.

Network participation in the convention will consist mainly of station relations personnel, with minimum of top-level attendance.

Numerous side meetings have been arranged during the convention, starting with the NAB Engineering Co. program at noon all-day Wednesday, April 12. The meeting will be held in Private Dining Rooms 5 and 6 at the Stevens.

An all-day meeting will be held Friday by BMF field men, starting at 9 a.m., in PD6.

Saturday Sessions
Series of meetings will be held Saturday. The University Assn. for Professional Radio Education meets Saturday afternoon and Sunday in PD2. The association comprises colleges providing radio degree instruction, with Russel Porter, U. of Denver, as president. The group seeks to promote standards of professional radio training.

The NAB board meets Saturday for a luncheon session at 12:30 p.m. in the Lower Tower Room. The board will consider NAB Engineering recommendations for the new post of general manager, created at the board's February meeting. A special committee headed by Clair R. McCollough, WAGL Lancaster, Pa., retiring director-at-large for small stations, will make a formal report on its study of candidates for the office. Newly elected board members are expected to sit at the meeting.

The NAB Recording & Reproducing Standards Committee meets Saturday at 2 p.m. in the South Ballroom, third floor.

Golfers Gather Sunday
The annual NAB golf tournament for the Broadcasting-Television-casting trophy will be staged Sunday at the famous Tam O'Shanter course. Special buses will leave from the Stevens. Entries will be received by the golf tournament director, 870 National Press Bldg., Washington 4, D. C.

Opening the Sunday list of meetings is the BMI board, convening at 10 a.m. in PD6. MBS affiliates will meet at 1:30 p.m. in the Upper and Lower Tower Rooms. District chairman of NAB employee-employer relations committees will meet at 4 p.m. in PD12. The Council of Radio Journalism meets at 7 p.m. in PD5. Annual dinner will be held Sunday evening by the "VIP" group that made a post-war inspection trip of European radio facilities.

Clear Channel Broadcast System

NAB Engineering Conference

Advance Registration


Eight-Day NAB Program Set

GENERAL MILLS

Buys 65 NBC Half-Hours For Summer Drive

GENERAL MILLS has bought 65 whirlwind summer advertising campaign, it was announced last week.

All programs used in the campaign [BROADCASTING, March 27] will be nighttime shows and will be broadcast in periods that become available as other sponsors take summer hiatuses.

The full schedule has not been set.

Although the products to be promoted on the special campaign were not announced, BROADCASTING learned three weeks ago that General Mills intended to invigorate its advertising for Wheaties, a cold cereal, this summer. The agency placing the special NBC order is Knox-Reeves, Minneapolis which handles the Wheaties account.

May 1 to Sept. 7

The announcement of the purchase of the 65 half-hours was made by NBC and Lowry Crites, director of media of General Mills. The special schedule will begin May 1 and continue through Sept. 7.

The total price that General Mills paid for the 65-show schedule members will meet Monday, April 17, 9 a.m. to 12:30 p.m. at the Ambassador East.

Another Monday event is the annual BMI-NAB "Oldtimers Dinner" with BMI serving as host to its directors and former directors. Dinner will be held at 6 p.m. at the Ambassador East.

"Annual Scratch" of the Flea Circus group, comprising NAB alumni and staff members as well as key members of NAB advertiser companies who made the annual district meeting trek some years ago, is scheduled Tuesday, April 18, at 5:30 p.m. in the suite of Standard Radio Transcription Service.

The Independent's Day meeting

(Continued on page 48)

BROADCASTING • Telecasting

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Drawn for BROADCASTING by Sid Bix

"Shady, Buddy, where can I find this 'Magical Fifth'?"
Co-channel and Adjacent Channel Television Interference Tests—J. W. Wright, CBS.

A series of tests were performed to determine the highest undesired to desired signal ratios at which viewers are not annoyed by interferences of different kinds for both field sequential color and for the standard black and white systems. 299 viewers were tested for standard co-channel, offset carrier, thermal noise, dirtiness, and upper and lower adjacent channel interference. Critical viewing tests by engineers were made of multiple image, impulse noise, and c-w interference. Results indicate that there is no important difference between the tolerable interference ratios for a field sequential color system and those for the standard black and white system. Relationship of the tolerable levels of interference to the FCC Standards of interference will be shown.

Mr. Wright
Mr. Guy

Objectives of the NBC Bridgeport UHF Installation—Raymond F. Guy, NBC.

The author will describe the purposes of the project, the timing which was projected for it, and the division of work among the RCA companies to most fully utilize the skill and experience available. A description of the station will be given, illustrated with slides. The paper will describe the results of the tests up to the time of presentation.

1 KW UHF Television Transmitter—Part I, The Bridgeport Installation—T. M. Gliyas, RCA.

A 1 kw UHF television transmitter operating from 599-635 mc is described. Methods of employing eight standard tubes in the output stage to develop the required power, design problems encountered, the measuring techniques employed and novel features are covered. Performance data are included.

Mr. Gliyas
Mr. Fiet

A Highgain UHF Television Transmitting Antenna System (Part II, The Bridgeport Installation)—O. O. Fiet, RCA.

A UHF television transmitting antenna of high power gain will be described. This antenna is designed to operate from 629 to 655 mc. Problems associated with transmission lines are overcome with the use of waveguide techniques to the system will be discussed. Performance data, design problems, experimental techniques and novel features will be presented.

Mr. Fiet
Mr. Ellis

The New Synchronizing Generator—C. L. Ellis, General Electric Co.

The author briefly discusses the functions of a synchronizing generator in a television system, describing the new generator, using circuits which eliminate the majority of the controls and adjustments usually characterizing apparatus, emphasizing the degree of reliability, dependability, and ease of operation. The design and function of the special circuits which provide automatic timing, sixth synchronizing signal composition, pulse widths, and flexibility of operation are discussed. Also described are new provisions for rapid on-the-spot trouble shooting and servicing incorporated in this synchronizing generator.

Mr. Ellis
Mr. Harmon

UHF Propagation Tests at KDKA Pittsburgh — Ralph Harmon, Westinghouse Radio Stations Inc.

Further expansion of television channels beyond the present 12 VHF channels contemplates the use of the UHF spectrum above 470 mc. A study of propagation at 606 mc in the suburban terrain of Pittsburgh is described. Measurements of propagation of KDKA-FM on 92.9 mc were also made in order to compare transmission at the lower frequencies. Particular attention was given to the characteristics of the received signals on 92.9 and 606 mc in shadowed areas. The survey shows that much higher radiated power will be required to produce satisfactory signal levels at 606 mc than at 92.9 mc, and that multipath or ghosting will be more prevalent at 606 than at 92.9 mc.

Mr. Harmon
Mr. Rawls


Early TV camera tubes were extremely insensitive, requiring lighting levels greater than 1,000 footcandles which are difficult to obtain over large areas and preclude lighting effects which aid in producing three-dimensional quality. Subsequent tubes have required increasingly fewer footcandles, working very well between 50 and 100 footcandles, matching available light sources, producing excellent tonal rendering, and making possible the use of fewer lighting fixtures. The flexibility of such a system permits lighting for specific effects and an uncluttered floor, which facilitates the use of a variety of camera angles producing more interesting and hence more salable programs.

Mr. Blount
Mr. Back

Basic Optical Requirements for a Good Television Broadcast—F. G. Back, Television Zoomon Corp.

To achieve best results on a television broadcast, lighting conditions, proper selection of lenses, electrical characteristics of orthicon, and electrical adjustments of the camera chains are basic requirements. Each of these requirements influences the other and has to be chosen correctly. All conditions have to be well analyzed and brought into relation to each other. The manner in which this can be done most effectively will be discussed.


This paper consists of a discussion of the design problem peculiar to a TV station. It will include practical examples of how one station approached some of these problems, as well as the conclusions reached after more than one year of operation. The facilities of an efficient, modern station will be shown and the utilization of these facilities will be discussed, with the advantages and disadvantages of the various features being pointed out.

Mr. Adams
Mr. Bigwood

Theatre Television Control Facilities—Robert F. Bigwood, DuMont TV Network.

Experience has shown that rela...
In the Stevens' Broadcasting Exposition Hall, Displays Located On Fifth Floor

All that's new in programming, transcription services, and the like, will be displayed in four palm-sized booths on Fifth Floor. In one, New York's Double Time, Inc., which represents 200 companies, will have a new booth designed for the convenience of visitors. The booths will be manned by qualified personnel who will be able to answer questions. A number of firms are demonstrating additional advantages in their equipment, in new models, which will be featured in the future.

One of the booths will feature a new model of the Automatic Transmitter, which is being demonstrated by the Automatic Transmitter Co. of New York. This new model is designed to give greater freedom from the limitations of manual operation, and provides for easier and more accurate control of the transmitter. It is equipped with a new type of automatic circuit which ensures that the transmitter is always operating at its maximum efficiency. The new model also features a new type of motor-driven current regulator which ensures that the transmitter is always operating at its maximum efficiency.

Another booth will feature a new model of the Automatic Tuner, which is being demonstrated by the Automatic Tuner Co. of New York. This new model is designed to give greater freedom from the limitations of manual operation, and provides for easier and more accurate control of the transmitter. It is equipped with a new type of automatic circuit which ensures that the transmitter is always operating at its maximum efficiency. The new model also features a new type of motor-driven current regulator which ensures that the transmitter is always operating at its maximum efficiency.

A third booth will feature a new model of the Automatic Receiver, which is being demonstrated by the Automatic Receiver Co. of New York. This new model is designed to give greater freedom from the limitations of manual operation, and provides for easier and more accurate control of the transmitter. It is equipped with a new type of automatic circuit which ensures that the transmitter is always operating at its maximum efficiency. The new model also features a new type of motor-driven current regulator which ensures that the transmitter is always operating at its maximum efficiency.

The fourth booth will feature a new model of the Automatic Control Panel, which is being demonstrated by the Automatic Control Panel Co. of New York. This new model is designed to give greater freedom from the limitations of manual operation, and provides for easier and more accurate control of the transmitter. It is equipped with a new type of automatic circuit which ensures that the transmitter is always operating at its maximum efficiency. The new model also features a new type of motor-driven current regulator which ensures that the transmitter is always operating at its maximum efficiency.

A number of firms are also demonstrating new models of their equipment, such as the Automatic Switch, which is being demonstrated by the Automatic Switch Co. of New York. This new model is designed to give greater freedom from the limitations of manual operation, and provides for easier and more accurate control of the transmitter. It is equipped with a new type of automatic circuit which ensures that the transmitter is always operating at its maximum efficiency. The new model also features a new type of motor-driven current regulator which ensures that the transmitter is always operating at its maximum efficiency.
FCC WON'T CENSOR

But May 'Guide' Stations, Says Coy

RESPONSIBILITY for what goes out over the airwaves belongs to the broadcasters, not to the FCC, Wayne Coy, chairman of the Commission, declared Wednesday in answering questions at a special session of Meet the Press, originating from the annual banquet of the Radio Pioneers at New York's Ritz-Carlton Hotel, attended by some 200 members and guests.

"If I do not think the FCC should have the power now or at any time in the future to determine what goes on the radio," Mr. Coy stated. "I asked point-blank if he would have a group of government censors set up to sit in judgment on radio and TV programming, he answered bluntly, "I would not." He hinted, however, that further "Blue Books" for the industry's guidance are not an impossibility.

Mullen Elected

The Meet the Press session, which was broadcast by MBS, 10:30-11 p.m., was the concluding feature of the banquet program. Earlier the Radio Pioneers had by unanimous vote elected the official slate of officers for the coming year, headed by Frank E. Mullen, veteran broadcaster who is currently an officer of Jerry Fairbanks Inc., TV film production firm, and a radio management consultant.

Serving under Radio Pioneers President Mullen will be: Orson H. Caldwell, editor of Tele-Teach, first vice president; Arthur B. Church, president KEMC-KFRM Kansas City, second vice president; Paul Morency, vice president and general manager, WTIC Hartford, vice president and secretary; Carl Haverlin, president of BMI, vice president and treasurer; J. R. Poppele, vice president WOR-AM-FM-TV New York, vice president; Martin Campbell, general manager, WFAA-AM-FM Dallas, vice president.

Edison Honored

Thomas Alva Edison was named the first member of the Radio Pioneers Hall of Fame, established to honor those chosen for "special achievement and service in the upbuilding and advancement of the art of radio broadcasting." Mark Woods, ABC vice chairman, head of the Hall of Fame committee, reported to the meeting that the late great inventor had been se-

Bill Hits 'Gambling' Results Shows

A BILL to ban broadcasting and other interstate transmission of "gambling information" on sports events—and in the case of horse racing to require an hour's time lag before details are broadcast—was introduced in the Senate last week and scheduled for hearing tomorrow (Tuesday).

The measure has the opposition of FCC and lacks the approval even of its "sponsor," Chairman Ed C. Johnson (D-Col.) of the Senate Interstate and Foreign Commerce Committee, who introduced it at the request of the Justice Dept. and, simultaneously, asked for a Congressional probe of gambling in interstate commerce.

FCC's own ideas on desirable gambling curbs involve a simple ban on either broadcasting or common carrier transmission of information on bets, odds, and prices paid, with no time-lag requirement and no prohibition against broadcasting or telecasting sports events.

The Justice Dept. bill would limit stations and networks to the broadcasting of one horse race per day. The Commission has the subject of the broadcasting of horse-racing information under study in specific pending cases, and its views as revealed last week may be reflected in forthcoming decisions on those cases.

The bill (S-3358) is an outgrowth of the Attorney General's experience with local, state, and federal officials on law-enforcement problems relating to organized crime [Broadcasting, Feb. 26, March 18], and has been sponsored in Congress as an alternative bill incorporating the Commission's views.

The Commission feels the Justice Dept. version would make FCC an enforcement agency on criminal matters; is too complicated; and would vastly increase FCC's administrative burden by requiring it to deal with such complex questions as a determination of the nature of "gambling information" and "special events." Monitoring would probably be necessary.

FCC Chairman Wayne Coy and Attorney General J. Howard McGrath are scheduled as leadoff witnesses when the hearing gets under way tomorrow.

McFarland Heads Group

The hearing will be before the commerce committee's communications subcommittee, headed by Sen. E. W. McFarland (D-Ariz.) and including Sens. Johnson; Lester C. Hunt (D-Wyo.), Charles W. Tobey (R-N.H.), and Homer E. Capehart (R-Ind.).

Sen. Johnson made clear that his introduction of the bill did not signify his endorsement of it.

He told his colleagues that while he recognized the need for restriction of gambling information, "there is a border line between gambling information and legitimate news."

"Many Americans," he said, "get a great thrill out of the on-the-spot broadcasting or telecasting of races,"

Chatting during the Radio Pioneers Club banquet are these two major network heads—Frank Stanton (l.), president of CBS, and Frank White, MBS president.

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FRANK K. WHITE, MBS presi
dent, and Maurice B. Mitchell, di
rector of Broadcasting and Ad
tising Bureau, were elected directors of
Brand Names Foundation at the
fifth annual Brand Names Day
held in Chicago, Ill., last November.
Both Mr. White and Mr. Mitchell
will serve one year terms, the latter
as industry representative for
NAB. Frank M. Folsom, RCA presi
dent, will continue as a director for
another year.
Donald B. Douglas, vice presi
dent of the Quaker Oats Co., Chi
cago, and Henry C. Myer, head of
the foundation since 1947, were re
elected chairman of the board and
president, respectively.
Over 1,000 Attend
Elections were announced fol
lowing the organization’s business
meeting. Over 1,000 leading civic
and advertising executives attended
a luncheon and panel held at the
Waldorf-Astoria Hotel as part of
New York’s celebrations of Brand
Names Day. The luncheon was of
icially proclaimed by Mayor Wil
liam O'Dwyer. Featured luncheon
speakers were Louis H. Mayer, vice
president of Loew’s Inc., and Dr.
Robert A. Millikan, the famed
American scientist.
Re-elected chairman at the foun
dation’s business session were Maj.
Julius Ochs Adler, vice president of
The New York Times, WQXR
licensee, and W. T. HolliDay, chair
man of the board, Standard Oil Co.
(Ohio). Also re-elected were John
W. Hubbell, the Simmons Co., as
chairman of the NBF’s executive
committee, and Gavvin K. MacClain,
Bristol-Myers Co., as treasurer.
In addition to Mr. White, other
new directors elected are: J. Davis
Danforth, executive vice president
of BBDO; William G. Werner, public
relations manager, Procter & Gamble
Co.; Palmer Hoyt, publish
mer of the Denver Post; Barry
our executive vice president, Crotwell-Colliver Publish
ing Co.
At the luncheon session, Mr.
Mayer praised radio and press for
their vigilance in awakening the
American people to the threat of
Communism.
He also urged the government
to break down barriers imposed by
foreign countries against American
radio, motion pictures, news-
papers and magazines which he
said “do not enter these countries
to a sufficient degree.”
Mr. Mayer stated: “I believe it
is the responsibility of our govern
ment to send them into every na
ton on earth if for no other reason
than that there are countries who
want to keep them out.”
After the luncheon a round
table panel discussed “The Case
for and Against Advertising.” Par
ticipants included Austin S. Ingle
hart, president, General Foods
Corp., and Harold W. Brightman,
president of Lit Bro. A survey
presented by Howard A. Trumbull,
president of National Family Opin
ion Inc., showed the buying habits
of some 2,000 typical American
families.
Among less frequently purchased
items, radio, television and phono
graph figures revealed these:
For radios 40% “shop around”; 34%
“seek out a store that carries a
particular brand”; 16% “buy any one
of several brands”; 10% “go to a
reliable dealer.”
For television sets—56% “shop
around”; 20% “seek out a store
that carries a particular brand”; 17%
“go to a reliable dealer”; and
7% “buy any one of several brands.”
For phonographs, the figures were
56%, 19%, 17% and 8%, respec
tively.
James H. Calvert, president of
Joske’s of Texas, San Antonio
department store and heavy radio
user, received the foundation’s sec
ond annual “Brand Name Re
tailer of the Year” citation for
1949.
Mr. Calvert was selected “for his leadership in developing the
outstanding brand name policy for his store and for directing an
intensive coordinated advertising program” in radio and other
media, according to Mr. T. C. M. Cole, chairman of BNF’s retail
advisory committee, who presented the plaque. Mr. Cohen is sales
manager of ABC West, Chicago.
The “Brand Names Certificate of
Distinction” also was awarded to nine
other retailers, many of whom used
radio, for outstanding 1949 brand
educational programs.

Frank Join SWSG
APPOINTMENT of Philip Frank,
former BMB executive secretary,
as research and sales promotion
director of WSGN-AM-FM
Birmingham, Ala., has been an
ounced by Henry P. Johnston, gen
eral manager of the station.
He joins WSGN April 24. Mr.
Frank has been active in free
lance research, sales promotion and public
relations. He also has been associated
with ABC, to which WSGN is affiliated. He is co-author of This
Thing Called Broadcasting.

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A PROTEST calling for resumption of FCC's hearings on the case of K.A.D. (Dick) Richards, "not later than May 1" was filed by FCC's General Counsel last week after Examiner J. Fred Johnson Jr. adjourned the sessions to Sept. 6.

General Counsel Benedict P. Cottle claimed that delay until September is an "extravagant allowance" to Richards. "The import" of the Commission's own directions and beyond the needs of Mr. Richards' counsel for preparation of his case.

He asked Justice Johnstone to reconsider his denial—just before the adjournment on April 1—of FCC Counsel Frederick W. Ford's motion for resumption within 30 days at the most.

The adjournment came at the end of three weeks devoted to presentation of FCC's case supporting charges that Mr. Richards, owner of KMPC Los Angeles, WGAR Cleveland, and WJR Detroit, ordered KMPC staff members to slant news according to his own personal views.

Mr. Cottle pointed out that FCC had agreed to give Mr. Richards' counsel an opportunity to prepare for his testimony. He said adjournment for five months conflicted with FCC's conception of adequate time and with the examiner's own statements at pre-hearing conference.

Judge Johnstone, the petition noted, made clear at the pre-hearing conference that "recesses would be granted only to meet the needs of counsel to prepare further for these hearings."

Cites Time Element

Mr. Cottle also claimed the examiner "apparently failed to realize that a great volume of testimony had been taken and proceeding which may well consume many months." In addition to Mr. Richards' rebuttal presentation in Los Angeles—where all sessions that had been held—testimony may be taken subsequently in Detroit and Cleveland.

The General Counsel said the Commission had made clear in a letter to Judge Johnson that the Richards hearing was to have "priority over other cases which Examiner Johnstone was scheduled to hear in May."

Judge Johnson said that the "clear import" was that the Commission considered the expeditious disposition [of the case] to be of paramount importance and that [the hearing] could be completed without undue interim delay or interruption.

The hearings involve renewal of Mr. Richards' licenses for the three stations as his proposal to set up a trusteeship to take over their control.

Some 23 witnesses were put on the stand by FCC during the three-week session in Los Angeles, be-

fore the Commission completed its case. A total of 94 exhibits were introduced.

Adjournment came at the end of a special Saturday session which was one of the stormiest of the hearing.

First clash between FCC and defense attorneys came when FCC's Attorney Ford attempted to introduce a 12-page petition and an affidavit filed by Richards on Jan. 49, in which Mr. Richards conceded he had erred in some instances but claimed his ill health made him "impulsive" and that he knew of no instances of actual news distortion [BROADCASTING, Feb. 28, 1949].

The petition and affidavit were admitted in evidence after Examiner Johnson overruled vigorous objections by Chief Defense Counsel Hugh Fulton and his associate, Joseph Burns. They contended two separate issues were involved and called on the Commission to state whether they regarded pleadings as a license revocation hearing or as a license renewal hearing. Examiner Johnson in overruling their motion said:

Renewal Question

"As far as I understand, this man Richards is running the station which we are trying now. The question is whether the corporation which he controls shall have its license renewed."

Second major legal clash came in final moments over strenuous objection of FCC counsel, Messrs. Fulton and Burns, but they were not heard in introducing—for identification only—a packet of letters demonstrating the operation of his three stations.

They were copies of documents sent to FCC in support of Mr. Richards by the mayors of Los Angeles, Detroit, and Cleveland; state and national commanders of the American Legion and Veterans of Foreign Wars; Sen. Arthur Vandenberg (R-Mich.); Rev. John J. Cavanaugh, president of U. S. Noterie; Mayor William F. Fife Jr. of Los Angeles; John A. Hannah, president of Michigan State College; K. T. Keller, president of Chromer Corp.; Lee Jackson, president of Firestone & Rubber Co., Poet Edgar A. Guest and some 40 others.

Final witnesses called by FCC was John Dehner, now a freelance film and radio actor, who was announcer and news editor of KMPC from April 1942 to Nov. 1945.

News Script Identified

Mr. Dehner identified portions of 43 newsscripts which he testified were broadcast because of other specific or general instructions from Mr. Richards. All, he said, were news stories or editorials clipped from newspapers.

Mr. Dehner was called by Defense Counsel Fulton why he had kept these scripts for seven years, Mr. Dehner replied:

"Because, Mr. Fulton, I thought that this day Mr. Richards might have to answer for the manner in which he was conducting himself (Continued on page 51)
WHO COSTS 52% LESS THAN IN 1944!

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!

* The 1949 Iowa Radio Audience Survey is a “must” for every advertising, sales or marketing man who is interested in Iowa.

The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with 9,116 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

WHO

† for Iowa PLUS †

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.,

National Representatives
in Northern Ohio

**WTAM delivers 30 markets**

the largest newspaper delivers 2

How many markets does your advertising reach in Northern Ohio? How many advertising outlets must you use in order to cover these markets?

If you use the largest newspaper in Northern Ohio, you will really **penetrate** only two markets (Cleveland—68% coverage, Painesville—24% coverage). In order to effectively penetrate as many as thirty markets in the area you would probably need 15 or 20 newspapers... and a formidable budget.

If you use WTAM, Cleveland, you will penetrate 30 markets day and night. No other single advertising outlet in Northern Ohio delivers so many individual markets... yet the cost is **lower** than other media delivering only one or two markets.

**NBC SPOT SALES**

NEW YORK • CHICAGO • CLEVELAND • SAN FRANCISCO • HOLLYWOOD
For similar market penetration comparisons of the areas served by seven major radio stations, write NBC SPOT SALES, New York 20, N. Y. You will find that stations represented by NBC SPOT SALES deliver more markets with deeper penetration than any other advertising medium.
Winter's Winds
Need Not Freeze
Refrigerator Sales

By BILL THOMPSON

IF THE MIZERANY brothers of St. Louis should spend next winter in Alaska, their competitors in the refrigerator business might logically assume they went north to exploit the Eskimo market. This winter, during the coldest months when refrigerators would normally be expected to move slowly, Mizerany Appliance Co. chalked up an imposing record for two of its half-dozen brands. And why only two? Because they were the only brands advertised by radio.

Joe Mizerany, 42-year-old president of the firm, "discovered" broadcasting last September with the help of a WIL St. Louis salesman named William Geisz. Mr. Geisz sold him a weekly package of five 15-minute transcribed disc jockey shows (12:15 to 12:30 p.m.) featuring Myron J. Bennett, a Des Moines broadcaster popularly known as "M. J. B." The first week of the series witnessed a sell-out of 26 Emerson television sets, plugged exclusively to test the "new medium".

Mr. Mizerany was impressed, but reasoned that radio might be even more effective, as winter approached, to keep refrigerator stocks rolling. He started advertising Norge products, and the resultant year-end spurt found him leading all other dealers in the greater St. Louis area by a wide margin.

By mid-November, Norge could no longer meet the heavy demand for refrigerators at Mizerany, but nevertheless continued its sponsorship of the noontime show until the next 60 days Mizerany moved three carloads of Crosley refrigerators.

"Since entering radio, our business has been up 78%", he told Broadcasting last week. "It would be four times greater if we had the merchandise!"

Before embracing "the greatest of all media", Mizerany's largest advertising budget was $2,000 yearly. It was heavy in neighborhood newspaper space, with an occasional display in one of the big St. Louis dailies. Although late in jumping on the radio bandwagon in 1949, the company rounded out the year with an advertising outlay of more than $4,000—nearly 65% for broadcasting.

"Ninety per cent of an overall advertising budget of $15,000 will go for radio time in 1950," Mr. Mizerany said. "WIL has realized considerably more revenue from Mizerany time than is indicated by the firm's expenditures for Norge and Crosley promotion because these shows have been co-ops. The stepped-up schedule started for 1950 is due to the fact several other manufacturers of appliances handled by Mizerany are negotiating joint deals.

The Mizerany brothers—Vice President Ed and Sales Manager Steve, as well as Joe—have definite ideas about their commercials. They want them to stress the "friendliness" and "romantic-type WIL" announcer. After a record first week with both shows, Crosley added a sixth quarter-hour period to the noontime series. In early December when Crosley took it over. At the same time, Crosley added six more quarter-hour disc shows a week (4:46 to 5 p.m.) featuring Jack Bennett, a young, romantic-type WIL announcer. After a record first week with both shows, Crosley added a sixth quarter-hour period to the noontime series. In

A LITTLE MORE than six months ago Mizerany Appliance Co., St. Louis, decided to use radio for the first time. It was a move designed to offset the refrigerator sales decline that normally sets in during cold months. However, the result was a booming business that found the Mizerany brothers unable to keep up with their customers' demand. This is the story of the two brands that radio sold.

In 12 years, Joe and his brother Ed had hunkered away a substantial sum. Counselling with their father, they decided in 1945 to venture into the appliance business because of a bigger mark-up on goods and a better opportunity for specialized selling. Besides, a lot of people needed appliances after the war. But they proceeded cautiously. Another brother, Steve, was placed in charge of the new project while Joe and Ed stayed on at the J. M. Market. Ed joined Steve within a year, but Joe left the grocery only a few months later.

Mizerany Appliance Co. has functioned in St. Louis' south Broadway Poultry Market since it was organized five years ago. At the outset, this property—37 feet across the front and 45 feet long—was rented for $180 a month. But in 1948, when the Mizerany brothers capped a $1,500 prize for record sales of Maytag ranges, they purchased the building, and an adjacent 40-foot frontage. Since then, they have started construction of a 70-foot addition to the length of the structure.

The company has a total of eight employees. Two of the official family are not relatives, but are close friends of the Mizerans. Tony Stuevers, service manager, has worked for the family 20 years, starting in the grocery when he was 11. Joe Farhart is credit manager. Within a few weeks, a fourth employee, Joe St. Louis, who is managing the company, will move to the grocery and come over to the appliance store. A fifth brother, George, will remain in charge of the market.

There is a sixth Mizerany—Mrs. Agnes Slyman, only sister of the brothers—but she has never taken an active part in any of the family enterprises. However, she does attend "board meetings" around the family table when the head of the clan, Mother Deby Mizerany, entertains with her famous Syrian dishes—lubiibee and rolled cabbage.

Alexander Mizerany passed away in January, having lived to see his sons prosper beyond his fondest dreams. He would have been satisfied to see them succeed locally. Yet today through the magic of radio, they attract patrons from three states.
USED BY EFFICIENCY-CONSCIOUS BROADCASTERS

THROUGHOUT THE WORLD!

Phasing Unit for a tower directional antenna system.

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

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

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

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

Andrew Corporation
363 East 75th Street - Chicago 19

World's Largest Antenna Equipment Specialists

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

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AFM Local Pickets Station

WINS New York, independent outlet owned by Crosley Broadcasting Corp., last week was operating under protest by Local 802 of the American Federation of Musicians, which maintained daily picket lines around the station.

The local's action resulted from WINS' dismissal of its eight-piece orchestra last Monday because of insufficient "public or advertiser acceptance." No programs were disrupted by the action, however.

At the same time WINS offered to negotiate an agreement with the union covering any "future needs" for AFM members as the demand arises. Kiernan T. Murphy, business and co-manager of WINS declined to reveal what action, if any, the station would take in view of the union's protest. The matter is being studied by WINS' legal counsel.

It was reliably learned, however, that Local 802 may take the matter up with FCC, though its officials, who described the situation as a "lockout," would not comment on the Local's plans.

WINS' headquarters at 28 W. 44 St., and two remote programs were picketed. Station's engineers, members of the International Brotherhood of Electrical Workers, also refused, during early hours of the picketing, to cross lines but later resumed work. Members of APRA employed at WINS crossed the picket lines, however.

Crosley Broadcasting Corp. pointed out that in eliminating the services of "live music" it reached a decision "that most stations in the U. S. have already made." Spokesmen denied the station had locked out the union, pointing to its willingness to negotiate in the future.

MBS SURVEY

Covers One-Station Cities

MBS has engaged Crosley Inc. to conduct a survey of radio listening in 116 communities which have only one network station, it was announced last week.

Crosley is conducting interviewing 12 hours a day, seven days a week during April by coincidental telephone technique.

Richard J. Puff, MBS director of research, said the survey was being undertaken to supply advertisers with better information on listening in markets outside metropolitan areas than had previously been available.

Pacific Exhibit

SIXTH annual Pacific Electric Exhibit will be held Sept. 15-18 at Long Beach (Calif.) Municipal Auditorium. The event, sponsored by the West Coast Electronic Manufacturers Assn., will be held jointly with the Institute of Radio Engineers annual West Coast convention.

GREATER Cleveland broadcasters appraise results of area's showing of the All-Radio film, "Lightning That Talks," which they promoted at a luncheon in the Hotel Cleveland. L to r: (standing) Jack O'Brien and H. A. Seville, both WOEL Elyria, Ohio; R. Morris Pierce, WDKX; John Patt, WGCN; (seated) Larry Webb, WJW; John McCormick, WTMN; Dave Baylor, WJMO and general chairman, Cleveland AM-Radio Committee, sponsor of showing; Sam Sauge, W8RS, and R. K. Hackett, WHKX.

WALTERS NAMED

Heads Mississippi Beasts

GRANVILLE WALTERS, WAML Laurel, Miss., was elected president of the Mississippi Broadcasters Assn. at the annual convention held in Jackson last weekend (April 1-3).

P. B. Himman, WROX Clarksdale, was named vice president, and Bob Evans, WELO Tupelo, was re-elected secretary. Assigned to the executive committee were:


The association unanimously passed the resolution asking Congress to take speedy and favorable action on the McFarland Bill now pending in the House of Representatives. West Point, Miss., was selected as the site for the 1951 convention.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Feb. 28 277
Number of commercials starting on networks during March 15
Number of commercials dropped from networks during March 15
March Additions

SPONSOR PROGRAM NETWORK TIME AGENCY
Toni Co. Stop the Music ABC Mon.-Fri., 12:25-12:35 p.m. W. Wheatcroft Co.
Benjamin Moore & Co. Your Home Beaut-
ifies ABC Sun., 11:15-11:30 a.m. St. George & Keys
Phillips Petroleum Rex Allen Show ABC Fri., 10:10-10:30 p.m. Lambert & Feasley
Swilling Drug Co. Sing it Again ABC Sat., 10:30-10:45 p.m. Dancey-Fitzgerald-Semple
March Deletions

Texas Co. Metropolitan Opera ABC Sat., 3-5:30 p.m. Huber Home & Son
Ryman Art Metal Works ABC Sun., 1-2:30 p.m. Lambert & Feasley
Phillips Petroleum The Time ABC Mon., 1:30-2:30 p.m. Chalfant
Smith Bros. Stop the Music ABC Sat., 10-10:30 p.m. Lambert & Feasley
Westernhouse Electro-
ic Corp. ABC Mon., 12:25-12:45 p.m. J. Walter Thompson Co.
Kraft Foods Co. ABC Mon., 10-10:30 p.m. Huber Home & Son
Mars Inc. Curtin Time ABC Wed., 10-10:30 a.m. Huber Home & Son
Seaboard Co. Dorothy Dix at ABC Mon., 10-10:45 a.m. Huber Home & Son
American Tob. Co. Leave it to Jane ABC Fri., 9-9:30 a.m. Navy
Animal Found. Inc. ABC Sun., 11-11:45 a.m. Sunshine
Doubledey Inc. ABC Mon., 10:30-10:45 p.m. Huber Home & Son
Luden Inc. ABC Mon., 10-10:45 p.m. Huber Home & Son
M & M Ltd. ABC Sat., 10-10 a.m. Lynn Baker

March One-Timers

Omnibus Inc. Robert St. John ABC Mon., June 12-12:15 p.m. Huber Home & Son
Nat'l. Council Pre-
vention of Epilepsy ABC One World In Christ Mon., June 12-12:15 p.m. Lion
Radio Offers B-Boy-Riders MBS Tue., June 13-12:15 p.m. Huber Home & Son

CEASE issues ‘Cease Orders’

CEASE and desist orders to stop certain advertising claims for cigarettes and other tobacco products were issued against two companies by the Federal Trade Commission last week. Named in the orders were R. J. Reynolds Tobacco Co., Jersey City, N. J., and Win-

The commission also announced it had before it a trial examiner’s recommended decision that the American Tobacco Co., New York, be ordered to stop alleged misrep- resentation of Lucky Strike cigaret-
ettes. Meanwhile, another trial examiner was considering a case in which Philip Morris & Co. Ltd., Inc., New York and Richmond, Va., charged advertising of Philip Morris cigarettes. Still another pending case, FTC re-
pert, involved the advertising of all tobacco products produced by American Cigarette and Cigar Co., New York and Durham, N. C.

Nicotine Claim

In finding that Camels and Old Golds—and the smoke from them— "do not, as claimed, contain less nicotine than other leading brands," the FTC pointed out that "the nicotine content of the smoke of a cigarette is in direct proportion to the nicotine content of the tobacco contained in the cigarette itself."

"In view of this fact," FTC stated, "the reason that the makers of Camels and Old Golds cannot truthfully claim a lower nicotine content is that the tobacco used by the manufacturers of all the leading cigarette brands contain nicotine in substantially the same quantities and variations."

In addition to the Old Golds prohibitions, the order against the Lorillard Co. also is directed against advertising claims of Friends smoking, N. Y., as well as Beech-Nut and Sensation cigaret-
ettes.

In the American Tobacco case, the recommended decision of Trial Examiner John Horner proposed that "the company be prohibited from representing that Lucky Strike cigarettes contain less nicotine than are less irritating to the throat than competing brands; that they are easy on the throat, or that they offer throat protection against irritation or coughing."

Experts’ Choice

The proposed order also is directed against claims that independent tobacco experts prefer Luckies "2 to 1" and that the "toasting" process removes irritants and impurities to a "physio-
logically significant degree."

WBRC Flint, Mich., will broadcast all Flint Arrow baseball games, home and away, during current season.
WOW-Land is a Big Market
Served through a Truscon Radio Tower

Radio Station WOW, Omaha, Nebraska, serves a market of 764,400 people with total retail sales of nearly a billion dollars.

No other station covers the area comprising the rich, urban and rural market known as WOW-Land. For this exclusive and effective coverage, WOW uses a Truscon Self-Supporting Radio Tower 392 feet high, with an RCA double antenna for FM and TV giving an overall height of 500 ft.

Another TRUSCON TOWER OF STRENGTH
500 FT. HIGH OVERALL

The characteristics of terrain and meteorological conditions which are individual with WOW-Land received special consideration when Truscon radio engineers designed this handsome tower. Truscon offers a world-wide background of experience to call upon in fitting Radio Towers to specific needs. Whether your own plans call for new or enlarged AM, FM or TV transmission, Truscon will assume all responsibility for tower design and erection... tall or small... guyed or self-supporting... tapered or uniform in cross-section. Your phone call or letter to our home office in Youngstown, Ohio—or to any convenient Truscon District Service Office—will rate immediate, interested attention... and action. There is no obligation on your part, of course.

TRUSCON STEEL COMPANY
YOUNGSTOWN, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON SELF-SUPPORTING AND UNIFORM
TOWERS
CROSS SECTION GUYED
TRUSCON COPPER MESH GROUND SCREEN
Now that you’ve been stopped
by the age-old snare
of a pretty girl, consider this:

DOES YOUR TRANSMITTER SPEAK WITH AN ACCENT?

Now what the Sam Hill connection does that query
have with the illustration? Very simple... the con-
nection is “in the groove!”

Think it over. A transmitter is not a linguist. It cannot
translate distortion into clear signals. When foreign
sounds are picked up from a recording groove and
delivered to an amplifier, q. e. d., your transmitter
speaks with an accent.

If your aim is quality transmission, then look first to
the recording groove. If the fidelity you seek is not in
the groove, then your reproduction just can’t and
won’t be fidelity on the air.

I extend you my personal invitation to visit our en-
gineering exhibit during the NAB Convention. Browse
around at will. See and hear Lang-Worth’s revolu-
tionary recording groove that defies rules and ushers
in a whole new era in sound recording.

The groove that takes the accent out of transmitters.

C. O. LANGLOIS, President

CONVENTION
HEADQUARTERS:
Suite 512A - 513A
Stevens Hotel
Chicago, Illinois

LANG-WORTH
FEATURE PROGRAMS, Inc.
Network Calibre Programs at Local Station Cost
113 WEST 57th ST. · NEW YORK CITY 19
A YEAR AGO, convening in Chicago under NAB auspices, the engineers of the broadcasting art were looking for the answer to one question: "When will the TV freeze be lifted?" They agonized over the question, and they are still looking for the answer. The question is equally haunting to their colleagues who will assemble in Chicago for the NAB Management Conference next week, and to broadcasters generally. Economic warfare is also being concerned.

The FCC, from which the answer must ultimately come, has stopped guessing. Like the rest of us, the FCC doesn't know. The best anyone can do is look at the steps which the Commission says must be taken first, and try to estimate how much time they will consume. By this standard, the end of 1950 would seem the earliest reasonable estimate.

It is a fact, though it sounds paradoxical, that television is on the move despite the freeze. Some of the important research developments will be detailed in Chicago, as indicated elsewhere in this issue. More spectacular is the continuing high demand for TV sets. The fact that after 18 months of freeze there are 102 stations on the air and some 4,750,000 sets in use is proof of television's vitality, as well as notice of things to come.

The Nation's television will benefit materially from a "thaw." Construction of new stations, opening of countless new markets, increased manufacture and sale of equipment will have a snowball effect extending through years ahead. Just as television was a major factor in averting postwar depression, lifting the freeze could alleviate fears developing around current unemployment of 4,100,000.

NEAL KYSER McNAUGHTEN

TV: It's Cold Outside

NEAL McNAUGHTEN's life has been just one electron after another, ever since the autumn day back in 1923 when he wandered into a radio repair shop after a dull day in a Pueblo, Colo., grade school.

Mr. McNaughten, who earned a degree in electrical engineering and has advanced rapidly since 1923, and Mr. McNaughten has moved along with it to his present post as director of the NAB Engineering Dept., where he runs the gamut of radio problems from international allocations to soldering irons.

There was a gleam in his eye, plus a hole in his pocketbook, when he walked up to A. L. Nelson, operator of the A. L. Nelson Radio Service, and asked for an after-school job.

Fortunately the business needed an eager youngster to do one of its less glamorous chores—battery changing, a major operation in service shops during the early '20s.

So Neal McNaughten went to work every afternoon, and Saturdays too, taking out old A, B and C batteries and putting in new ones. Soon he became proficient at testing and repairing. And for fun at home in the evenings he built receiving sets.

When President Coolidge was inaugurated in 1929, a dozen neighbors sat in the McNaughten living room with all the headphones from blocks around. Straight from KOA Denver they picked up the actual broadcast of inaugural proceedings. Loudspeakers were expensive in those days but headphones were adequate and everybody knew that the McNaughten kid had the best receiver in town.

Inevitable, of course, was a homemade ham outfit. Along about that time KGHF was started in Pueblo. Young Neal McNaughten hung around and soon was helping build the station. After graduating from high school in 1929 he went to Greeley (Col.) State Teachers College, figuring on working his way to a degree. About that time the stockmarket collapsed, and along with it the chance of getting a job to finance four years of higher education. The alternative was a job back at Pueblo High School as laboratory assistant in chemistry and physics, augmented by a basement radio repair shop and some extra high school courses.

The next autumn he went to the U. of Colorado, again bound to get higher education. He got a job at the county home, tending furnace and doing odd chores for his lodging, but the depression had thickened and he ran out of money.

After a brief and tedious tour at a gasoline station, he returned in 1931 to the inevitable electronics and set up a full-fledged radio sales and service business at home with a sign

(Continued on page 83)
Business is always better in Washington, D.C.

Four million Americans will visit their nation's Capital this summer to spend an estimated $100,000,000. Be sure it's your sales story they hear on WTOP . . . with 44.4% more audience (Jan.-Feb. Pulse) than any other station in Washington.
JOHN L. TAYLOR, former general manager of WBUT-AM-FM Butler, Pa., and before that general manager of WCMW Canton, Ohio, appointed manager of WLOM East Liverpool, Ohio. He also was formerly with WJW Cleveland, then Akron, and was chief announcer and continuity director for KWST New Castle, Pa., and program director for WHBC Canton. He succeeds JOHN M. CHOFT, resigned.

W. ECCLES HUFF appointed general manager of WAAB Worcester, Mass. He was formerly program director for WAAB and before that was production manager of WAKR Akron, Ohio, and program director of WDVK Durham, N. C.

IRVING E. ROGERS, president and treasurer of W LAW-AM-FM Lawrence, Mass., elected president of newly formed Greater Lawrence Industrial Corp.

JACK SENTER, manager of KULP El Campo, Tex., resigns. Future plans have not been announced. ROBERT HATHAWAY, formerly business manager of stations, appointed assistant manager.

CHARLES F. JOHNSON Jr. appointed assistant to CHARLES M. DALE, president and general manager of WHÉB Portsmouth and Dover, N. H. Mr. Johnson has been with station's commercial department since last September.

PATRICK J. GOODE, president of Elm City Broadcasting Corp., owner of WNHQ-AM-FM-TV New Haven, Conn., resumes duties with management of stations. For past 14 years

Mr. Huff

Walter E. Poor

WALTER E. POOR, 64, chairman of the board of Sylvania Electric Products Inc, died last Tuesday afternoon at St. Lukes Hospital, New York. Surviving are his wife, Mary Bradshaw Poor; two sons, George Russell and Arthur Philip, and his brothers, Frank A., founder and chairman of the finance committee of Sylvania, and Edward J., who retired a few years ago as chairman of the board.

WLOW Goes Fulltime

WLOW Norfolk, Va., independent daytime outlet, went on a 24-hour paperless Monday last week (April 3), four weeks after the FCC granted the station permission to operate fulltime. Owned and operated by the Commonwealth Broadcasting Corp., WLOW is licensed for 1 kw on 1410 kc.

he has been postmaster of New Haven Postal District. He resigned from that post effective April 1, to devote more time to stations. He will be in charge of public service programs and station relations.

ALLAN CURNUTpc named general manager of KICM Mason City, Iowa. He recently resigned from staff of KJAY Topeka, Kan., and before that was general manager of KBCB Des Moines and part owner of K C G, proposed new station in Des Moines. He also was formerly with WTMJ Milwaukee, WIBA Madison, WOSH Oshkosh.

Mr. Curnutt

WMAM Marinette and WCLE Janesville, all Wisconsin.

COL. HARRY C. WILDER, president of WSYB-AM-TV Syracuse, N. Y., elected to membership in Radio Pioneers Club. He was elected president of WSYB in 1932.

K. K. HACKATHORN, general manager of WHK Cleveland, elected trustee of Cleveland Better Business Bureau Inc.

ARTHUR HULL HAYES, CBS vice president and general manager of KCBF San Francisco, returns to his desk after major operation.

Feature of the Week

(Continued from page 18)

entertainment institution on the air, Gov. Allan Shivers joined with Dallas' Mayor Wallace Savage in broadcast tributes as part of a special nighttime program, The Early Bird's Night Out.

Presiding over the anniversary line-up was "Mister Hack" (Elmer Baughman), proprietor of the rustic "Hack Berry Hotel," current fictional setting of The Birds variety doings. His helper in black-face, slow-motion-talking "Little Willie," played by advertising man Ben McCleskey.

Jeffries as M. C.

Plump Jimmie Jeffries, onetime Birds m.c., now of KLIF Dallas, was back for an anniversary stint.

Commercially, the show appears potent. Booked solid, the program numbers among present sponsors Earl Hayes Chevrolet Co. (six quarter hours weekly); Southwestern Drug (Red Arrow products); Memen Co., Morton, Ill. (three quarter hours weekly each); and General Foods (Birds Eye), Bristol-Myers (Vitalis), Whitehall Pharmaceutical Co. (Anacin) and Dwight Edwards Co. (Nob Hill Coffee), among spot participants.
WKZO-TV
FETZER BROADCASTING CO.

FIRST

ON THE AIR WITH THE NEW
FEDERAL MID-LEVEL MODULATION
TELEVISION TRANSMITTER

Federal Telecommunication Laboratories, Inc.
500 WASHINGTON AVE.
NUTLEY 10, NEW JERSEY

BOOTH 10, N. A. B. SHOW
ROY PEARCE appointed commercial manager of KSCB Liberal, Kan. He has been in radio for 10 years.

LAWRENCE B. BUTLER, formerly sales manager of KXIC Iowa City, Iowa, joins staff of KEDN Salinas, Calif., as commercial and business manager.

WILLIAM J. ROSSER, formerly with Cheasapeake & Potomac Telephone Co., added to sales staff of WWDC-FM Washington as account executive.

TOM F. MAR, formerly with WAGE Syracuse, N. Y., WHOD Gardner, Mass., and WIRL Nanticoke, Pa., appointed sales manager of WHAY New Britain, Conn.

CHARLES A. PRATT, formerly with Chicago Tribune advertising department, joins WAFM-TV Oakland, Calif., as WAFM's local sales staff.

COLUMBINE NETWORK, consisting of seven Colorado stations, appoints Western Radio Sales, Hollywood, as its representative. Stations comprising network are KMTC Denver, KCOL Ft. Collins, KYOU Greeley, KBOL Boulder, KRDQ Colorado Springs, KERO Grand Junction and KCSJ Pueblo.

Mrs. MELBADEAN appointed commercial manager of KULP El Campo, Tex.

H-R REPRESENTATIVES Inc., New York, appointed to represent KAXX Colby, Kan.

WILLIAM P. PEAKEY appointed account executive in San Francisco office of John Blair & Co., Chicago. He spent four years as department head with C. E. Hooper Inc. in New York and Newport, Conn.

VIRGIL REITER Jr., formerly of new business department at Ruthrauff & Ryan, Chicago, joins Mutual's Central Div. sales staff. He was former Midwest office manager of WCAU Philadelphia.

EDWARD CALLAHAN, former account executive at Ellington & Co. New York, and before that sales promotion executive with Shell Oil Co., joins New York sales staff of Edward Petry & Co.

LAMONT L. (Tommy) THOMPSON appointed TV spot salesman in San Francisco Bay Area and is claimed to be first working exclusively on TV. He has been with KJBS and KCBS San Francisco since end of war. He will represent WCBS-TV New York, WCAU-TV Philadelphia, WBTV (TV) Charlotte, WAFM-TV Birmingham, KRCV-TV Salt Lake and KTTV (TV) Los Angeles.

EDWARD PETRY & Co., Los Angeles, moves to new offices in Pacific Mutual Bldg., 523 West Sixth St. Phone remains Michigan 8729.

ZEKE WHITE, commercial manager of KSUE Susanville, Calif., is the father of a boy, Ronald Zellon.

WIGG Joins GALS

WIGG Brunswick, Ga., has joined the Georgia Assn. of Local Stations, according to Tom Carr, sales director of the association. WIGG brings the total membership in the GALS to 30 stations, Mr. Carr said.

WHDH Sell-out

WHDH Boston has announced a sell-out of all of its baseball game adjacencies in the ABC national and local advertisers.

Features scheduled by the station are: Play Ball, a 15-minute sports quiz conducted at Hub ball parks prior to game time and sponsored by Community Opticians and Washburn Candy, through Jerome O'Leary Agency; 15-minute music show, before out-of-town games, sponsored by Stormaraster also, also handled by O'Leary; Leo Egan's Sports Extra, immediately following games, sponsored by Clinton Clothes, through Lasker Reisman Agency; Baseball Scoreboard, to be aired each weekday night, sponsored by First National Bank of Boston through BBDO; Tom Hussey's three-night-a-week sportscast, sponsored by Kent Clothes through Arnold & Co.; spot adjacencies, sponsored by Victor coffee, Albany Carpet Cleaning Co., and the National Co., all handled by John C. Dow Agency, and remaining availability, purchased by McCann-Erickson for Truval shirts.

WHDH also announced that the Grapefruit League exhibition games, aired through April 4, attracted adjacent time purchases by J. H. Burke Co., Philco distributor; Clinton Clothes, Somerville; Nash Dealers and Truval shirts.
Here's what you need to "watch" your broadcast signal as required by the FCC – whether for AM, FM, or TV. Any radio engineer will O.K. these General Radio monitors, distributed by Graybar, for their maker's products have been radio's favorites for decades.

Illustrated are the Type 1931-A Amplitude-Modulation Monitor, which performs five functions for AM, including measurement of percentage of modulation on either positive or negative peaks; the Type 1181-A Frequency Deviation Monitor for AM, which indicates direction and magnitude of deviation from assigned frequency; the Type 1170-A Monitor for FM and the aural FM channel for TV, which indicates both frequency deviation and modulation percentage; the 1182-T Frequency Monitor for TV video, which indicates transmitter frequency deviation. Complete specifications are available via Graybar.

Graybar has everything you need in broadcast equipment ... plus everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements – to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive Offices: Graybar Building, New York 17, New York.

**Manufactured By:**
1. Altec Lancing
2. Amsner
3. Blaw-Knox
4. Bryant
5. Communication Products
6. Crouse-Hinds
7. Furrith
8. General Cable
9. General Electric
10. General Radio
11. Holpkin
12. Hugh Lyons
13. Karp-Hempf
14. Machlett
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16. National Electric Products
17. Presto
18. Triangle
19. Webster Electric
20. Western Electric
21. Weston
22. Whitney Blake

**Distributor of Western Electric products**

**EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR**

There are Graybar offices in over 100 principal cities. These are the Graybar Broadcast Equipment Representatives in key cities:

**ATLANTA**
E. W. Stone, Cypress 1751

**BOSTON**
J. P. Lynch, Kenmore 6-4567

**CHICAGO**
E. H. Taylor, Canal 6-4100

**CINCINNATI**
W. H. Hanke, Main 0600

**CLEVELAND**
W. S. Rockwell, Cherry 1-360

**DALLAS**
C. C. Ross, Central 6454

**DETROIT**
P. C. Gundy, Temple 1-5500

**HOUSTON**
R. T. Ashby, Atwood 8-4571

**JACKSONVILLE**
W. C. Windley, Jacksonville 6-7611

**KANSAS CITY, MO.**
R. B. Utley, Baltimore 1644

**LOS ANGELES**
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**MINNEAPOLIS**
W. G. Frey, Geneva 1621

**NEW YORK**
F. C. Sweeney, Watkins 4-3000

**PHILADELPHIA**
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**PITTSBURGH**
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**RICHMOND**
E. G. Tomes, Richmond 7-3491

**SAN FRANCISCO**
K. G. Morrison, Market 1-5131

**SEATTLE**
D. J. Craig, Mutual 0123

**ST. LOUIS**
J. P. Lenker, Newsstand 4700

**EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR**

**Graybar recommends**

**GENERAL RADIO**

**Broadcast & Television Measuring Equipment**

**via Graybar**

April 10, 1950 • Page 45
Production

TOM BROWN, formerly of WOR New York, appointed producer and talent announcer at WFAA Dallas. He replaces CRAIG BARTON, on leave of absence as personal representative of Martha Graham Foundation in Europe.

JOHN F. TRIMBLE, formerly with WST Charlotte, N. C., and before that with KFJJ Ft. Worth, Tex., KGGF Coffeyville, Kan., KFYO Lubbock, Tex., and KGNO Amarillo, joins announcing staff of WTOP Washington.

BOB RAIFORD, formerly with WSCC Charlotte, WABZ Alhambra and WEGO Concord, N. C., joins announcing staff of WORC Columbia, S. C.

KAY LIMONT, formerly in publicity at CBS, joins continuity department of WBKB Pittsfield, Mass., as scriptwriter. She replaces BRUCE MICHIEL, resigned.

HUSON FAUSSETT, stage and movie director, joins NBC-TV as producer.

GEORGE WALLACH, director of programs and operations of WNYY New York, resigns. He was with WNED New York as producer-director before joining WNYC two years ago. His new association has not been announced.

BILLY STARK, singer for WREN Topeka, Kan., leaves station to do road work for Oscar Davis, WSM Nashville, Tenn., and Grund Optry show.

MRS. MARJORIE CHRISTOPHER, formerly in program department of WLW Cincinnati and later program director of KCRW Enid, Okla., appointed head of newly-created women's department of WQAM Miami, Fla. DONALD F. FISCHER, formerly NBC Washington's

GEORGE BARNES, formerly announcer of CKGY Ottawa, returns to that station after three months in British theatrical work.

BARBARA RUSSELL, formerly CBS Hollywood script secretary, named to newly-created post of casting director for network in Hollywood. She will serve both CBS and Columbia Pictures network program department in auditing new talent for radio and television and assist producers and directors of both media in casting.

RICHARD RIFENBURG, former All-American football star and sportscaster on WAPG Ann Arbor, Mich., joins WDR Detroit as staff announcer. He will later assist VAN PATRICK, sports director.

JOHN SAUNDERS, formerly with WJW WGR TV (TV) and WBNR (TV) all Cleveland and WLW Cincinnati, WFMJ Youngstown, Ohio, joins WERE Cleveland as production supervisor.

JON MASSEY, Negro disc jockey for WWDA-AM-FM Washington, starts new show, 11:45 p.m. to midnight Sunday. Show will feature spiritual music.

WILLIAM R. MICHIE, former station manager of ohio WLOM stations, Athens, joins staff of WMAN Mansfield, Ohio, as announcer.

CLARKE THORNTON, formerly program director for WCUM Cumberland, Md., and before that with WJTH New York, joins WMAL-AM-FM-TV Washington, as staff announcer.

WILLIAM BLUEM, graduate student at Ohio State U., was winner of initial CBS Awards competition for new writers of television scripts.

CHUCK PALMER and FRANK MC LAURIN, formerly of KFXX San Bernadino, Calif., take their disc show, Open House, to KKNX same city. They also join KRNO as executive producers.

RUTH CRANE, women's director for WMAL-AM-FM-TV Washington, chosen by Washington Women's Advertising Club as its nominee for "Advertising Woman of the Year."

MRS. GERTRUDE BERG, writer-director and actor in The Goldbergs on CBS-AM-TV, given commendation award by Veterans of Foreign Wars for program's "undertaking portrayal of the American family."

JOAN TRANGSRUD, 19-year-old mail clerk for KNBC San Francisco, wins singing spot with Los Angeles and San Francisco Civic Light Opera Co. in an audition of more than 200 applicants. She has also been selected for service in the semi-finals of the Watertown auditions.

WILLIAM I. KAUFMAN, NBC-TV casting director, has written book, Your Career in Television, which Merriam, New York, will publish next month.

DUDE MARTIN, star of KGO-TV San Francisco Hoffman Hayride, given double award at banquet of San Francisco Academy of Television Arts and Sciences. His show was selected as best live show of 1949 and as having best live commercials.

CLAUSE KIRCHNER, star of ABC-TV's Super Circus and freelance Chicago announcer, adopts a 14-year-old boy, Kim.

AROLD NIENKAMPER, disc jockey for KXOK St. Louis, is the father of a girl.

ROLLO HUNTER, program production manager of KICA Hollywood, is the father of a boy, Kevin Reed.

DEFENDS TR USE

Article Cites Defense Need

COMMERCIAL installation of radio for broadcast to busses has been considered acceptable, not only to the riding public but to defense authorities; according to an article entitled "Disservice by Liberals," which appeared in the March 29 issue of the Army-Navy Union News.

The publication charged that the drive against the use of commercial radio on busses and street cars is part of the program by which "our professional liberals, especially in Washington ... are dividing our people with agitation." It also declared that in case of an attack during war, thousands of people in busses, street cars and trains would be completely cut off without radio communication from a central point.

WGN Takes Ziv Shows

WGN Chicago has bought five Frederic W. Ziv transcribed shows on a one-year contract it was announced last week. They are Philo Vance, Guy Lombardo, Favorites Story and Lightning Jim, all half-hours, and The Menace, full hour week strip. The sale was made by Stan Levey, Chicago representative of Ziv, and Al Unger, Ziv vice president and general sales manager from New York.

TO facilitate its sports, news and farm coverage, KCRG Cedar Rapids, Iowa, acquired this Beechcraft Bonanza. First major assignment went to KCRG's Sports Director Bob Brooks (center) to cover the Cedar Rapids Indians training camp at Dayton Beach, Fla. Chatting in the hangar before the takeoff of Mr. W. Wagenvoord, KCRG general manager; Mr. Brooks, and Jim Wathom, general manager of Hunter Flying Service in Cedar Rapids, Eastern Iowa Beechcraft distributor. KCRG has announced acquisition of exclusive broadcast rights to every game the Cedar Rapids team plays in the Three-I League during the 1950 season.

RADIO FEATURES

Staff Is Reorganized

PERSONNEL at Radio Features Inc., Chicago package firm, was reorganized last week after the resignation of Ken Houston, executive vice president, and Violet Warren, head of the prize and research staff. Robert Johlie rejoins the firm as director of the prize division, working with Elaine Franklin, according to President Walter Schwimmer.

Mabel Johnson is in charge of the research division on Tello-Test, and George Gujan, former Western sales manager for WGN Chicago works as sales manager.

Mr. Houston, with Reuben R. Kaufman, president of Kaufman and Assoc., Chicago agency, is organizing Monitor Productions, radio and TV package firm, Mr. Houston, who is president, and Mr. Kaufman will be equal partners, with the latter remaining inactive. Miss Warren has been appointed director of the prize and research departments. Offices are located at 59 E. Van Buren. Monitor has several shows planned, among which are giveaways.

CBS Planning Group

SPECIAL planning group to develop new ideas for exploitation of its programs and personalities that has been formed by CBS Hollywood. Irving Fein, publicity director for Amusement Enterprises Inc., heads new group whose members will include Lloyd Brownfield, director of CBS press information, Hollywood; Arthur Wilde, Hollywood representative of CBS network sales promotion; Rodney Voigt of CBS Hollywood press information and Arthur Sawyer, CBS Hollywood trade news editor.
Sen. Butler said the practice is "one of the greatest problems in the operation of the Federal Government today." Specifically, he said, he wanted to single out those who resigned their government jobs "to sell their influence with their former agencies to business firms, organized lobbies, and other persons or groups with a monetary interest in the decisions that must be made by those agencies."

SAUDEK NAMED
Nominated N. Y. REC Head

ROBERT SAUDEK, ABC vice-president in charge of public affairs, last week was nominated as president of the New York Radio Executives Club. Nominated for the official slate to tantamount to election.

Mr. Saudek, CBS sales manager, is the club's retiring president. Nominated as vice president of the club was Ralph Weil, general manager of WOV New York.

Lewis H. Avery, president of Avery-Knodel Inc., station representative, was nominated for re-election as treasurer. Claude Barrere, manager of the Foreign Language Quality Network, was nominated for his sixth term as secretary. Election will be conducted at the May 4 meeting of the club.

Raytheon Names Stout

APPOINTMENT of Edward E. Stout as broadcast equipment Northwest representative for Raytheon Mfg. Co. was announced last week by Leonard A. Rooney, manager of the company's broadcast sales. Mr. Stout replaces Adrian Van Santen, former territory representative who resigned to enter another field.

WEBSTER NAMED
To Policy Board

COMR. E. M. WEBSTER was reported last week to be slated for appointment of FCC's liaison representative with the President's Communications Policy Board studying overall frequency uses and communications problems.

This disclosure came concurrently with announcement that the State Dept.'s liaison officer will be Cecil G. Harrison, assistant chief of the Telecommunications Policy Staff.
Convention Gavel

(Continued from page 25)

next Sunday, carrying a $5 (inclu-
sion lunch) registration fee, is open
to non-members as well as members of NAB. It will be held
in the South Ballroom, third floor.

Programming is in the charge of Ted Cott, As-
tant manager of WNEW New York and new manager of NBC
stations in New York, and Lee W. Jacobs, KBER Baker, Ore., con-
vention subcommittee chairman. Mr. Cott promoted and
arranged the first independent’s meeting last year.

Opening the all-day program will be a discussion of the
FM audience, with research material to be presented by Sydney Roslow,
president of The Pulse Inc. Prom-

otion, programming and sale of
this audience will be taken up by
Hugh Fleiss, KING Seattle, chair-
man, and Norman Glenn, Sponsor.
A panel on mail order business will include Ray K. Rohe, Hubert-Hogan
Inc., and Ralph Well, WOV New
York.

Edgar Kobak, business con-

sultant and former MBS president, will speak on the luncheon
subject, “Let’s Face It.”

Development and sale of new
program resources will be taken up
by a panel of which Arnold Harle-
y, WOV New York, chairman.
Other members are Carl Haverlin, BMI; Charles E. Rynd,
Ampex Co.; Edward Gruskin, Eco-
nomic Cooperation Administra-
tion; John Warren, Dept. of Amer-
ica; Pierre Crennese, French Broad-
casting System; Sellman C. Schutl,
Decca Records; Joe Caids, RCA-Victor; John Sinn, Frederic
W. Ziv Co. and World Broadcast-
ning System; Maurice B. Mitchell,
Broadcast Advertising Bureau; Jerry Franken, Billboard.

Sports Clinic

Windup feature is a sports clinic with Patt MacDonald, WHHM
Memphis and FM director, Febru-
ary, as chairman. Leonard Marks, of Cohn & Marks, will discuss legal
aspects with Ben Strouse, WWDC
Washington, taking up programming and sports adjacencies.

The FM meeting, opening Mon-
day at 9:30 a.m., precedes the formal opening of the Manage-
ment Conference at the luncheon.
A three-point program has been
arranged by Matthew H. Bone-
brake, KOZY-FM Oklahoma City, and Ed Sellers, director of the
NAB FM Dept.

Mr. Bonebrake will open the meeting, to be held in the North
Ballroom on the third floor of the
Stevens. He will introduce Howard
Lane, WJJJD Chicago, retiring
NAB director-at-large, and chair-
man of the 1960 convention com-
mittee. Mr. Lane will discuss func-
tional music as opening feature of
a panel on specialized adaptations of FM.

Chet L. Thomas, KKOK-FM St.
Louis, and president of Transit Radio Inc., will discuss transit as a

medium for retailers. Stanley
Jeslof, president of Storecast
Corp. of America, will talk on
FM’s place in advertising. Mr.
Bonebrake will speak on FM net-
working. He operates a regional
bhookup with KOZY-FM as key
outlet.

Edward L. Wheeler, WEAW
(FM) Evanston, Ill., and WOKZ-
AM-FM Alton, Ill., will tell how to
use all types of special FM serv-
ces. Topic for Ed Davis, of Musi-
cast, San Francisco, is “Sell Silence.”

Second Monday morning topic for
the FM group is the FM group-
selling the FM audience. Merrill
Lindsay, WSOY-AM-FM Decatur,
Ill., will speak for duplication. Mr.
Lindsay is a retiring NAB board
member. Robert Dean, KOTA-AM-
FM Rapid City, S. D., will speak
against duplication.

Measurement Theme

Final theme deals with measure-
ment of the FM audience. Dr.
Kenneth H. Baker, NAB research
director and acting president of
BMB, will be speaker.

Concluding the morning is a
question-answer period. On the
FM panel will be Messrs. Lane,
Thomas, Joseph, Lindsay, Dean,
Bonebrake, Wheeler; Everett L.
Dillard, WASH (FM) Washington,
a retiring NAB director; Frank U.
Fletcher, WAEL-AM-FM Arling-
ton, Va., NAB director-at-large for
FM; Victor C. Diehm, WAZL-AM-FM
Hazelton, Pa.; Josh Horne, WEC and WFMA (FM) Rocky Mount, N. C.

Final format of the Manage-
ment Conference takes place at 12
noon next Monday in the Grand
Ballroom. Presiding will be Mr.
Lane, as chairman of the Conven-

tion Sites & Policy Committee. He
will introduce President Justin
Miller, who will formally open the

convention.

Special head table guests will be
members of the board of directors
of Broadcast Music Inc., celebrat-
ing its 10th anniversary.

As soon as the meal has been
completed the delegates will move
through the ballroom ramp to the
adjoining Eighth St. Theatre, where
all convention meetings will be
held. First speaker, at 1:30 p.m.,
will be Hon. Carlos F. Ron-
ulot, diplomate and president of the
UN General Assembly. A famed
orator and authority on interna-
tional matters, Ambassador Rom-
ulo will speak on “The American
Broadcaster’s Responsibility in
World Affairs.”

Steinkraus To Speak

Second speaker, at 2:30 p.m.,
will be Herman W. Steinkraus,
president of the U. S. Chamber of
Commerce and president of Bridge-
port Brass Co. He will speak on
“The American Broadcaster’s
Responsibility in Industry.”

A labor panel starting at 3:30
p.m. will be under chairmanship of
Judge Miller. Representing la-
bor will be Daniel W. Tracy, presi-
dent of International Brotherhood
of Electrical Workers (IBEW), and
A. Frank Reel, executive sec-
tary, American Federation of
Radio Artists (AFRA). Manage-
ment representatives will be Chet
Thomas, general manager of
KKOK St. Louis, and Harold Es-
sex, vice president and managing
director of WSJS Winston-Salem,
N. C. Theme of the panel is “The

American Broadcaster’s Respon-
sibility in Labor Relations.”

The exhibit floor, with the ex-
hibits remaining open until 9 p.m.
Only business meeting of the
Management Conference will be
held the next morning, at 9:30,
with Judge Miller presiding. Dr.
Baker will be chairman of a dis-
cussion on Broadcast Measure-
ment Bureau. He will outline the
status of BMB and explain its cur-
rent study as well as its ac-
ceptance among advertisers and
agencies.

The BMB discussion, of course,
will go into the preliminary or-
ganization plans for Broadcast Audi-
ence Measurement Inc. (BAM), also known as Successor BMB.

No other topics, aside from reso-
nolutions, are scheduled for the
morning meeting. Admission to the
main convention floor will be lim-
ited to those with NAB membership
cards. They will be eligible to
cast votes on resolutions and con-
vention motions. This meeting is
titled “The American Broadcaster’s
Responsibility in His Own Profes-
sion.”

After the Tuesday luncheon, at
which a group of BMB publishers
will be chairman, and Wayne Coy will speak in the theatre.
His talk will be built around the
theme, “The American Broadcaster’s Responsibility to His Government.”

Hoffman Scheduled

Two speakers will address the
afternoon session starting at 2:30.
They are Paul G. Hoffman, admin-
istrator of Economic Cooperation
Administration, and speaking on the
broadcaster’s position in world econ-
omics, and H. E. Babcock, author,
in agricultural leader and director of
AFRA. Mr. Babcock’s topic will be the broad-
caster’s responsibility in agricul-
ture.

Dave Garroway, m. c. of the
“Goodbye at Large TV program on
NBC, will preside at the Wednes-
day morning TV meeting. Opening
feature of the agenda is a skit,
“The Morning After,” by the
Kukla, Fran & Ollie NBC cast.
Burk Tillstrom, who voices many of
the cast’s roles and directs the pro-
gram will discuss “A Show a Day.”

Eugene S. Thomas, WOIC (TV)
Washington, re-elected as an NAB
TV director-at-large, will speak on
the topic. Dr. S. S. Swesty, manager of WDSU-TV New Orleans and re-elected NAB
TV director-at-large, will speak for
the station on the topic. I “Watch It.” Ernest Walling, NBC producer, speaking for
networks, will have as his topic, “I
Produced ‘A Day’.”

ATTENDING the dinner in New Orleans sponsored by the Mutual affiliates,
in honor of Pete Johnson, vice president of MBS, and Charles Godwin of
MBS station relations, are (1 to 1): Seated; Jimmy Willson, general manager,
WLAU Laurel, Miss.; Mr. Goodwin; James E. Gorden, general manager, WNOE
New Orleans; Mr. Johnson; Louis S. Prejean, president, WAFB Baton Rouge,
La.; Standing; Kenneth Jones, general manager, KSLO Opelousas; Lloyd Goodin,
general manager, KRUS Ruston, La.; Tom Gibbons, general manager, WAFB; Dick Millen, general
manager, KANE New Iberia, La., and Bill Ford, KENT Shreveport.
Also present but not shown was Gene Tibeit, general manager, WLOX
Biloxi, Miss.

Page 48 • April 10, 1950 BROADCASTING • Tel ecasting
To Participate in FCC-Industrie Roundtable

Mr. McNaughten Mr. Johnson Mr. Compton Mr. Lodge Mr. Guy Mr. Jett Mr. Marx
*Mr. Bailey to preside. All others in top row, represent the FCC; lower panel are representatives from industry.

Registration
(Continued from page 25)

N. J. Kilpatrick, Leroy, WSZJ Huntington, W.Va.; Russ, Glen, KAILS, Austin, Minn.; Krahl, Kenneth, KMBC-KFMR Kansas City, Mo.;

Mr. W. M. Daniels, Sears Radio Electric Co., Inc., New York; Leeman, Alvin, WKTU OR -WQ, White Plains, N.Y.; KFBI Wichita, Kans.; Quentin, Charles, Hal Moler, Watertown, Lorber, Austin, Minn.; Mr. Broadcasting Milburn G., KVFD -KFMY York; York; Shelby, B. L., WLS Chester, WHO L., City, Iowa; Green

RCA den, Mr. J.; Lewis, Louie, Hollywood; Nelson, McNaughten Marque, Des Moines, Iowa; Neary, Snedeker, Portland, F., WJR Broadcasting -TELEVISION -

N. N. Co., 30 J.; Raytheon D.. James Neary, Springfield, Ohio; Meyers, Pegler, Jack J., Springfield, Ohio; Sinclair, E. A. R., KMBC Kansas City, Oklahoma City; Tracy, J.; Tharpe, L. N., WJR Broadcasting -TELEVISION -

Johnny E. Hilliard, Alas-Cashier, Chief, FCC Dept. of Television.

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Johnny E. Hilliard, Alas-Cashier, Chief, FCC Dept. of Television.

Mr. W. M. Daniels, Sears Radio Electric Co., Inc., New York; Leeman, Alvin, WKTU OR -WQ, White Plains, N.Y.; KFBI Wichita, Kans.; Quentin, Charles, Hal Moler, Watertown, Lorber, Austin, Minn.; Mr. Broadcasting Milburn G., KVFD -KFMY York; York; Shelby, B. L., WLS Chester, WHO L., City, Iowa; Green

RCA den, Mr. J.; Lewis, Louie, Hollywood; Nelson, McNaughten Marque, Des Moines, Iowa; Neary, Snedeker, Portland, F., WJR Broadcasting -TELEVISION -

N. N. Co., 30 J.; Raytheon D.. James Neary, Springfield, Ohio; Meyers, Pegler, Jack J., Springfield, Ohio; Sinclair, E. A. R., KMBC Kansas City, Oklahoma City; Tracy, J.; Tharpe, L. N., WJR Broadcasting -TELEVISION -

Johnny E. Hilliard, Alas-Cashier, Chief, FCC Dept. of Television.
WOR TOWER FIGHT

Case Nears Completion

APPLICATION to transfer WCON-FM-TV from the Atlanta Constitution to Atlanta Newspapers Inc., proposed new firm consolidating the ownership of the Atlanta Journal-Constitution and the Atlanta Journal, was filed with FCC last week [CLOSED CIRCUIT, April 3]. Bids to switch the Journal's WSB-AM-FM-TV to the new firm already have been filed.

Explanation of the further steps to effect the consolidation was given to the Commission in a letter signed jointly by Clark Howell, publisher of the Constitution, who will become preferred stockholder in Atlanta Newspapers, and H. B. Wilcox, secretary-treasurer of the Journal, who becomes secretary-treasurer of Atlanta Newspapers. Ex- Gov. James M. Cox, chief owner of the Journal, will acquire control of the new firm under the agreement with Mr. Howell, chairman.

When WCON-TV is licensed, Atlanta Newspapers would turn in the license for WSB-TV for Channel 8 (180-186 mc), with the latter moving to the WCON-TV Channel 2 (474-500 mc) and using the WCON-TV transmitter plant and 1,000-ft antenna, now nearing completion. Since WCON-FM operates within 500 ft of the towers of WSB-FM also would be surrendered upon licensing of WCON-FM.

Will Surrender WCON

As soon as the Commission approves the transfers, the permit for WCON is to be surrendered, FCC was told. Atlanta Newspapers would continue WSB, 50 kw clear channel outlet on 750 kc.

Fort Industry Co.'s WAGA Atlanta station, applying for permission to switch from 6 kw on 590 kc to WCON's assignment of 5 kw on 550 kc when the transfers are effected. WAGA has already purchased a new tower and of the WCON-TV plant for $237,500. Original cost of the entire WCON-FM-TV plant was reported to the Commission was $945,250.50.

All of the common stock of Atlanta Newspapers Inc. will be held by present owners of the Journal, a Cox family interest, while all the preferred stock, a convertible issue, will be held by the Howell group. Mr. Howell becomes vice chairman of the board of Atlanta Newspapers. J. Leonard Reisch, manufacturer of air radio properties, which include WHIO Dayton, Ohio, and WIOD Miami, Fla., in addition to WSB, will become radio director of the new firm as well as a member of its board.

With NBC since 1931, WIBA operates with 5,000 w day and night on 1310 kc. Ken Schmitt, manager, and his staff of one during the Journal's ownership, will continue in its entire history, as has William T. Evuje, president of Badger Broadcasting and editor of the Capital Times.

BID OF WOR New York to increase the height of its towers at Carteret, N. J., vigorously contested by the Civil Aeronautics Administration Aeronautical air traffic control services, and Port of New York Authority—has moved one step nearer decision as parties to the involved FCC bearing filed their proposed findings.

WOR, which has been after the modification since 1937, seeks to change its direction by replacing the present 45-ft vertical towers with two new 658 ft. towers. The new array would be top-loaded to simulate an electrical height of 198', which would "substantially increase the service area" of WOR as well as primary and secondary nighttime service areas. WOR is assigned 60 kw on 710 kc as a Class I-B clear channel outlet.

Chief objection to the new towers by the aviation groups is that they would constitute a "menace" to air navigation in an already highly congested metropolitan area.

NAB Supports WOR

NAB's brief in the case supports WOR's bid, noting the decision would "form a basic precedent for the accommodation of conflicting broadcasting and aeronautical interests throughout the United States." NAB noted that no evidence was produced to show that the change in flight rules for Newark airport would be "abnormal or extraordinary" in comparison with those of other metropolitan airports of the same class. Neither was a showing made that Newark's desirability as a terminus "would be materially impaired," NAB said.

Other obstructions in the area already limit Linden airport, a small commercial field just one mile from the towers, NAB said, noting the WOR situation was known when the Linden field was licensed.

WOR told the Commission the new towers, using the special marking devices it proposes, actually would be an aid to air navigation "sorely needed" in the area. The towers would be marked with special high-intensity beacon. WOR said, as well as with electronic devices to help planes in that area be capable of using. WOR claimed no justification exists in the record whereby the towers could be termed a "hazard" to aircraft.

Cites Interference

The station told the Commission that use of the new array also would substantially reduce interference with KIRO Seattle, explaining that the 124,222 people in an area of 20,200 sq. mi. affected would be reduced to 31,887 persons in 9,840 sq. mi. Only negligible increases in interference would occur to WKBG Mobile, KGNK Amarillo, WGBS Miami and WHB Kansas City, it was said.

CAA observed the case "is the first proceeding in the history of the Commission in which the Administrator has presented evidence, as a party, with respect to the aeronautical hazard that would be created by the granting of a transmitter construction permit." CAA said however the situation was not unique in that FCC submitted applications for CAA's approval relating to towers and that the WOR proposal had been so rejected.

CAA told the Commission that of the total of 2,286 such applications "which we received and investigated during the period July 1, 1948, to November 1, 1949, [CAA] raised objections to only 83" and "a number of these have been compromised by relocating the obstruction." It was noted a compromise had been made with WOR on construction of its TV towers and that CAA "assisted that relocation by providing engineering advice" as in other cases.

CAA pointed out that since FCC has no authority to change air navigation procedures as would be required in the area, the Commission's decision cannot be based on an assumption the procedures would be changed. CAA already has opposed any such change.

CAA further noted that WOR's proposal for special marking vio- late FCC's rules which require towers to meet CAA specifications and approval. Confusion with airport lighting was also alleged. CAA in addition held that the WOR proposal, which also would require special marking of radio towers in the area, properly called for a general rule-making proceeding and hence could not be considered in the case.

In terming the proposed towers a hazard, CAA said WOR itself has complained to the Administrator that planes were flying too close to the present towers.

In a similar position to CAA, told FCC that WOR was not asking an aviation regulatory body to change its flight rules but requested a "reasonable" regulatory body to do so by "indirectly.

The Port of New York Authority also told FCC it has already spent $1,000,000 on development of Newark, for which nearly $24,000,000 has been invested. Of this amount $14,000,000 represents Federal funds. The Port said the towers would adversely affect the "master plan" approved by CAA for continued expansion and reconstruction of the airport.

The Port also claimed the "exclusive" electronic devices proposed by WOR to mark the towers "are not adaptable to or regularly used in all types of aircraft, particularly small private aircraft." Violation of CAA marking standards also was claimed.

Milestones

- WADC Akron, Ohio, celebrated its 25th anniversary April 8. Station was founded by Allen T. Simmons, who purchased the equipment for a temporary station set up by auto dealers to promote the 1925 Akron automobile Show. In 1927, WADC affiliated with CBS. Mr. Simmons
- American Forum of the Air, NBC feature, celebrated the 22nd anniversary of its initial airing last week.
- WIB Madison, Wis., marked its 25th anniversary last week with several commemorative programs. Station, owned by the Badger Broadcasting Co., subsidiary of the Consolidated Communications, was with the Journal (both Madison) the air April 2, 1925, with a 100 w transmitter installed in a corner of a local dance hall. Affiliated
Richards Probe
(Continued from page 50)
with respect to his news policy."
Mr. Richards' instructions to
him, he said, were "definite and
positive and there was no doubt
as to what he was instructing me
about."
When defense counsel demanded
that he point out anything "false in
the questions' stories or
editorials, the witness replied:
"There may have been nothing
wrong with the individual story.
It was the fact that Mr. Richards'
selected it and why he selected it
that was wrong."
When he complained about
several items, Mr. Dehner testified
that the station's management had
said, "We're not expressing an opinion,
we're reporting what someone else
said." But, Mr. Dehner said, the
opinion of the person quoted always
coincided with that of Mr. Richards.

'For Good of Industry'
Eddie Lyon, FCC witness on
March [BROADCASTING, April 3],
while under cross-examination in
his second day on the stand, inter-
rupted Defense Counsel Fulton to
discuss "some things" just as
something came clear. I am not here
to hurt anyone. I am not here out of
friendship to anyone. KMPC is but
one tiny segment of a vast industry,
which I have devoted 21 years. I am
here for the good of the
industry."
Mr. Lyon reiterated that Mr.
Richards had ordered him to refer
to President Truman as a "pipe-
squeak" and Henry Wallace as a
"pin-head"—instructions which he
said he ignored.
Mr. Fulton demanded:
"Isn't it a fact that neither of
these orders were even given?"
At this point Mr. Lyon broke
into Mr. Fulton's "pausalike" of questions
to protest to Examiner Johnson:
"Your honor, I resent being
cross-examined with the
implication that I am lying under oath."
Mr. Fulton alluded frequently to
Mr. Lyon's previous day's
admission that he had given a false
report to KMPC management con-
cerning an affidavit he submitted
to FCC about the station's
operations and news policies.

Charges Intimidation
When defense counsel asked Mr.
Ford, "Do you want to withdraw
this witness or do you want to
continue to vouch for his
credibility?" Mr. Ford retorted, addres-
sing Judge Johnson:
"Mr. Fulton is deliberately mis-
construing function of the Com-
mision counsel and trying to in-
timidate the witness."
Mr. Lyon said that although he
didn't always follow instructions,
he carried out a great many of Mr.
Richards' orders.

Testimony of George Lewin, self-
described "screw boss" of KMPC
newsmen from early 1947 to early
1948, was surprisingly brief. Mr.
Lewin, who had been regarded as
second only to Clete Roberts in the
FCC array of witnesses, told of
orders purportedly issued by Mr.
Richards. Like other witnesses,
however, Mr. Lewin couldn't point
specifically to any wholly false
statement about anyone that KMPC
had broadcast.
"Let the witness stipulate," quip-
ped Mr. Lewin as defense counsel
began cross-examination, "that
there's going to be a whole load of
memory." Mr. Lewin mentioned
Leo Durocher, Laraine Day and the
newly formed republic of Israel as
additional subjects of Mr. Rich-
ards' displeasure.

RICHARDS CASE
Calif. Group Cites Issues

A PLEA that the public not lose
sight of the real issues in the G. A.
(Dick) Richards case (see story page 50)
had been issued by the
Southern California Assn. for
Better radio and television.
The association claimed that
counsel for Mr. Richards, who has
been accused of ordering the slant-
ing of news on his KMPC Los
Angeles, are attempting to try the
case by charging FCC as a govern-
ment agency with interfering with
"private business." "A retaliation," the association
asserted, "is not private business.
Air over which a station broad-
casts belongs to the people, and FCC
licenses are granted with under-
standing that station will be oper-
ated 'in interests of the public.'
"Coloring of the news is a dis-
service to the public. If there are
indications that a station presents
biased newscasts and comment-
taries, it is proper and fitting for
the FCC to act."
The association urged the public
to attend sessions of the Los
Angeles Convention proceedings.

ARENA ENDORSES
Hollywood News Club Stand
ENDORSEMENT of Radio News
Club, Hollywood, stand in bring-
ning charges against G. A. Richards
for news distortion on KMPC Hol-
llywood was given group
write-in of Radio News Analysts,
New York. In a wire containing
resolution proposed by H. V. Kal-
tenborn and passed by ARNA,
they said:
"We hereby go on record in support of
the efforts of the Radio News Club
of Hollywood in trying to secure the
presentation of full, unbiased news
reports. We also endorse any action
that will tend to preserve the right
of competent news analysts to digest
the interest of the news, in line
with the code of ethics of this
association, which in Article Six op-
poses all censorship of broadcast
material. It is also endorse the
statement of standards of the Radio
News Club of Hollywood..."

AIR MUSIC
FUNCTIONAL'S SERVICE
Set for WGIF

CONTRACT between Air Music Inc., New York, and Marshall Fields' Functional Music Inc., under which Air Music will utilize Functional's special equipment and services to provide a planned background music service through WGIF (FM) New
York, was announced last week.

Negotiations were conducted in
Chicago between Linton Wells, ex-
ecutive vice president of Air Music
Inc. and WGIF, and G. Howard
Lane and Nat Feiner, president
and vice president respectively, of
Functional Music. William G. H.
Finch is president of Air Music and
owner of WGIF.

Under the provisions of the
three-year contract, with renewal
provisions, it was announced, Air
Music will purchase its receivers
and speakers from Functional Mu-
ic and WGIF will acquire Func-
tional's music library comprising
approximately 6,500 selections,
plus monthly additions. WGIF
also takes on various collateral
services which Functional has per-
fected in its Chicago operations
with WFWM (FM) Marshall Field
outlet.

Air Music is now creating its
sales, installation and maintenance
force and expects to be in full
swing in May, officials said. WGIF
has been on the air since 1941 and
operates on Channel 270, 101.9 me,
with power of 20 kw. Its present
schedule is from noon until 9 p.m.
but it will soon program 18 hours
daily, officials said.

In commenting on the contract,
Mr. Wells predicted that within a
year Air Music will have a "very
substantial number of subscribers
to its background music service
in the metropolitan area."

Convention Gavel
(Continued from page 48)
conference itself will be on
"The Profit Motive." Speaking for
the advertiser will be Jim Moran,
of Courtesy Motor Sales Inc., Chi-
cago, with the topic, "TV Has Paid
Off for Me." Marion Harper Jr.,
president of McCann-Erickson,
Chicago, will speak on the topic,
"It Must Pay Off for My
Clients." William B. Ryan, man-
ger of KFI Los Angeles, speaking
for the station, will have the top
topic, "And It Must Pay Off for Me."
Final speaker will be Robert C.
Tait, president of Stromberg-Carl-
son Co., discussing "Our Television
Privilege."

The TV meeting winds up the
convention proceedings.
Exhibits—5th Floor
(Continued from page 87)

will share its display space with Altec, include such broadcast items as the 630A, 622 light-weight microphones, 2 type vertical lateral repeaters and WE loudspeakers.

Supervising exhibit will be A. A. Ward, vice president; J. K. Hilliard, chief engineer; G. L. Carrington Jr., and H. S. Morris, products sales manager. Altec will occupy Room 507A, part of the Grand Ball. * * *

Ampex Electronic Corp. Room 556A, 557A

EMPHASIS of Ampex will be its complete line of transmitting and recording tubes for use in AM, FM and television transmitters whether fixed or mobile. Representatives at convention will be Sam Morris, Richard Becker, Roy Horstman, Eric Weissberger. * * *

Ampex Electric Corp. Room 553A

MAGNETIC tape recorders will be displayed by Ampex. In addition to production units, company hopes to show a new playback-only unit designed as an aid to sound tape recorders come in four models (200, 300-C, 390-R, 500-S) and can erase recorded material. Ampex 450 playback-only unit is based on need for a variety of uses now depend- ing on recording or leased wire systems, as background music for restaurants, hotels, etc. Using twin-track magnetic tape ( 7/8 inch wide), model permits two-hour programs at 7 3/4 inches-per-second or four-hour programs at 3 1/2 inches-per-second, and 15,000 replays from same tape. Automatic control can be set for continuous rewinding or simply for one "round trip" of the tape. Shut-off and re- werving operation, which takes place midway between two and four programs, are fully automatic. Ampex will be represented by T. Kevin Mailen, vice president and general manager, and H. A. McMichen, treasurer.

Broadcasting Program Service Room 524A

PRE-RECORDED music will be shown on tape, demonstrating first of a series of musical films for TV and featuring Vienna Symphony Orches- tra. Low-priced Audio-Master play- back machines will be on display. It plays all sizes and speeds. Herbert Rosen will be convention representative. * * *

Capitol Records Inc. (Broadcast Div.) 532A, 533A, 534A

THEME of Capitol's convention exhibit will be "A service produced in house for professional applications all over the world, Hollywood." Scene of display will be the Capitol Music Bar at Studio One. Equipment on display will have on hand high-quality audi- tion equipment for demonstrating its testing and music features.

Attending the convention will be Clifford E. Ogden, sales manager; Gene Milner, eastern representative; Alan King, central representative, and Bill Stubbfield, southern represen- tative.

Columbia Transcriptions (Div. of Columbia Records Inc.) Room 509

VERSATILITY and strides of Columbia's Microgroove (33% rpm) tech- niques for broadcast use will be ac- cented in samples of several current transcribed programs, recorded on Microgroove discs. In addition, tech- nical information on playback and reproducing standards will be avail- able for distribution, as well as a reproduction log of all Columbia transcription recording. Representatives will be attending the convention: Robert J. Clarkson, general manager; Alvin King, eastern representative; and Bill Stubbfield, southern representative.

Graybar Electric Co. Rooms 504A, 505A, 507A

IT'S a big secret, this annual display of products brought with the Graybar organization. No Graybar official will give any details. The secret is: Graybar will exhibit a cartridge television picture frame with Altec Lansing Corp. and Machlett Labs. (see separate listings).

International Derrick & Equipment Co. Room 539A

SPECIAL FEATURE by Ideco, manu- facturer of AM-FM-TV towers, is a product demonstration of tower being built for WCON Atlanta, Ga., as an illustration of Ideco "know- how" in tower construction. Firm has built numerous towers up to 600 feet. Tower height, 750 ft., 490 ft., etc. Towers available in all types for AM-FM-TV broadcasting and include self supporting, guyed and guyed-top-loaded. Company representatives at the convention: J. Roger Hayden, sales man- ager; S. E. Wilson, Eastern District sales manager, and G. M. Butler, advertising and sales promotion manager.

International News Service

International News-Photo Corp. (Television Dept.) Room 553

INS-INFO will provide the continuous screening of daily, weekly and sports newreels for television, in association with Telenews Productions, in Room 565. INS wire and INP will function to provide daily news bulle- tins and photo news coverage. Latest type newsreel and still photo dis- semination will be on display and various prepared packages of news material will be available— all suitable for TV programming.

Highlight of exhibit will be the unveiling of a broad daylight Outdoor Projecta balloon projector for television—similar to that introduced by INS-INFO at last year's convention. Actual films of Projecta operation embracing the new model also will be demonstrated by INS-INFO, which claims to be the largest distributor of newreels for video.

Robert H. Reid, manager of INS- INFO's Department of Sales, will exhibit personnel, to include Charles N. Bur- ris, sales manager, Telenews Produc- tions, and Wally Camp, together with Tracey, Tassel Television Productions Inc.: John M. Cooper, director, INS Radio Dept.; Gene Grayman, INS Chicago bureau, and Charles J. Nichols, manager, INS Chicago bureau.

Keystone Broadcasting System Room 521A

THE FIFTH floor exhibit of Keystone Broadcasting System will be in charge of Naylor Rogers, executive vice president. Among key items to be displayed at Keystone's 10th anniversary, the organization will present silver greeting cards to delegates, E. J. Ritterman and Sidney J. Wolf will be on hand, along with Mr. Rogers.

Lang-Worth Feature Programs

Rooms 512A, 513A

TWO exhibits will be maintained by Lang-Worth—one for the engineer- ing conference, the other for broadcast. Conference exhibit will concentrate on a new sight-slip transcription, unveiled as a "mystery record" at last year's convention and now...
**OFFICERS of American Assn. of Advertising Agencies
getailed Secretary of Commerce Charles E. Sawyer, guest
of the recent convention. L to r: Clarence B. Goshorn, Benton
retiring AAAA board chairman; Frederic R. 

**HOME LISTENING**

Jan. Equals Average Of 3 Years-Nielsen

NUMBER of home hours of radio listening in January 1960 equaled the average of the past three years, Arthur C. Nielsen, president of the A. C. Nielsen Co., stated Thursday in an expansion of his remarks at the AAAA convention March 30 [Broadcasting, April 3].

During the past three years the number of radio homes has increased from an average of 37,000-000 to the present figure of 40,500-000, a gain of 8.5%, Mr. Nielsen explained.

"If we take into account that (1) radio listening per home has declined 7.8% due to the combined effect of TV and other factors and (2) that the number of radio homes has increased 8.5%, then the re-


time has been the result of many home hours of listening in January of this year as the average for the past three years," said NRI's president.

Mr. Nielsen noted that the 7.8% decline in daily hours of listening per home breaks down to 17.1% in the largest cities, 6.3% in medium cities, and 1.5% in small towns and farms.

"If we analyze this by time of day, we get 8.2% down in the morning, 5.2% in the afternoon, and 9.7% in the evening," he said.

He asked that full recognition be given the fact that when a TV set goes into a home the total amount of broadcast listening or viewing is "tremendously increased.

Actually, he said, it goes from 4 hours 8 minutes, which is radio listening only, up to 6 hours 39 minutes combined—an increase of 61%.

The total TV viewing alone goes from zero (prior to installation of set) to 4 hours 3 minutes, he noted. Daytime goes up to 50 minutes and evening to 3 hours 13 minutes.

Radio listening over the three-year period has dropped from 4 hours 8 minutes to 2 hours 36 minutes, a decline of 37%, Mr. Nielsen said. He pointed out that the 37% is a very important figure to keep in mind. There's a reduction of 13% in daytime and 73% in the evening.

"It should be recognized, however," he said "that only a small part of the homes that have TV at this time. The best available esti-

mates for January 1960 put TV homes at 3,900,000 which is 9.7% of the 40,500,000 estimated radio homes.

"As we have seen, radio has declined 37% in such homes, so the total reduction in radio throughout the country is only 37% of 0.7% or 3.6%. Therefore if nothing else had happened to affect radio audiences in the past few years they would have declined 3.6% due to the advent of TV."
funeral services for Roy C. Witmer, 63, former NBC vice president and pioneer of network broadcasting, were held last Monday at his home in Wethersfield, Conn. He died at home April 1 after a prolonged illness.

Mr. Witmer served as vice president of NBC for 17 years until his resignation in 1946. Under his leadership the NBC sales department was credited with developing basic retailing and local advertising principles now used by networks and stations throughout the country. Among these was the technique of designing programs to fit the needs of individual stores.

The former NBC executive was born July 8, 1886, at Niagara Falls, N.Y., and began his business career in advertising in Stanford U. in California. He devoted his early activities to the banking and utility fields, then managed manufacturing plants in New England.

In 1927 Mr. Witmer joined NBC's advertising department as a salesman. He was promoted to assistant sales manager two years later and became sales manager in 1930. Following year he was appointed vice president in charge of sales.

Mr. Witmer was further promoted to staff vice president handling assignments from Niles Trammell, former NBC president and now chairman of the board.

Alabama AP Group Elect

AT a meeting of the Alabama Associated Press Broadcasters' Assn. held in Montgomery, Ala., March 26, Howard Martin of WALA Mobile, was elected president for the coming year, succeeding W. Emmett Brooks, WBJJ Brewton. Others elected: C. O. Liles, WMIS Sylacauga, vice president; Lamar Matthews, Associated Press Radio staff secretary; and directors, Bert Bank, WTVB Tuscaloosa; Eloise Hanna, WBRB Birmingham; Henry P. Johnston, WSBN Birmingham, and F. E. Busby, WKRG Mobile.

Neil Head's CAB

Malcolm Neill, CPBN Fredricton, was elected to the Canadian Assn. of Broadcasters at the final session of the annual meeting at Niagara Falls, Ont. [BROADCASTING, April 3]. The CAB board was scheduled to meet at Ottawa this year (April 10) preparatory to meeting with the Royal Commission on Arts, Letters and Sciences at Ottawa, in its final sitting April 11-14, to hear final briefs on broadcasting.

Mr. Trammell, a close personal friend of Mr. Witmer, last week said he knew of "few people who have given to the broadcasting industry as much thought and thoughtfulness of themselves as he did."

Mr. Witmer is survived by his wife, Dorothy Parks Witmer. Burial was to be held in California.

KSTP AM-TV STRIKE

STRIKE of 22 technicians of the International Brotherhood of Electrical Workers (AFL-CIO) Wednesday night at KSTP AM-TV Minneapolis-St. Paul caused interrupted service at both outlets. Regular schedule was soon resumed and "is continuing without interruption," KSTP officials report.

Negotiations have been in progress in Minnesota for renewal of the contract which expired Sept. 30. According to KSTP spokesmen, the union demanded a substantial wage increase for all stations involved in the current bargaining. Other stations involved were WMIN WTCN WLLO and KEYD, all Minneapolis-St. Paul, the latter's contract expiring in February.

After many meetings, KSTP reports, WMIN WTCH KEYD and WLLO agreed to increase wages $3 a week. "However KSTP refused to increase any technician wage is now $95 a week with supervisors receiving $110." This is higher than wages paid by the other stations, KSTP said.

Regarding the final negotiations, KSTP said: "Early last evening (Wednesday) Freeman Hurst, the international's business agent, called Hubbard (Stanley E. Hubbard, KSTP president and general manager) for a conference which he readily agreed to at our offices. Hubbard arrived here just a few minutes before 8 p.m. and after only a short discussion with Hurst, the latter gave an ultimatum of two minutes in which to grant an increase, without naming the amount, or the men would strike. As it was learned later the union had struck five minutes before Hurst issued the ultimatum."

Mr. Hubbard said the engineers, members of Local 1216, "have received only a $5 a week increase in the last 3½ years and are paid well below other stations in comparable cities."

KSTP spokesmen said the station is "rapidly recruiting replacements."

We don't sell "time!"
We USE time to increase your sales and profits.

WGRD

Grand Rapids, Michigan
Limited TV Budget Have You in a Fog?

See Daylight with Du Mont
Daytime Television

You don't need a Fort Knox pass-key to make television work hard for you.
Du Mont Daytime Television makes a little go a long way...modest in time and talent costs,
carries authority when it comes to results. For Du Mont, with no fish to fry in radio,
has cooked up daytime television programs you'll like
...network or local. They're good.

America's Window on the World

515 Madison Avenue, New York 22, N. Y. * Phone: MUrray Hill 8-2600

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VHF MOVE TO UHF?

POSSIBILITY of moving all television from VHF to UHF was suggested by FCC Chairman Wayne Coy last week in questions posed as cross-examination got under way in the Commission's color television hearing.

From the standpoint of spectrum economy—without regard to differences in VHF and UHF coverage or other factors—Chairman Coy said:

"It would seem to me quite reasonable that to use the ultra-high frequencies in their entirety from 470 to 600 mc or 890 mc is freeing the kind of spectrum space that can be utilized by other services, and are needed for other services, and that would be in the public interest."

His questions and assumptions suggested a six-year "amortization" period after which VHF broadcasters would be required to switch to UHF operations.

This departure from previous views of questioning highlighted a week which produced these color television developments:

- Demonstrating its new three-color picture tube "for the record," RCA showed Thursday for the first time that its color by a new technique now can be transmitted over the existing coaxial cable in addition to radio relay, thus seemingly removing what had been considered a substantial objection to the system.

- Chairman Coy suggested the possibility of an FCC request or order that manufacturers begin now to build adapters into their color receivers so that sets, when purchased, would be able to receive "non-compatible" (CBS) color in monochrome in event a non-compatible system is authorized.

- Donald Fink, former chairman of the Joint Technical Advisory Committee of Radio Mfrs. Assn. and the Institute of Radio Engineers, said he personally felt the dot-interface principle employed in color could also be applied to black-and-white to improve resolution, "quite possibly" without adversely affecting the value of sets now in use.

- Dr. G. H. Brown, RCA Labs research engineer, reported his company is working on a single tri-color camera tube but that it is still in the research stage.

- Comm. Robert F. Jones served notice that he intends to explore the television patent situation by asking RCA to submit data on the patents to which it has rights, what the rights cost and what they cover.

- FCC called upon RCA, CBS, and Color Television Inc, sponsors of the three principal color systems under consideration, to submit detailed parts and costs data for conversion to their respective color techniques.

New Demonstration Set

- FCC scheduled an official demonstration of CBS' new dot-interface color method for April 26 in New York, but said otherwise it would conform to its previously announced hearing schedule including sessions during the NAB convention next week. April sessions will be held today and tomorrow, and on April 17, 18, 19, 20, and 25. Both RCA and CBS demonstrated their color systems Friday for members of the International Radio Consultative Committee of the International Telecommunications Union.

Chairman Coy's questions on the advisability of moving television "upstairs," which later were pursued by Comm. George E. Sterling, were posed during Dr. Fink's appearance to launch the hearing's cross-examination phase. Mr. Coy asked:

"Has the thought ever occurred to you [that] a sound sensible solution of the television problem might be achieved by getting away from adapters and converters and standards problems by establishing a color television service in the UHF range and providing a reasonable period of time to amortize the VHF black-and-white service, and give those channels to other services which are in great need of them?"

Dr. Fink, given the lunch recess to prepare his answer, thought a "much preferable" solution (which he said has been ruled out "on very good grounds") would be to add 40 or 50 VHF channels adjacent to the present 54-216 mc TV range. An upstairs reallocation, he felt, would be upsetting to the industry, aside from other objections.

Color Timetable

Chairman Coy—who injected at one point that "neither of us is committing himself as to what is going to be done here, so let us assume some things"—followed up with a question based on the assumption that color standards be adopted by, "let us say," the first of July; that color sets become available two years thereafter, and that the deadline for moving from VHF to UHF might be six years after that, or eight years from "the first of July."

The Chairman's observations about the reasonableness of "freeing" the VHF by moving into UHF and the suggestion that FCC's present VHF proposal would leave the VHF intact but utilize all but about 140 mc of the available UHF frequencies. From the standpoint of spectrum economy he thought it better to vacate the VHF and use all of the UHF.

Dr. Fink said his first objection—which Chairman Coy specifically excluded from his assumptions—was the "possibility that some parts of the country would not, in fact, receive the television service" that they otherwise might. He thought this problem might be alleviated by "spottig" additional stations to serve such areas, but that a great number of channels would be required.

Coverage Problems

He said his answer was assuming the use of ground-based stations, and that coverage problems would dwindle if Stratovision were employed. He was not sure that Polycasting, involving the use of many low-power stations to achieve coverage, is the best answer to the problem. Nor did he think VHF would be as useful to some of the non-broadcast services as UHF is.

Chairman Coy wanted to know the effect that announcement of color standards might have upon purchase of black-and-white sets. Dr. Fink thought it might not be too great if a compatible color system were chosen, but that sales would definitely be affected by adoption of non-compatible standards.

Would this effect be offset, Chairman Coy asked, if manufacturers would start now to build adapters into their sets, so that...
all built in the future would be "compatible." He seemed particularly concerned about the desirability of such a procedure in event the FCC should decide to postpone a decision on color.

Further, he asked, would manufacturers follow such a course if the FCC ruled against it, or would they go to court "on the question of jurisdiction?"

Dr. Pink thought court action might result, but that "a lot of manufacturers" would not adopt the procedure "without too much urging" if they thought the color decision would come soon—in six months, for example.

Chairman Coy suggested the jurisdiction question might arise on another score "if manufacturers don't do something about the oscillator radiation problem" which causes interference to other services.

**PINK UNDER SUBPENA**

Dr. Pink, who made clear that he was appearing under a subpoena by the FCC and not as a representative of any other organization (including the so-called Condon Committee on color, of which he is a member), said he thought FCC should be able to write fundamental color standards after (1) seeing the official demonstration of the RCA tri-color tube; (2) seeing the CBS system using dot-interlace; (3) seeing the CTI system again, as scheduled for the first week in May.

On the point of comparative coverage, he said he thought a UHF station would reach 50 miles whereas a VHF station of the same power could reach 50. But he emphasized throughout his testimony that equipment improvements are almost inevitable.

He estimated a $175 VHF set would sell for not more than $190 with a UHF tuner added.

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**VELMA DAWSON, ceramist and creator of "Howdy Doody" figure, shows revised version of "Scatty Scoops," another of her creations, which demonstrates merchandise on Sears TV film spot produced and placed by The Mayors Co., Los Angeles.**

**CARTOON character, "Butter-nut Kid," used for Butter-nut bread com- mercials on NBC network, TV series, is introduced to W. J. Brewer (r), radio-TV dir., R. J. Potts, Calkins & Holden, Kansas City, by H. W. McMahan, executive producer, Five Star Productions, Hollywood, pro- ducer of film spots for Butternut.**

**CHATTING in Tampa, Fla., with Joie Chitwood (r), auto daredevil, is Wil- liam E. Robinson, TV supervisor for Kenyon & Eckhardt Inc. Mr. Robin- son also was on hand to oversee the Princeton (N. J.) Film Center's recent production of a series of TV com- mercials for the Ford Mo- tor Co.**

**GETTING latest information on Gen- eral Electric TV production during a tour of Electronics Park, Syracuse, Fred Waring (center), star of GE's Fred Waring Show, has his questions answered by Dr. Walter Baker (l), GE vice president, and E. H. Vogel, GE's manager of marketing.**

THE CITY of Buffalo, thriving with its indus-
tries, Great Lakes shipping and point-of-market for Upstate New York farmers, ranks second in population in the Empire State only to New York City and environs.

Commanding the northernmost tip of Lake Erie, Buffalo is an historic example of American cities which have been enriched by the United States' lush hinterland.

Thus, it is not surprising that the story of electronic pioneering parallels the story of Buffalo and of WBEN-TV, the city's first and only video station.

For the past two years, as of May 14, 1950, Buffalo residents have watched the new pictorial art—television—grow in stature in their city. Their response has been re-
corded in facts and figures.

Set Circulation Soars

On Jan. 1, 1949, only seven full months after the station officially made its debut, the count of television sets in the Buffalo area was less than 10,000—not an insignif-
cient number for a one-station mar-
ket. Latest figures show a different story with the number of sets already well past 75,000.

There is another testimonial to WBEN's progress in the video world. Since the station went on the air as the country's 28th TV outlet, 317 advertisers have used its facilities. This total, as of lastfall, includes 283 local and 44 national advertisers. Ninety-two local and national-spot advertisers now use WBEN weekly, excluding net-
work sponsors.

A look at any one of the many sponsors' letters tells a flattering story, both to the medium as an advertising art and WBEN's in-

ubility in making the medium pay off.

A local dealer, the General Ice Cream Corp., distributor of Sealtest ice cream, was interested in knowing how many children watched its one-minute, three times weekly, announcement. This in the late fall when Canada's neighbor city was readying itself for winter.

For its test, Sealtest offered two ice cream suckers to anyone viewing the WBEN spot, providing they would send their name and address to the firm's "Sealtest Ice Cream Man" at the station. The offer was repeated on three consecutive tele-
casts. Sealtest found—and these are its words: "... Phenomenal re-
sult! Our offer drew 2,617 pieces of mail! Naturally, this enthusias-
tic mail response sold us on tele-
vision..."  

Another advertiser, the Western Savings Bank of Buffalo, carefully watched for results of its pictorial advertising. Here is its answer as conveyed to WBEN: "The interest of the television audience was immediately reflected by the opening of several sub-
stantial accounts the morning after this program was shown, with the

depositors specifically referring, with some degree of amusement, to this program. In fact, one interest-
case was that of two elderly maiden ladies who brought in a substantial amount of cash which they kept hidden in their home."  

The amusement was justified as the commercial portrayed a burglar meticulousl
rannacking a home only to find a Western Savings passbook and his comment: "An honest burglar cannot make a liv-
ing any more—everybody in Buffalo is keeping his money in the Western Savings Bank."

Pioneering Background

WBEN-TV just didn't happen like Topsy. In back of the TV sta-
tion's appearance on the Buffalo scene is a pioneering instinct which long served WBEN-AM-FM his-

tory. All three facilities are prod-
ucts of broadcasting enterprise by its parent, the Buffalo Evening News. The AM station this year is marking its 20th year in broad-
casting, the News is celebrating its 70th anniversary.

Even before WBEN went on the air in 1930, the News sponsored shortwave broadcasts from Schen-
ectady to the Byrd expedition in the Antarctic. The paper also pio-
ned in the use of the telephone, telegraph and wireless in news-
gathering in its early days.

During the '30s, the paper exper-

imemented in ultra-shortwave broad-
casting, and also issued one of the first daily radio-facsimile editions in the nation. Its W8RH now re-
poses in the Smithsonian Institu-
tion in the nation's capital.

In November 1946, WBEN's FM station, Buffalo's first frequency modulation outlet, began daily broadcasts. WBEN's TV license was applied for in early 1948.

Not to be caught short by inex-
perience in the video art, the sta-
tion jumped the gun a day before its scheduled opening and on May 13, 1948, telecast the consecration ceremonies of the Rt. Rev. Lauris-
ton L. Scalfie as Episcopal Bishop of Western New York. This tele-
cast from St. Paul's Cathedral in Buffalo was the first such event filmed by TV cameras in the U. S.

Telecast of Niagara Falls

Another landmark followed. On Sept. 12 of the same year, WBEN-
TV made its first telecast from Niagara Falls, which is located about 18 miles from Buffalo. Remotes
now are the practice rather than the novelty. Some 250 have been made by WBEN-TV since that time, notable among them the Christmas Eve midnight mass from St. Joseph's Cathedral, the Buffalo Air Show, an entire performance of Cole Bros. Circus, complete plays from Erlanger Theatre, inaugura-
tion of Mayor Mruk and a recent dedication of an $18 million Vet-
erans hospital in Buffalo.

As a rule, the management of such a station would be of top-
notch calibre. WBEN Inc. is no ex-
ception. Its executives are di-
rected by Edward H. Butler, editor and publisher of the News, who also is president and treasurer of the firm, and Alfred H. Kirchhofer, managing editor of the News, who is vice president and secretary. Clayton G. Underhill, paper's busi-
ness manager, is assistant treas-
urer.

Most active of this triumvirate

* * *

Mr. Kirchhofer
WBEN-TV utilizes a complex 6-way set-up with film camera. Two 2" x 2" slide projectors, two movie projectors, a Bolexian and a Kaleopticon projector are utilized. Quentin P. Renner is station's film editor.

A husband-wife team, veterans of radio and theatre, has handled as many as 24 spots in a 40-minute period. At present it is a half-hour show, Monday, Wednesday and Friday at 4:30 p.m. It has been on the air since November 1948. Shopper's Guide has been so profitable to the advertiser that the single spot rate of $15 has gone up to $22.50 with a waiting list making up a formidable backlog, WBEN-TV reports. Advertisers of same products are asked by the station not to place spots more than once a week in order to avoid monotony.

On-the-air time has jumped in one year from a weekly average of 5 days and 22 hours, to 7 days and more than 50 hours. Class A basic one-time hourly rate is $400.

In the local sports field, WBEN-TV carries portions of professional hockey and wrestling. It has telecast the National Rowing Regatta, local college football, collegiate doubleheader basketball, midget auto and harness racing.

WBEN-TV reports the George

(Continued on Telecasting 15)
**TV DIRECTORS**

**SWEEPING jurisdiction over all directors of both "live" and film television is formally claimed in New York last Wednesday by the Screen Directors Guild.**

Simultaneously, Cecil B. DeMille, spokesman for the guild, revealed at a news conference that SDG will "start immediate action" to bargain collectively for over 200 television directors in New York, Chicago, Detroit and other cities.

The guild, which now represents between 60 and 70 video directors, would like to see all members screen and video directors, assistants and floor managers. It would invoke Section 9 of the 1947 Labor Management Relations Act.

Mr. DeMille said he doesn't anticipate a "jurisdictional fight" with the Radio and Television Directors Guild which claims similar representation. RTDG membership now covers 36 of the 45 TV directors connected with local TV stations (TELECASTING, March 27).

**Parties Not Identified**

While Mr. DeMille declined to identify public or current directors, it is known that representatives of both SDG and RTDG have conferred informally within the past fortnight to discuss jurisdictional problems.

Mr. DeMille said he couldn't speak for SDG members but admitted, under questioning, that one solution might lie in the absorption of RTDG by his guild, a nonprofit group organized for the mutual benefit of its members and not a corporation for profit. SDG has affiliation with the Screen Directors Guild in New York, he added.

Mr. DeMille described the SDG as affording a "common meeting place."  

**RTDG REACTION**

**warns SDG on Encroachment**

QUICK to react to Screen Directors Guild's plans to bargain collectively over television directors (see separate story), the Radio and Television Directors Guild last Wednesday warned the screen guild not to encroach on its domain.

RTDG pointed out it has a charter from the American Federation of Labor as an international union with jurisdiction over radio-TV directors, and that working TV directors in New York, Chicago and Hollywood are RTDG members.

Furthermore, the statement added, RTDG in New York has working contracts with the four major TV networks recognizing it as "the sole and exclusive bargaining agent" for all TV staff directors, associate directors and floor managers.

"If Mr. DeMille and the SDG do not attempt a raid on the established and recognized jurisdiction of the RTDG in New York, there will be no trouble," the guild cautioned.

"However, if Mr. DeMille and his organization attempt such a jurisdictional raid, they're headed for an all out fight."  

**SDG Claims Sweeping Jurisdiction**

**BEST overall guess on estimates of TV circulation during February in key markets represented by Edward Petry & Co. was made by Annabelle Anderson, New York timebuyer formerly with Warwick & Legler. She is awarded first prize, a television set, by Keith Kiggins, Petry TV official. Miss Anderson also receives prizes for coming up with the best guess for Boston.**

**BASEBALL RIGHTS**

**TV-Radio Set in Philadelphia**

BASEBALL picture in Philadelphia was completed last week with the announcement that WPTZ (TV), WFIL-TV and WCAU-TV would each telecast a portion of the Athletics and Phillies. Rotating sponsorship has been signed with Atlantic Refining Co. and P. Ballantine & Sons, with the possibility of another advertiser being added. N. W. Ayer is agency for Atlantic; J. Walter Thompson represents Ballantine.

During the regular season at Shibe Park, WPTZ cameras will originate the ball games for the three Philadelphia TV stations. Feeds to WCAU-TV and WFIL-TV will be augmented by those stations with commercial announcements from their own studios.

WPTZ is to telecast all Saturday afternoon games except five. WFIL-TV will have weekday day games and the aforementioned five Saturdays not covered by WPTZ. WCAU-TV will telecast Sundays, totalling 42 games. Some of these Sunday games will also be carried by WFIL-TV.

Atlantic and Ballantine were also sponsors during the 1949 season.

Radio rights are to be handled by WIBG and WPEN, Philadelphia independents [BROADCASTING March 29]. The former will cover the Athletics' schedule and the latter the games of the Phillies. WPEN's broadcasts will be sponsored with Atlantic, Supplee-Seals and Ballantine alternating. Atlantic will sponsor WIBC's coverage. Also under Atlantic's plans for the baseball season are broadcasts of Philadelphia games via a regional hook-up to Eastern Pennsylvania.

ABC-TV currently issuing copies of its film catalogue to affiliates, listing films available for TV programming.

**WKZO-TV TESTS**

**First Signal Successful**

WKZO-TV Kalamazoo - Grand Rapids, Mich., began transmitting test patterns last week, according to John E. Petzak, owner and general manager of Petzker Broadcasting Co., owner of WKZO and WKZO-TV, and WJEF Grand Rapids.

Details of reception of WKZO's signal "far exceeded our expectations," Mr. Petzak said. Monitoring posts were set up in Lansing and Grand Rapids, and in South Bend and Elkhart, Ind. First pattern was sent out last Tuesday from 12 midnight to 1:30 a.m. "It was surprising to find a deluge of (telephone) calls from the area," Mr. Petzak said, "in view of the late hour."

Station's studios are maintained in Kalamazoo, with present offices at both Kalamazoo and Grand Rapids. As yet, Mr. Petzak said, no date has been set for the official debut. WKZO, operating on Channel 11 in both Kalamazoo and Grand Rapids, will be a stereo station. In addition to FM, 11ural and 8.2 kilowatt visual will be a primary CBS-TV affiliate although programs will be carried from all other TV networks. The station is using a new type Federal Midiview transmitter.

**KECA-TV STAFF**

**11 Added, Transferred**

ADDITION of 11 new employees and transfers to more responsible positions of 19, John P. Cardale, KECA-TV Hollywood has been announced by Frank Samuels, vice president in charge of ABC's Western Division. The changes were brought about since the station started seven-nights operation March 11, Mr. Samuels said.

Nine members of the engineering department, under the supervision of Francis A. Oliver, Roger L. Monson, Richard T. McCarty, Klarience F. Krone and Edward J. Wells, and a non-technical staff include: Carolyn Roberts, makeup assistant; Darrell E. Ross, stage superviaor; Nigel G. (telephone) Horton, assistant film director; Billy L. Alcine, TV program assistant; Dee Jay Fails, tour aide.

**L. A. WRESTLING**

**Telecasting Ban Is Lifted**

FOLLOWING a seven-week telecasting ban, local wrestling returns exclusively to Los Angeles television April 13 via KTLA (TV) and KECA-TV. The ban had been in effect since Feb. 9 when promotions defaulted to the telecasting hurt box office receipts.

According to plans negotiated for wrestlers by MCA Agency, which has taken over representation of local wrestlers [BROADCASTING, March 27], matches will be telecast twice weekly—on KTLA (TV) starting April 13 and on KECA-TV starting April 14.

Page 6 • TELECASTING April 10, 1950
with the new...... Fairchild TURRET-HEAD ARM

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

SIMPLY TURN KNOB to select cartridge...
Pressure Changes Automatically
New miniature version of the Fairchild moving coil cartridge permits this revolutionary advance.

- OPTIMUM PERFORMANCE ASSURED by separate cartridge for each function. Mount any 3 of four cartridges listed at right in one arm.
- OPTIMUM GROOVE TANGENCY—offset design.
- NEW VISCOUS DAMPING—NO ARM RESONANCE.
- FITS ALL TRANSCRIPTION TABLES—mounting radius, 13¼"; height above record surface, 1½"; base height adjustable.
- 3 WAY TURRET-HEAD ARM ...... $65.

MINIATURE DYNAMIC CARTRIDGE, shown above, fits all arms and record changers—standard RMA mountings—Diamond Styli mounted perpendicular for back cuing.
- LINEAR FREQUENCY RESPONSE—constant velocity device—moving coil design for low mass moving parts and freedom from distortion.
- NO HUM PICKUP—extremely small coil winding keeps induced hum at least 15db below other professional type cartridges.
- HIGH LATERAL COMPLIANCE in conformance with good pickup design.
- CONNECTS TO MICROPHONE CHANNEL—low impedance—feeds through equalizer directly to the input of console at microphone level.

CARTRIDGES WITH DIAMOND STYLI   LOW PRICED
Unit 212—Lateral 2.8 mil ............ $42.50
Unit 211—Lateral 2.2 mil ............ 42.50
Unit 210—Lateral 1.0 mil ............ 47.50
Unit 213—Vertical .................. 50.00

Fairchild RECORDING EQUIPMENT CORPORATION
154 St. & 7th Avenue • Whitestone, New York
"CAN'T BE BUILT," they said...but General Electric Built It!

Highest gain TV

WHAS-TV
Louisville, Kentucky

GOING UP—THE ANTENNA THAT COULDN'T BE BUILT. When others gave up, General Electric solved the most difficult high-gain TV antenna problem ever undertaken by a manufacturer. Two developments here are noteworthy. First, a special feed design saved several thousands of dollars for the broadcaster. Instead of the usual two, this antenna requires only one transmission line to feed it, a simplification achieved by designing and building a special slot diplexer, first of its kind to be used in high channel operation. Second, G-E engineers were able to maintain desired antenna characteristics by compensating for increased pole diameter through the lower portion of the antenna.

At Louisville the WHAS-TV antenna is driven by a G-E 5 kw high channel transmitter.
Spectacular 12-Bay Superturnstile for WHAS-TV is first ever made for Television Broadcasting—gain measured from input better than 12.5

UNIQUE SLOT DIPLEXER PERMITS SINGLE LINE ANTENNA FEED!

Rival manufacturers said it couldn't be done—that nobody could build a 12-bay antenna of superturnstile design and make it work. Why not? Because the required mast diameter would be so large it would affect the antenna characteristics.

General Electric television engineers didn't think so. They accepted the challenge, took the problem back to Electronics Park, put to work the immense research, engineering, and manufacturing facilities of this great plant...and delivered the complete antenna to Louisville four months later!

Building TV station equipment is a precision job. If your station plans present difficult problems of design, engineering, or construction, put G.E. on your team. Offices in all principal cities. General Electric Company, Commercial Equipment Division, Electronics Park, Syracuse, New York.

LARGEST LOW BAND HIGH GAIN ANTENNA!
At KRLD-TV, Dallas, Texas, this 10,000 pound, heavy-duty antenna provides an effective gain of 6.2. It is designed and built to withstand a 50-pound wind loading, equal to a 150-mile-an-hour gale. Inset shows batwings of heavy-walled tubing.

WIND LOADING 60 POUNDS! Rising 1050 feet above the Hudson River, the WOR-TV tower at North Bergen, N. J. is the highest structure in the state. General Electric FM and TV antennas, mounted together on a special mast, can resist a wind velocity of 165 mph. WOR-TV is also equipped with General Electric FM and TV transmitters and a custom built control console.

*for VHF commercial operation

You can put your confidence in—

GENERAL ELECTRIC
TELEVISION already has replaced radio as the chief product of radio and television manufacturers and in 1949 TV sales were reported for the first time as the major share of the industry's total dollar receipts, according to a study published by the U.S. Dept. of Labor's Bureau of Labor Statistics.

Titled "Radios and Television Sets," the study is part of a BLS detailed report on employment and payrolls. It also points out that, "contrary to popular notion that the radio and television industry has provided relatively few additional jobs as a result of the television boom," Employment in January was 4% higher than in January 1940—an approximate increase of 5,000 in the production worker force, the report reveals.

The study also reveals that video set manufacturers reported accounting for almost $600 million of the radio-television industry's $850 million sales in 1949. In the five months ending with January of 1950, approximately two million video sets were produced, compared with 6,000 sets throughout 1948. Simultaneously, the report showed that radio set production dropped during 1949 from the 20 million established in 1947 to about half that total.

**Video's Effect on Young People Studied**

THE EFFECT that television has on children's study and other habits is starting to face the same controversy which met radio not too many years ago. To date no clear cut summary has been presented on the subject although it would appear that the age of the child is one of the determining factors. Following a survey made at Chicago's South Shore high school, it was reported last week that senior class students "bear up under contrary to popular notion" better than those of any other class group. Philip Lewis, assistant principal and instructor of a TV course there, found that "superior" students can cut their study from 16 to 20 hours weekly in viewing. Average students should spend only from five to 10 hours, he said. He noted an average decline of 19% in grades of junior members who watch video 19 hours weekly, and of 8% for sophomores' grades. TV helped seniors, however, in history, civics and drama courses. Mr. Lewis termed it a "challenge" to find out how TV can aid each subject studied.

In New York first returns from a survey being conducted by the evacuate television's "advise" effect on the "eating, study and other habits of New York City school children were revealed in findings prepared for release today (Monday) by United Parents Assn.

Results by age breakdown: (five to seven) 20 out of 15 parents reported an "unfavorable effect" on recreation activities and 22 said TV "adversely affected" children's eating habits; (seven years old) 11 of 20 and adverse effects on study habits, 29 on recreation and 27 on eating; (eight year olds) five out of 75 on study, 12 on recreation and 19 on eating; (nine year olds) eight out of 46 on study, 12 on recreation and six on eating; (ages 11 to 12) 35 out of 249 on study, 40 on recreation and 27 on eating habits.

UPA officials declined comment on initial findings pending a more thorough analysis of a larger proportion of the 100,000 questionnaires circulated by parent-teacher associations of schools affiliated with UPA. First findings were based on data from parents in the boroughs of Manhattan, Brooklyn, the Bronx and Queens.

**New TV Lighting System Announced by N. Y. Firm**

INVENTION and perfection of a new lighting system for television, which could allegedly result in savings of seven to more than 10% annually in cost of TV films, has been claimed by Larry Gordon, president of Television Features Inc., division of Larry Gordon Studios, New York. System is called "filitele." Lighting is described as "mobile sunlight," completely dispensed with and manipulated that an entire production set can be lighted properly in a minimum of time, according to Mr. Gordon, who has installed it in one of his assistant's need of all completed TV films is made available to advertising agencies.

**Hopalong Cassidy Leads Tele-Que Video Ratings**

MOST popular television program in Los Angeles and Orange Counties during first week of March was "Hopalong Cassidy," according to Tele-Que survey of Coffin, Cooper & Clay Inc., Hollywood. Show received 9.7 rating. Results were based on viewing diaries kept by 575 TV viewers in the area.

Next nine shows in popularity were: Spade Cooley Time, 6.2; Teasoo Star Time, 4.7; Feature Movies (KTLA), 4.6; Lone Ranger, 4.6; Sandy Dreams, 4.1; Harry Owens, 4.0; Time for Beams, 3.8; Feature Pictures (KTLA), 3.2; Cyclone Malone, 3.2.

**Videodex Ratings Issued for March**

MILTON BERLE'S Teasoo Star Theatre was seen in 2,161,700 homes in 17 cities covered by the March Videodex television ratings. The program had a rating of 61.3, according to the Jay & Graham Research Inc. report issued last week. Ratings were derived from the Videodex panel during the first week of March.

The list of top 10 Videodex rated programs follows:

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<th>Program/Grammar</th>
<th>Age Group</th>
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Test Pattern Argument

ORAL ARGUMENT on FCC's proposal restricting separate operation of TV and aerial and visual transmitters has been scheduled for May 12, the Commission has announced. Those who have filed comments and wish to participate in appearances by May 1.

The proposed rule changes would allow test patterns to be accompanied only by a single tone or series of tones when separate aerial operation of the aerial transmitter would be allowed only for test purposes or emergency fills upon failure of visual equipment. Many television stations have urged liberalization of the proposal [TELECASTING, Dec. 12, 1949; Jan. 16].

Weekly Television Summary—April 10, 1950 TELECASTING SURVEY
miami valley
EYES
are glued to
WHIO-TV

Dayton's FIRST Television Station
to Broadcast
CINCINNATI REDS
Baseball Games
April 18—October 1

This market's growing TV audience (over 55,000 as you read this) spends a lot of
time looking at WHIO-TV. The reason . . .
outstanding programming like the Cincinnati
Reds home games April 18—October 1.
Top local programs, news and sports cov-
erage, plus CBS, ABC and DuMont network
shows make WHIO-TV FIRST in Television in
the Miami Valley.

NEWS • SPORTS
CBS, ABC, DuMont Best Shows

Affiliated With The Dayton Daily News and Journal-Herald
CANNON MILLS, to supplement its various advertising campaigns, is blazing a trail in television. Cannon is offering free to retail stores, two one-minute TV commercial films to increase May-June season of town homes which pays only for TV time at local rates. Open-end is provided to permit 11-second local announcement for individual stores. American Releasing Corp., Los Angeles, signed by Sue Diggins and Vi Russell to handle their TV package Little Magic Mystery. Consisting of 15 quarter-hour programs, package will be distributed nationally.

Burr Tillstrom, creator and co-owner of NBC-TV Kalka, Fix & Ollie, has been signed by TEEVEE Film Co. Beverly Hills Calif., to produce half-hour TV series based on OZ stories by L. Frank Baum. Series will utilize combination of live action, puppetry, and will be produced in Chicago. Completion of film is expected for fall telecasting. Same firm producing series of six-five-minute television films Vignettes of Fate. Merrill Pye, vice president in charge of production of TEEVEE, has resigned. Marc Frederic and William Asher have assumed duties formerly overseen by Mr. Pye.

Reported to be largest sound stage ever used for television in Hollywood, being utilized by United Productions of America at General Service lot, for Ford commercials. Series of 10 90-second films being produced for NBC-12 network play show. They will be available May 11. Agency: J. Walter Thompson Co.

Shallow & Graham Productions, Los Angeles, has completed series of six one-minute TV film commercials for Day & Night Mfg. Co., Monrovia, Calif. (water heaters, Panellay gas wall heater). Films currently being telecast on 13 western and southwestern stations including KTTV (TV) KTLA (TV) KLAC-TV all-Los Angeles; KRLD-TV Dallas; WBAP-TV Fort Worth; WDSU-TV New Orleans; WKY-TV Oklahoma City; KPHO-TV Phoenix; KSL-TV Salt Lake City; WOAI-TV San Antonio; KFMB-TV San Diego; KRON-TV San Francisco; KOTV (TV) Tulsa.

Princeton Film Center Inc. is expanding its New York facilities to speed handling of film production due to increased demand for TV film. New addition to Manhattan set-up will make creative talent, editing film and screening room immediately available to video clients.

Television Features Inc., New York, currently producing one-minute spots for Swenson Steak and Muehler’s Spaghetti, through Duane Jones; Parolator, through J. Walter Thompson; Lee Pipes, through Donahue & Coe; Buffalo Savings Bank, through Mair & Co.; P. O. C. Beer, through Gregory & House; Franks Beverages, through Adrian Bauer; Spred Satin and Durkee Foods, through Meldrum & Fewsimith. Commercials recently completed include Richard Hudnut, through Kenyon & Eckhardt; Air Wick, through Weintraub. William Van Pragg, vice president in charge of production, says future schedules indicate high intensity production as result of commercials successfully completed and aired.

INS-Telenews weekly newsmaker review, 20-minute summary of week’s telecasts, WGN-TV Chicago, under sponsorship of City National Bank and Trust Co.

PROGRAM FINDER

Crosley Issues ‘Tel-A-Dial’

CROSLEY Broadcasting Corp.’s three television stations, WLWT (TV) Cincinnati, WLW-D (TV) Dayton and WLWC (TV) Columbus, have begun free distribution of more than 100,000 copies of a copyrighted, trademarked program finder called the “Tel-A-Dial.” The "Tel-A-Dial" consists of an outer casing with a slotted window through which each day's program can be seen, an easy view which the viewer may stand on his television set.

Examples of Crosley's "Tel-A-Dial." At the right is a rear view showing an easy view by which the viewer may stand in front of the television set.

COLUMBIA PLANS

Record Firm Sets CBS-TV Show

COLUMBIA RECORDS Inc., New York, has completed its plans for a 2.5 million dollar advertising and promotion campaign (Broadcasting, April 3) utilizing radio, television, national magazines, co-op newspaper space, display and point of sale advertising. Ken McAllister, director for advertising and promotion, announced the plan.

The plan includes sponsorship of one half hour of the CBS hour-long television show The Show Goes On starring Robert Q. Lewis, starting April 20, Thursday, 8:30-9 p.m.

Columbia will sponsor the program through June 18 and will resign on Sept. 24 for the rest of the year. Each week a Columbia artist will appear on The Show Goes On. During the spring the program will be seen on WCAU-TV Philadelphia, WBKB-TN Chicago, WKRC-TV Cincinnati, WBN-S TN Columbus, WJZ-D TV Detroit, WMEL (TV) Cleveland. When it returns in the fall it will be seen in 40 cities throughout the country.

Mr. McAllister said, "We will renew The Columbia LP Record Parade Sundays on CBS.

SEEKS WPTS-TV CP

Asks FCC To Reinvestigate Grant

NEW ORLEANS Times-Picayune, operator of WTPS and WTPS-FM, asked FCC last week to reinvestigate its grant for construction of a new television station.

The newspaper’s construction permit for WTPS-TV was given up last summer after the Commission called a hearing on its request for additional construction time. Spokesmen said the newspaper is “very much desirous of building and operating a television station, and said the request for reinstate ment seeks Channel 16 since a petition is pending for reallocation of TV, originally assigned to WTPS-TV, for use in Baton Rouge instead of New Orleans.

GOODMAN SHOW SOLD

HARRY S. GOODMAN Radio & Television Productions has sold its TV telephone game, bingo-type prize program to WBAL-TV Baltimore, with feature set to start May 1, and plans to expand the program to Boston, Detroit, Cleveland, and other cities. Premiere package now is on WJZ-TV New York, WFIR-TV Philadelphia and WGN-TV Chicago. Stations offer spot and designates program to television viewers of program who want to play in each city. Viewers play the games by using either telephone or social security numbers.

COLUMBIA TV REVUE PLANS

NBC-TV's two-and-a-half-hour Saturday Night Revue will return in the fall after a summer hiatus starting May 20. Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of TV, announced the resumption was definite.

Heinz Starts Video

H. J. HEINZ Co., Pittsburgh, (57 varieties) in its first television try, today (April 19) starts a 13 week daytime spot participation campaign on KFJ-TV Los Angeles. Expanding $1,000 weekly, firm will use a total of 299 participations on six of the TV station's top shows. Agency, Maxon, In New York.

Correction

RCA EXPECTS the market for black-and-white television sets to continue throughout the future. Answering questions at the premier public demonstration of RCA’s tri-color television tube, Brig. Gen. David Saroff, RCA board chairman, said he did not foresee a time when the company would not be building monochome sets, despite the advent of color (Television, April 11). Interestingly, the “not” in “did not foresee” was dropped in Telecasting's account.
FOR CONGESTED AREAS

specify BLAW-KNOX

Whether it's for a spectacular TV antenna or a modest mobile communication system, a Blaw-Knox Tower designed for the job is your best—and safest—buy. In congested areas and cities throughout the country hundreds of Blaw-Knox Towers—both large and small—are proving the worth of their superior construction. For this assurance of safety and performance you might expect a premium price but—Blaw-Knox Towers cost no more than those of doubtful stability! Specify Blaw-Knox, and be sure.

BLAW-KNOX DIVISION OF BLAW-KNOX CO.

2038 Farmers Bank Bldg., Pittsburgh, Pa.
ELECTRIC with talent and dedication is what WTAR-TV is all about.

The day was sunny and bright, and the atmosphere was electric as the dedication ceremony began. The audience was enthusiastic and the energy was palpable.

He, who welcomed the day with a smile, addressed the gathering, lost in the moment and the significance of the day. His words were filled with passion and a dedication to excellence.

The ceremony was held at the dedicated facility, surrounded by a sea of red and blue lights, symbolizing the energy and enthusiasm that was present.

Several speakers took the microphone, each contributing to the day's proceedings. Their words were filled with dedication and a commitment to excellence.

The dedication was followed by a reception, attended by the families of the dedicated individual. The event was a momentous occasion, marked by a sense of community and shared achievement.

The dedication ceremony was a beautiful celebration of dedication, excellence, and the power of teamwork. It was a day to remember, one that will be forever etched in the hearts and minds of all who were present.

The dedication of WTAR-TV was a powerful reminder of the importance of dedication and excellence in all areas of life. It was a day to be proud of, a day to celebrate, and a day that will be remembered for years to come.
inside the tube and the three-color dot groups on the tube face—both numbers about 117,000 stations were increased. RCA hopes to double the number of dots.

Highlight readings of the three sets were reported as 7 foot lamberts for the three-gun color set, 12 foot lamberts for the mono-


Reprinted from Telecasting


System.

Dr. Brown said experience has shown the RCA system requires a signal-to-noise ratio no greater than that for black-and-white, and that observers have found that the system is difficult from monochrome with respect to transmission irregularities including ghosting and spurious images.

Report Submitted

He submitted a report indicating that transmitters capable of developing up to 5 kw carrier power at the upper end of the UHF region, near 890 mc, will be available within the coming 24 months.

Comr. Jones questioned him in detail on the date when RCA first had RCA color sets. Dr. Brown observed at one point that he didn’t think any pinpoint date was pertinent, but under questioning reported that the system was worked on in the theory in late 1948 or early 1949.

Comr. Jones asked for a complete timetable on the entire project.

Hugh M. Beville Jr., NBC director of research, testified briefly on the length of time needed because RCA could provide color service to areas presently reached by coaxial cable. He estimated that by October 1950 some 25 cities with a total population of 46,700,000 would be served by radio relays capable of carrying RCA color. As of March 22, he said, 28 cities with 81,405,000 population are receiving service by coaxial cable.

William R. McAndrew, assistant to NBC’s Washington vice president and also general manager of the NBC Stations, compared program production costs for color and black-and-white.

Under questioning by Comr. Jones, he concluded from his experience he saw no reason for a broadcaster to hesitate about entering color because of the additional costs in this phase of color operations.

Dr. Brown, back on the stand, asserted that RCA had used the dot-interface technique in its present system from the beginning in order to accomplish the purpose for which CBS adopted it a few weeks ago—to get better resolution.

He presented comparative data showing, on the basis of visual acuity, RCA resolution superior to that of CBS.

In response to Comr. Jones on the question of any set which could receive transmissions under all three systems, Dr. Brown thought it possible to find some common components, then put all three receivers into a box and “call it a single receiver.” But, he said, it would not be a question of “subtracting” tubes and circuits, but of adding them.

In response to further questioning, counsel for RCA agreed to submit data on additional circuits which would be necessary in such cases and on components common to the systems.

On the question of multiple standards, posed by Comr. Jones, Dr. Brown said: “I just don’t understand how multiple standards can work—I have no conception of it.”

The question of patents was raised after Dr. Engstrom took the stand Tuesday to outline the working of the tri-color tube. Comr. Jones elicited from RCA counsel a statement that RCA has a patent and in some cases sublicense receiver and television patents owned by International Telecommunications Corp., General Electric, Westinghouse, Phillips Co., and Farnsworth.

Singing out the Farnsworth patents in particular, Comr. Jones said he wanted to know how much RCA paid for its patent rights and what they involved.

Patent Question

Pressed by Comr. Jones, RCA General Attorney Joseph V. Hef- fernan said he didn’t know whether anyone could build a black and white set without using RCA patents, but later reported he was sure the Hazeltine Corp. and Edwin H. Armstrong and possibly others also license TV set manufacturers.

Dr. Engstrom testified, also under questioning by Comr. Jones, that he felt RCA color sets might be built to sell, without the kinescope, at about 25% more than comparable black-and-white models without kinescope. Including RCA’s tri-color tube he thought the price might be 25% to 50% more than comparable black-and-white models with kinescope.

Quizzed as to Board Chairman David Sarnoff’s estimate to newsmen that tri-color tube receivers might cost 20% to 25% more than comparable monochrome tubes, Dr. Engstrom said that he suspected he’d ask to do it for that price and that the RCA engineers will “try to do it.”

The single projection lens eliminates any bearing of the projected mosaics.

The problem of low budget yet modern and visually interesting TV commercials production is solved by Ray Telef, Versatile, ‘cinematic’ effects are obtained from inexpensively prepared materials or small objects.

1. TELEPH TV MACHINES

There are four optical openings for opaque cards, photographs, art work, glass slides, transparencies, strip material (on rolls), and small objects.

2. DUAL PROJECTION

Two slide holders, containing ten projection items, may be used in any two optical openings. Any new items may be televised simultaneously with superior pictures through lap dissolve or fade-out. The bottom station in the TELOPH may be opened for televised small objects.

3. STAGES #2 and #3

These two variable speed units may be attached to any station, one for vertical roll strip, the other for horizontal televising of teletype news strip. The horizontal unit may be used anywhere between top and bottom of the mosaic.

4. NO KEYSTONING

The single projection lens eliminates any bearing of the projected mosaics.

5. RUGGED EQUIPMENT

The TELOPH, weighing 60 lbs., has a compact box and rigid frame work to withstand any kind of hard usage.

FOR TV STATIONS:

The GRAY TELOP

Television Optical Projector ENABLE EASY, LOW COST TV COMMERCIALS

Now used by networks and independent stations.

The problem of low budget yet modern and visually interesting TV commercials production is solved by Ray Telef, Versatile, ‘cinematic’ effects are obtained from inexpensively prepared materials or small objects.

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For full details write for Bulletin 7-001
The New Du Mont-Holmes SUPERSPEED Projector

Sets new standards of performance, utility and economy for TV station operation. Provides a means of film pickup that approaches the contrast and clarity characteristic of studio productions.

DIRECT FILM PROJECTOR
Used with a Du Mont Special Image-Orthicon film pickup to give studio clarity to movies and teletranscriptions.

BACKGROUND PROJECTOR
Brings dramatic moving sets and backgrounds into any studio. Eliminates costly and cumbersome sets and backdrops.

For information on the Superspeed Projector or other Du Mont Telecasting Equipment write, phone, or visit.
CONTEST, in conjunction with reports of Elizabeth McGee, "Maid of Cotton," to Spartanburg, S.C., currently being conducted by WORD that city. Bale of cotton will be given listener who can name largest number of articles made from cotton or its by-products. Cotton in bale was grown in Spartanburg County and will be auctioned in front of WORD studios when contest closes. Proceeds will go to winner of contest. Sale in exhibition in front of studios with large sign urging passersby to listen to WORD and WDDY (FM) for details.

Jigsaw Map
BLUE, yellow and white map is made out of pieces of jigsaw puzzle sent to trade by WTAR-TV Norfolk, Va. Map is illustrated, showing points of interest, chief industries, sports, etc., of station's coverage area. Card accompanying puzzle map tells market facts concerning new station, which took the air April 2. After detailing population, retail sales and so forth, card remarks, "Put these essential pieces together and you have a pretty TV sales picture—a picture of the market on the jigsaw map assessed."

Beaver Hunt
REVIVAL of scavenger hunts currently taking place on WAAM (TV) Baltimore via Nick Campofreda afternoon shows. One day Mr. Campofreda asked for 1921 silver dollar, 1940 Maryland license plate, front page of any newspaper of 1940, calendar, etc. (for his sponsor, Gunther Brewing Co. of Baltimore) original Gunther beer label on old bottle. Starting time for submitting items was given as 9 a.m. following morning. At 6:15 a.m., lines began forming in front of studios. Prizes given to first persons arriving with rare items included watches, radios, TV sets, shoes and all arrivals receiving case of sponsor's beer.

Pointing Finger
NEW method of calling its clients' attention to "proof" copy of their radio announcement being utilized by KFRO Longview, Texas. Paper band, outlined in red, with index finger pointing, is pasted on copy sent to advertisers. Finger points to announce, and written on hand is message, "Get more sales! Please put this on your bulletin board so all of your sales staff may know radio station KFRO-1370 Longview, Texas."

Follow-Through on Cut
WFIL-AM-FM-TV Philadelphia is following up its AM nighttime rate cut [Broadcasting, March 27, April 3] with promotional vigor. Station is sending to trade letter summing up new policy along with new rate card and reprint of trade ad which claims WFIL has made marked gain according to EMB 1949 survey.

Gorilla Hero
BUSHMAN, top-gorilla billed at Chicago's Lincoln Park Zoo, named "newsmaster most unlikely to be affected by any suggestions from a sponsor" by Chicago News Broadcasters Assn. During gorilla's 2nd birthday celebration at lunchoon in zoo's monkey house, President Charles Sebastian, news editor at WFIL (FM) Chicago, made presentation to Zoo Director Marlin Perkins. Mr. Perkins and Bushman are stars of Zoo Parade, telecast Sunday on WNBQ (TV) Chicago. Local radio newsmen were among the 100 guests who munched Bushman's three-foot cake.

Promotional Effort
NAB CONVENTION issue, detailing works contained in its transcribed library, published by SESAC as its regular monthly service bulletin. Issue features house ad calling attention to SESAC's service headquarters at Stevens Hotel, Chicago, with this copy: "Follow the leaders to rm. 880A, where you'll find a complete transcribed program service... We have the sources of revenue. You have the sponsors—let's get hitched!" Also included in bulletin are new of SESAC affiliates, comment on importance of music in televisions, contents of firm's library and use of SESAC service by educational and religious broadcasters, as well as favorable subscriber reactions.

Card Mailing
MORE THAN 6,000 postcards sent to grocers and druggists by WNAK Yankton, S. D., on behalf of Griffin shoe polishes. Card shows WNAX mike and sponsor's products and announces, "New radio campaign for Griffin... It's your time to shine with Griffin."

Key Ring for Anniversary
TO MARK five years of its Make Believe Bedroom program, CKYF Toronto, sent flashlight and key ring with CKYF key to advertising agency executives and advertisers, along with typed data sheet in form of key on surveys on program.

Advertising Facts
LETTER sent to advertisers and public by WFOB (FM) Fortier, Ohio, extols advantages of radio coverage and newspaper circulation as supplementary to one another in delivering sales messages from businesses to consumers. Proving that two media are complimentary is list of stations with newspaper affiliations in Ohio. Local merchants are advised to use both media and advantages gained are cited. WFOB's wire services, programming and other selling points are given, followed by list of current sponsors. Public is urged to get FM reception as soon as possible. Card enclosed with letter concerns market data.

Numbers for Promotion
LISTS and numbers play important role in latest promotion piece from KSD-TV St. Louis. Large white sheet, re-print of full page ad in St. Louis Post Dispatch has "100,000" across top, with text on left side of page explaining that more than 100,000 families in station's area are enjoying "top-rated programs of all four television networks... shows and stars such as..." Following is long list of programs carried by KSD-TV. Days and hours of telecasting are given and readers are urged to "See your television dealer today!"

Selling to Bilinguals
FRENCH RADIO Assoc. Ltd., Montreal, group of six Quebec stations (CKVL Verdun, CKCV Quebec, CHLN Three Rivers, CHLT Sherbrooke, CJSO Sorel, and Chef Grantby) issues brochure showing how French-speaking Quebec can be used as advertising medium. Brochure is replete with ads, English text and cartoons to illustrate points on bilingualism of this segment of Canada's population, which uses English for business only.

Personnel
C. W. DORBELL, formerly of sales promotion staffs at KWKH and KTBS Shreveport, La., KMON of St. Louis and partner in agency, Ford & Doebler, Shreveport, returns to KMOX as sales promotion manager. He was with KMOX originally in 1943, leaving the next year to join P & D.

ETHEL GILCHRIST, former manager of sales promotion and advertising of NBC's KNBC San Francisco, joins NBC-TV advertising and promotion department as writer.

ELEANOR R. MORRISON joins WCOP Boston as publicity director.

STANLEY R. RADOMINSEK, recent Southern Methodist U. graduate in journalism, joins publicity staff of WFAA Dallas.

HAROLD M. PARTELOW, formerly with Palo Alto Times, joins KNBC San Francisco as advertising and promotion assistant manager.

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HORN TOOTER...  
DULUTH, MINN.—"So I'm not modest. But it's fun blowing your own horn when you've really got something to blow about," insists Otto Mattick. "And, Man alive!—has KDAL got something! We've got the Duluth-Superior Market—America's 61st in Retail Food Sales—right in the palms of our hands." Otto's right, too. For KDAL's Hoopers prove the audience dominance in this important food market. What a job KDAL does for food advertisers! How about doing a job for you?

WCHS
Charleston, W. Va.

Allied Arts

Jack Weir Lewis, appointed acting director of Rocky Mountain Radio Council, Denver, succeeding Clarence C. Moore, who continues on executive board as treasurer. Mr. Lewis formerly was production director and associate director for council.

WBAL Baltimore announces, via colorful promotion booklet, its complete modern recording service. Booklet describes facilities, talent, writing services and prices for recordings charged by station.


Harry S. Goodman Prods. announces sale of more than 200 half-hour mystery and musical programs to WFIL Philadelphia.

NEW talent service, TELE-TEST EXCHANGE Inc., has headquarters at 35 West 82nd St. Firm records all registrants on 16mm film and then divides them into five categories: leading women and ingenues, etc. Service is designed to cater to performers, casting directors and others interested in television. Officers: Tom Elwell, president; Bill Cottin, vice president and treasurer, and Everett Birch, secretary.

CBS and N. W. Ayer & Son sign for full Videoex Report, issued by Jay & Graham Research, Chicago. Contracts cover individual monthly reports for 17 cities and network summary.

STORECAST Corp. of America, New York, services additional 50 national food stores in Chicago area with its in-store programs. Extended service brings to 156 total number of chain food stores in that area carrying system.

George A. Horney & Co., Austin, Minn., sponsor of Music With the Horney Girls on ABC, signs two-year agreement for national Nielsen Radio Index complete service.

James V. Boyle, formerly with Yankee Network, joins Peter Jay Rotendo Construction Co. (television studio), New York, as sales and promotion manager.

Howard P. Hudson, radio information specialist of National Planning Association, Washington, elected publicity chairman and member of the board of directors of National Capital Forge, American Public Relations Assn.

Stephen Dimarco, formerly with Lane Bryant, New York department store chain, appointed account executive for Rarefy, Inc., New York.

Alvin Freemount, media broker representative, opens office to provide confidential service for buyers and sellers of radio stations and newspapers.

Bob Schultz, formerly with MCA Agency and W. B. Doner, Detroit, named director of television for Herman Fialkoff Theatrical Agency. He is currently packaging new type fashion show for TV.


David Leo Howard, assistant general manager of Canadian Pacific Communications, appointed president and general manager of new Canadian government company, Canadian Overseas Telecommunication Corp. New corporation takes over communication assets of Canadian Marconi Co. and Cable & Wireless Ltd. Board of new corporation includes Lt. Col. Henri Gagnon, Quebec; R. M. Brophy, Toronto, formerly with NBC and president of Rogers-Majestic Corp., Toronto; J. H. Hamilton, Vancouver; and Commander C. P. Edwards, deputy minister, Dept. of Transport, Ottawa.

Cornelius D. Crowley Jr., former associate attorney with Harper & Matthews, joins BBDO, Los Angeles and technical representative for company at Washington, D.C. He has been with company since 1946 and prior to that was radar officer in National Research Lab. Before that he was engaged in industrial personal work for Illinois Tool Works.

LyNN G. Holmes, senior electrical engineer in Stromberg-Carlson research laboratory since 1942, named associate director of research for firm.

M. Charles Banca appointed manager of newly-created industrial television products group of RCA Engineering Products Dept. He was previously manager of scientific instrument group of same department.

Henry D. Sarkis appointed sales representative for Clarostat Mfg. Co., Dover, N.H. He will cover industrial accounts in Chicago and Milwaukee areas. Mr. Sarkis was formerly with RCA and Crosley.

Your food advertising dollar brings you more sales in the KDAL Market. Ask Avery-Knodel for success stories. Then for availability for your next campaign.

Only a combination of stations can cover Georgia's first three markets.

WAGA WMAT WTTC
The U.S. Affiliates of GEORGIA'S First 5 Markets

Represented, individually and as a group by THE KATZ AGENCY, INC.

BROADCASTING • Telecasting
Sure he wants to walk... AND YOU CAN HELP!

Can you think of a finer way to celebrate Easter? You can help some youngster throw away his crutches and get a fresh start. You can help give some handicapped child the proper medical care and special training he needs to grow up to be a useful, happy citizen.

GIVE...during the Easter Seal Campaign

THE NATIONAL SOCIETY FOR CRIPPLED CHILDREN AND ADULTS, INC.  
11 S. LaSalle Street • Chicago 3, Illinois
RIVERS CASE
Council Restates Complaint
RADIO STATIONS of Savannah, Ga., have told FCC that their protest against a Savannah grant to E. D. Rivers Jr. ([Broadcasting, March 13]) was not directed against his desire to serve Negro listeners, but against his policy on religious programs and "his failure to live up to other commitments" to the Commission.

The restatement of their complaint against Mr. Rivers, based on his operation of WEAS Decatur, Ga., was contained in an answer to Mr. Rivers' contention that they were protesting because they wanted to keep down competition, and that they want "no part" of a radio service for Negroes in Savannah ([Broadcasting, March 27]).

The existing station, WJIN, in the name of the Savannah Radio Council, contended WEAS had not carried out commitments made to FCC with respect to certain programs. On the basis of Mr. Rivers' proposal to build "the same type of public service" in Savannah, they assumed that he intends to:
(a) Permit solicitation of funds on religious programs;
(b) sell all or practically all of his religious time;
(c) devote at least 25% of the broadcast day to religious programs;
(d) broadcast no educational, children, or discussion programs on a regular or scheduled basis, and (e) otherwise conform to the pattern of broadcasting that he has established in the operation of station WEAS.

Submits Amendment
The Council also submitted an amendment of its by-laws which provides specifically that "nothing in these by-laws shall be construed to relieve the individual licensee members of their individual responsibilities and obligations under the Communications Act." Mr. Rivers in his answer dated March 20 had claimed the original by-laws raised questions as to "whether there has been an unlawful delegation" of licensee responsibility to the Council.

The Council is composed of WCPG, WDRG, WFRP, WSAV and WTCO. They are seeking to have Mr. Rivers' Savannah Grant ($600 kw, 1 kw, daytime only) vacated and his application set for hearing. Their petition and reply to Mr. Rivers' answer were filed by Marcus Cohn and Samuel Miller of the Washington law firm of Cohn & Marks.

WBRK Pittsfield, Mass., will air Forum for Living safety quiz show, as part of contest sponsored by Casualty Insurance Co. of Massachusetts.

Technical

T. KIDD, formerly chief engineer of KFVR Salida, Colo., appointed chief engineer of KPH-AM-FM Wichita, Kan.

PHILIP S. LASSE, with The Journal Co., Milwaukee, owner and operator of WMJ-AM-FM-TV that city and WSAU Wau- sau, Wis., since 1929, appointed manager of radio and television engineering. He was formerly chief television engineer for The Journal Co., and will now direct technical development and operation of firm's present and future radio-TV activities. EDWIN CORDES becomes chief engineer of TV facilities.

W. A. DUFFIELD, formerly manager and chief engineer of former CKY Winnipeg, now CBW Winnipeg, moves to Montreal as supervising engineer at engineering headquarters of CBC. When former CKY was bought by CBC in 1946, Mr. Duffield became engineering assistant for province, and was later appointed chief radio engineer for the province.

BOB H. BEVILLE, technical director of WWDC-AM-FM Washington, elected mayor of Takoma Park, Md. He has been member of Washington suburban's City Council since 1948.

GENERAL ELECTRIC Co., Syracuse, N. Y., announces new television synchronizing generator (type PG-2-B), which offers new improvements in accuracy, reliability and ease of operation. Mounted on two chassis, generator weighs 25 pounds and is adapted for both portable and studio applications.

ARCHIE SICHEL, engineering supervisor at WBIG Philadelphia, is the father of a girl, Jane Louise.

HENRY DARROWSKI, chief engineer of WTV (TV) Newark, N. J., is the father of a boy.

To Reach The RICH Central Wisconsin Farm Market, use "The Voice of the Dairyland"

WJMC
RICE LAKE, WISC.

MEMBER STATION
ARROWHEAD NETWORK

Represented nationally by: RA-TEL regionally by Bulmer-Johnson, Inc., Mpls.
NEW York, beginning yesterday (April 9), 5-6:15 p.m., and continuing on succeeding Sundays, airs new radio series titled "Speak for Peace," featuring prominent personalities speaking on international peace. First broadcast of series featured Carlos P. Romulo and next Sunday Mrs. Franklin D. Roosevelt will be guest speaker. Series will run for 52 weeks and is being transcribed by Lang-Worth Feature Programs, Inc., for distribution to more than 600 stations in the U.S. and Canada. Transcriptions will be available at cost to any station requesting them.

Home Builders Interviewed PROMINENT Philadelphia builders appear each Friday on Raymond Benson & Co.'s Weatherman show over WFIL-TV that city. Builders are interviewed by Leon Haid, editor of Home builders' division of sponsor's company. Features of homes currently being built by Haid, or contractors associated with pictures of installations being flashed on screen for demonstration purposes. Series plans to cover most city and suburban developments to give prospective buyers overall picture of home situation in Philadelphia.

Radio Cover Paper ABC's West Coast feature program, Special News, March 29, contains a report of production of newspaper. Special event crew from KGO San Francisco went into city room of San Francisco Examiner and followed story from reporter's copy through editing, typesetting and into printed paper. Brief interviews were conducted with writers, editors and printers as copy moved through various stages.

Three Attractions Telecast
THREE top attractions surrounding opening of new arena in Milwaukee will be telecast by WFMA TV that city this week. Schill's Salute to Milwaukee, sponsored by Schlitz Brewing Co., will be aired at 9 p.m. today (April 10). April 12 simulcast of High Life Revue, sponsored by Miller Brewing Co., will be carried by station, plus extra half-hour of talent show on TV only. April 14 Life of Riley radio show will be telecast from new arena, sponsored by Schlitz Brewing Co.

Death Valley Tour
ANNUAL Death Valley tour, staged by science department of College of the Pacific, Stockton, Calif., covered by KCVN (FM), educational station located on campus, Heading tour is John C. Crabb, director of station, and Jim Jolly, chief engineer. Broadcasting is done from rebuilt surplus army truck which relays material to KCVN. Distance to station is 200 air miles. On-the-spot interviews, campfire programs, descriptive color of places visited and general news of caravan itself are included in telecasting, which is tape recorded for rebroadcast in event certain portions do not come through due to atmospheric conditions.

Fighting Pessimism
PANEL discussion, built around telecast of Encyclopedia Britannica film, "Where Will You Hide?," in order to counteract pessimism which facts of film might arouse, was presented over KING-TV Seattle following showing of film late last month. Participants in panel were Dr. David Bradley, author of No Place To Hide and member of medical group at Bikini; Lt. Rev. Stephen F. Rayne Jr., Bishop of Episcopal Diocese of Olympia, Wash., and Dr. Loren Donaldson of U. of Washington department of fisheries, who was also at Bikini. Similar presentations of controversial material are planned by KING-TV.

Elephants for Background
AMONG prominent personalities highlighted on Pick-A-Pocket show over WIBC Indianapolis were high officials of Shriner's organization and three elephants which were being used to publicize Shrine Circus. Jim Shelton, m.c. of show, aired program from downtown street where eight motorcycle policemen were needed to control estimated crowd of 1,500.

Sabbath Service Telecast
REGULAR Sabbath service telecast from Jewish temple by WPTZ (TV) Philadelphia fortnight ago as part of station's coverage of religious services from churches at all denominations. Rabbi Lasker of Congregation Temple Judea conducted services and addressed television audience, explaining significance and background of ceremonies.

Pharmacists Explain
SHOW intended to familiarize lay public with services rendered by pharmacists aired by KMA, Shenandoah, Iowa. Further series, Your Drugget and You, slated to start on station April 29, 8:30 p.m., was initiated by Walter D. Myers, president of Iowa Pharmaceutical Assn., and Leonard Powers, president of Nebraska Pharmaceutical Assn., on special show over KMA. Pharmacists were interviewed in prescription departments of their respective stores, and explained how pharmacists are trained, standards are set up for public protection and how cooperation between doctors and druggists is used to bring greater public service. Future shows will feature representatives from drug manufacturing concerns in area explaining quality control of drugs.

WBMG Programming
PREDICTIONS of games to come are offered sports-minded listeners of WBMG Richmond, Va. Allan Phaup, sports reporter for station, visited all Virginia college campuses and recorded interviews with football coaches as they worked at spring training drills. Interviews are incorporated into nightly sports programs, giving football fans preview of coming season's events.

TV Education
SCHOOL systems, Encyclopedia Britannica, TV manufacturers and distributors cooperate to bring School of the Air series to 200 Massachusetts schools via WGBS-TV Boston. Twelve-week series will feature 48 top educational films produced by Encyclopedia Britannica and will be run twice-weekly. Many schools will receive films over 16-inch TV, some them by national manufacturers and distributors. Twenty-minute shows are being used as test of TV educational impact.

Picture Results in Program
MEMBERS of fourth grade at George W. Brown School at Newburyport, Mass., have been play-acting at radio broadcasting as part of their studies. Picture of them utilizing its can on stick as microphone recently appeared in Boston Post. After seeing picture, management of WLA Lawrence, Mass., offered its facilities to group for one show. Mobile unit of station went to Newburyport to pick up broadcast.

Golf Coverage
THOROUGH coverage of Greater Greensboro open golf tournament given its listeners by WEEB Southern Pines, N. C. Jack S. Younts, station's president, and mobile unit were on the spot broadcasting from jeep with two handle talkies. Tournament included many top names in golf and was heard on state-wide hookup through WEEB.

Serviceable Others
QUARTER-hour public service program, You and Your Lawyer, designed to better acquaint public with its rights and duties under the law, broadcast by KDYL Salt Lake City. Show is aired Friday 6 p.m. in cooperation with Utah State Bar Assn. and U. of Utah law school. Prominent members of Utah bar and faculty members of law school discuss such legal topics as property rights of married women, debtor's rights and legal responsibility of parents. Legal ramifications are discussed in language easily comprehended by lay mind. Show has been incorporated by Utah State Bar Assn. into its public relations program.

The stars of today and tomorrow are

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!

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recorded program services

April 10, 1950 • Page 75
"PLUS" Coverage

WITH TRYLON TOWERS

Satisfied broadcasters report outstanding coverage with their TRYLON Vertical Radiators of wide and uniform cross section. Many say the "plus" coverage actually obtained greatly exceeds predetermined calculations.

If you're looking for top performance at low maintenance cost, write for details of TRYLON Vertical Radiators—no taper, completely uniform from the three base insulators to the top beacon plate.

Tower and Antenna Division
WIND TURBINE COMPANY
West Chester, Pa.

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**Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.**

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**Actions of the FCC**

**MARCH 31 to APRIL 7**

**CP-Construction permit**
- DA-directional antenna
- ERP-effective radiated power
- STL-standby transfer link
- sun-surnal
- synch amp-synchronous amplifier
- STA-special temporary authorization

**ant-antenna**
- cond-conditional
- D-day
- N-night
- mod-modification
- trans-transmission
- uni-unlimited

**GO-conditional grant**

---

**April 3 Decisions...**

**ACTION ON MOTIONS**

WJAS, Pullman, Tenn. — Further amended, through preliminary hearing, on Jan. 4, as amended by subsequent order March 6 to delete issues 1, 3, and 7. By Commission en banc.

By Examiner George S. Tartt


WCIC, Warren, Pa.— Granted dismissal without prejudice of application to increase power to 1 kw-D, 150 w-

Custom-Tompkins Bscst. Co. and David W. Jeffries, Ironon, Ohio.—Dismissed as moot, petition of Custom-Tompkins filed March 26 for continuance of hearing re application and that of David W. Jeffries, Ironon, Ohio.

WCHL Columbus, Miss.—Granted dismissal without prejudice of application to change to 580 kw, 1 kw un.

FCC General Counsel—Granted extension of time to May 1 to file proposed findings of fact in proceeding upon applications of WCMC Lemoine, Pa., to WKBK Harrisburg, Pa.

KCNX San Marcos, Tex.—Granted dismissal without prejudice of application to increase power to 2 kw-D, 100 w-N.

WRK Pittsburgh, Mass.—Granted dismissal without prejudice of application to change to 625 kw, 1 kw un.

WIKY Evansville, Ind.—Granted leave to amend application to make revisions in directional array; removed from hearing.

FCC General Counsel—Granted extension to May 1 in which to file exceptions to initial decision issued in proceeding upon application of KIOA Des Moines, Iowa.

Hamtramck Radio Corp. and Atlas Bscstg. Inc. — Granted extension of time for filing proposed findings of fact and conclusions of law in proceeding upon application and that of Atlas Bscstg. Inc. on its own.

BRK McAllen, Tex.—Granted leave to intervene in hearing upon applications of WLCR Baton Rouge, La., and KJAN Bscstg., Co., Baton Rouge.

New Rochelle Bscstg. Serv., Inc., New Rochelle, N. Y.—Granted leave to amend application so as to include an engineering affidavit showing other services to areas of interference.


FCC General Counsel—Granted extension to April 27, to file exceptions to initial decision issued in proceeding upon application of KIO Idaho Falls, Ida.


By Examiner Fanney N. Livin

KOJM and KAVR Havre, Mont.—Granted extension as amended of KOJM for leave to take depositions of Mayor Harry Soderberg, et al, starting 10 a.m. on April 12 and 13 Havre, Mont. In proceeding re application and that of KAVR.

KAVR and KOJM Havre, Mont.—Granted leave to amendment for mod. CP so as to correct petition of Center for WKXW DA shown therein: inaudable as oppositions of WKBK, Mass., and KOA Denver, request termination of authority granted WKXW to conduct program tests, or reduction in nighttime operating power of WKXW to 1 kw, such requests are dismissed, without prejudice to renew requests in proper petitions addressed to Commission en banc.

By Examiner J. D. Cunningham

FCC General Counsel—Extension to May 1 within which all parties shall file proposed findings in proceeding re applications of Delta Bscstg. Inc., Thibodaux, La., and KCLI, Houma.

Gateway Bscstg. Co. Texarkana, Ark.—Granted leave to amend application with respect to (a) estimated cost of operation, expected revenues, and financial condition of proposed station; (b) the terms and conditions of the agreement heretofore entered into for lease to take depositions of 29 witnesses in Havre, Mont. On April 13, following taking of depositions herefore authorized to be taken by\n
By Examiner Edward L. Buchanan

RADIO PROBE

Communications Not Included

THE COMMUNICATIONS industries do not fit into present plans of the House committee exploring lobby activities, it has been learned. Rep. Frank Buchanan (D-Pa.), chairman of the committee, said that the current schedule calling for consideration of the role government agencies play in influencing legislation does not include any case studies relating to the communications field.

Fortnight ago the committee heard various educators give an academic review of the role of lobbying in representative self-government. Next phase in the group's study is a more detailed probe of lobbying as it actually affects the activities of federal, state, and local governments.

Rep. Buchanan said the third phase of the investigation is consideration of groups which should be included under existing law or ruled exempt. The Congressman expects to recommend that radio be exempted from the Lobby Registration Act. He wants to talk to his party's counsel and to Judge Justin Miller, NAB president, to testify on the industry's behalf.

[Broadcasting, March 20].

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**Canada Drafts Report**

THE ROYAL COMMISSION on Arts, Science and Letters, which has been conducting hearings on Canadian broadcasting and television throughout Canada, will have its report ready early this autumn, Prime Minister Louis St. Laurent has announced in Parliament at Ottawa. The Royal Commission, which will complete its hearings at an early date, has made substantial progress in drafting its report.

The report is expected to establish Canadian broadcasting policy on broadcasting and television for at least the next 25 years.

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**APRIL 3 APPLICATIONS...**

**ACCEPTED FOR FILING**

License for CP

WBCO Bessemer, Ala.—License for CP

AM-730

WBBO Bessemer, Ala.—License for CP

AM-780

WBNR Beckley, W. Va.—CP AM

WNNR Beckley, W. Va.—CP AM

WBNR's new AM station on 780 kw D and 790 kw 500 w.

WNNR-AM 620

WBNR Beckley, W. Va.—CP AM

---

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**PRECISION FREQUENCY TRANSMITTING**

Engineer On Duty All Night Every Night

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Custom-Built Equipment

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**TRYLON LADDER TOWERS**

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**BROADCASTING • Telecasting**
April 10, 1950 • Page 77
The World's MOST-LISTENED-TO magnetic tape RECORDER

Summaries of Papers
(Continued from page 26) Tightly 'large' studios are needed for comfortable and efficient production work. This need is not confined to the large network stations alone, but is apparent in the operation of a smaller station. In general, it will be shown that existing AM stations will find their audio studios inadequate, both in size and associated facilities, for TV. One solution to this problem is to rent a theatre or unused fraternal assembly hall of suitable barnlike dimensions. However, these rentals will have to be equipped and possibly extensive modifications will have to be made to the stages or existing platforms therein. Various codes pertaining to places of public assembly may have to be considered. Technical and building facilities will be described for this type of semi-permanent studio so that those who are at present casting about for new and larger space, or those who may be coming into the TV business, may gain an idea of the magnitude of the job.


To simplify the design of grid modulated radio frequency power amplifiers for TV transmitters, graphical methods have been devised, using the constant current characteristics of the tubes. Starting with the assigned power and the bandwidth required, the use of these methods permits a rapid and complete analysis. The degree of linearity and harmonic distortion can be determined. All other required operating data, such as R.F. drive, D.C. insertion, and grid driving power, are easily obtained from the curves.

Mr. Lorber Mr. Bradburd


This paper discusses a completely air-cooled 5 kw VHF TV transmitter which more than meets the FCC specifications as to power output, lower sideband attenuation and full modulation bandwidth. Emphasis is placed on the method of design for reliability, low cost of operation, and the low tube replacement cost. Mid-level modulation is employed which provides a simple and effective video system using only receiver type tubes. The modulated amplifier and signal amplifier use air-cooled tubes and are so designed that tube replacement does not require retuning of the transmitter. Also included is discussion of the monitoring and supervisory facilities included in the control console.

Television Economics—Robin D. Compton, WOIC (TV) Washington

This is undoubtedly the most important and unpopular subject before the broadcaster today. Since the engineering budget is normally a great portion of any station's budget, it becomes doubly important that the engineer be aware of all aspects of television economics. There are many contributing factors which will be discussed, including organization of the station staff, budgets, unions, network transmissions, and government controls.

Mr. Foulds Dr. Gillette

16mm Telecasting Projectors—Blair Foulds, Dr. Frank N. Gillette, General Precision Lab.

The necessity for film in TV programming, coupled with the general acceptance of 16-mm film size, places a new emphasis on the quality of 16-mm projection equipment. Experience is now sufficient to demonstrate the inability of existing projectors to realize fully the capabilities of 16-mm film. A fundamental analysis of projector principles directed toward most effective utilization of 16-mm picture and sound shows that considerably better performance than is generally realized can be obtained from 16-mm film. The result is a totally new projection equipment which is consistent with the professional character of station operations.

Operation of Bell System Television Network Facilities—Charles E. Schooley, AT&T

About 8,700 miles of video and 8,400 miles of audio network channel of the Bell System are employed by the major broadcasters in transmitting TV programs to a total of 62 TV broadcasting stations in the northeastern portion of the U. S. Daily, stations are connected to and disconnected from network channels, and points of origin and direction of transmission changed, to suit the broadcasters' changing service requirements. To maintain all channels in proper operating condition and exercise the necessary supervision, special apparatus, methods, and arrangements are required and are discussed.

Mr. Schooley Mr. Wolf

A Supergain Antenna for VHF Telecasting—L. W. Wolf, RCA

The demand for multi-station installations and for higher values of E.R.P. has resulted in the design and manufacture of antennas having more gain than is feasible with the conventional superturnstile antenna. This paper discusses super
gain antennas which have great electrical versatility, permitting di-
rectional patterns, and great me-
chanical versatility, permitting mul-
tiple antenna systems on the same tower. Power gain values of 20 or more are shown to be usable by controlling the tilt of the ver-
tical beam. New diplexers for transmitting both the visual and aural signals from the same anten-
na are also discussed.

Mr. Staschover Mr. Miller

Television Sound Duplexing in a Tele-
vision Link—Leo Staschover, H. G. Miller, Federal Tele Labs.

This paper deals with subcarrier equipment designed to provide high fidelity sound and picture informa-
tion over a single wide-band micro-
wave relay link, and outlines circuit details in the submitter and sub-
carrier units and cites test data on TV sound transmission over single and multiple relay hops. High fidelity sound frequencies are well within the accepted video band, thus complicating the simultaneous transmission of video and audio on a common carrier in relay applica-
tions. Systems have been suggested introducing the sound by modula-
tion of AM and FM subcarriers or of the position and waveform of the standard synchronizing pulses. An FM subcarrier system is shown to possess advantages of simple circuitry, protection against cross-
talk from the picture into the sound channel, and requires no modifica-
tion of a relay link designed primar-
ily for high-quality video transmission. Equipment discussed employs an FM 5 mc subcarrier, whose center-frequency is stabil-
based on feedback system. Pri-
mary design considerations are

Mr. McConnell Mr. Hilliard


This paper describes a micro-
phone system, the acoustic trans-
ductor consisting of a condenser unit having an overall diameter of 0.6". Factors governing the size of a microphone as related to its frequency response and the general design considerations are ex-
plained. The microphone is omni-
directional over a 360° spherical pattern, has high sensitivity, and is extremely rugged to shock. Spe-
cial accessories relating to use in broadcast, television and recording are discussed. A demonstration will show the various characteristics of the microphone.

Facsimile—Present and Future—
John V. L. Hogan, Hogan Labs.

Facsimile broadcasting may be regarded as the fifth type of radio broadcast to reach fulfillment. Facsimile provides a record commu-
nication service whose commercial development has been awaiting the FCC "green light." The cur-
rent experimental status of FM Multiple Facsimile broadcasting presents the "chicken and egg" problem with respect to the wide distribution of receiver units. These

problems and the current activities directed toward the development of FM multiplexed facsimile broad-
casting will be discussed.

Mr. Hogan Mr. Findley

A New One kw AM Broadcast Transmitter—Lauren K. Find-
ley, Collins Radio Co.

Over a period of approximately 14 years there has been no sub-
stantial change in the basic set-up in the 1 kw AM broadcast trans-
mitter. The trend has been toward refining and complicating a basic standard design. This paper will discuss the accumulation of expen-
sive new techniques and improved circuit components combined to give the broadcaster a simpler, less expensive 1 kw transmitter with no sacrifice in reliability of opera-
tion.

The Columbia Hot Stylus Recording Tech-
ique—W. S. Bachman, Columbia Records

Some of the factors which affect the quietness of cut and loss of high frequency response in disk recording are discussed. A tech-
ique of applying heat to the cut-
ting stylus is described, which

(Continued on page 38)
WANTED—General manager existing 250 watt AM station. Must have strong financial and operating background. Combination announcer with first or second choice. Box 723E, BROADCASTING.

Field manager. If now calling on trade in Chicago, Dallas, Atlanta, Miami, Kansas City, Minneapolis, Cleveland areas, having attractive deal. RR-Radio-TV Employment Bureau, Box 443, Philadelphia.

Salesmen

Wanted—Salesman for 1000 w daytime independent in southwest that gels and keeps station. Must have 500 watt or larger 6-station market of 420,000. If we hire you, performance will determine future. Present salary or $60.00 months, or 15 percent, whichever greater. Join the profit sharing plan. Interested men please contact Box 505E, BROADCASTING.

WANTED—Deep South NBC affiliate needs capable staff man with at least 2 years experience and 20 percent of market. Full time position. For the right man. Station located in large city with top college and population. Studios air-conditioned. If interested, reply with resume, references, and minimum starting salary expected. Box 501E, BROADCASTING.

WANTED—Chief announcer. Must be showman, with strong personality and ability to mix with people. Permanent job. Give qualifications and salary expected in letter. Box 600E, BROADCASTING.

AnnuMERS

Announcer with first class license. $50 200 watt. AMBASSADOR. 1946, call, address, and registration. Box 738E, BROADCASTING.

Combination announcer with first class commercials or station management and salary requirements. Box 741E, BROADCASTING.

Chief announcer, good at play-by-play sports and MC. Knowledge of music essential. 50 watt license and copyright essential. 300 watt license. CBS affiliate southwestern college town of 20,000. Job requires at least 60 hours per week. Write Box 746E, BROADCASTING.

Announcer, minimum two years experience. Experience, intelligent, personable, di- gi- tal, congenial. Immediate position. Must have definite future. Send, do not call, full details: salary, references, and type of position expected. WYNN, Boise, Idaho.

WANTED—Good announcer with first class license and combined ability. Send disc and full details first letter. Write Box 503E, BROADCASTING, Northville, North Carolina. Immediate opening.

Situations Wanted

Managerial

Young successful manager desires change. Built two stations. Always made good money. Will not work for you a station you will be proud to own. Announcement reference available. Married. Box 510E, BROADCASTING.

Three years commercial broadcasting experience. desirable. Good references. Box 603E, BROADCASTING.

Situations Wanted

Top sportscaster, excellent play-by-play, but we appeal, employed, available immediately. References. Box 758E, BROADCASTING.

Announcer, graduate oldest broadcasting school in country. CBS instructors. Over 6000 engagements. Production, sound, emcee amateur shows and TV. Must have two years experience. Former college box 508E, NBC affiliate. Consider all offers. Box 508E, BROADCASTING.

Baseball—Highly qualified play-by-play, basketball, football, staff. Young, married. Available immediately. Box 509E, BROADCASTING.

Eastern stations—Excellent versa- tile announcer. Operate console. Low starting salary. Box 748E, BROADCASTING.

Combat-announced, highly experienced, in position. Excellent qualifications. Box 601E, BROADCASTING.

Top-notch sportscaster presently employed. Ready to specialize in sports. Personnel manager desires. Write Box 611E, BROADCASTING.

Situations WANTED (Con't)

Program manager: New director met- ropolitan key station. Inter- ested in similar position with 35-40 stations, 40 million, good salary. Familiar with all phases of metropolitan station. Box 722E, BROADCASTING.

Manager, commercial manager, twenty years experience covering all phases. Currently with metropolitan station and desiring association with one in medium market. Prefer to locate in mid- western section. Box 740E, BROADCASTING.

Program manager: New director metropolitan key station for network. Interested in similar position with 40 established stations, network or TV. Plenty of money and top management. Box 722E, BROADCASTING.


Manager—commercial manager, pres- ent with NBC affiliate. Additional cash, high provi- sional conditions. Background includes national and local level. Consider- ations. Box 710E, BROADCASTING.

Salesmen

Salesman. Experienced small station operation. Prefer Florida, southwest. Box 715E, BROADCASTING.

Know-how in radio sales and produc- tion. Commercial manager, writer, producer of many successful programs, ads. Box 720E, BROADCASTING.

Best qualifications—results. Zip, at- tach personal photo. East. Box 156E, BROADCASTING.

Announcers

Experienced salesman, presently em- ployed in announcing and writing position. Also announcing and writing experience. Box 735E, BROADCASTING.

Announcer, young, single, no family. Box 725E, BROADCASTING.

Top sports announcer prefers position with network. Would like to have an announcing position in Chicago, New York or west coast. Call or write. Box 726E, BROADCASTING.

Experienced sportscaster. Present 50 kw sports and staff. Experience baseball, basketball, boxing, hockey. Also sportswriting and features. College. Married. Want permanent position. Write and phone. Box 736E, BROADCASTING.

Ten years major market announcing. Has directed many TV and sports pro- grams. Good market is his. Box 737E, BROADCASTING.

Newscaster, sportscaster, AB in Jour- nalism. Novice years experience. Author- ity with voice, 52, married, one child. Sober, industrious. Newest staff man. Box 740E, BROADCASTING.

Want announcer with year experience. Would like to have an announcer—prefer permanent position. Would consider less. Box 743E, BROADCASTING.

Top sportscaster, excellent play-by- play. Also advertising sales. Box 748E, BROADCASTING.

Announcer, recent graduate looking for a sincere hard working, young man with promise in permanent position. Will consider position in air. Box 749E, BROADCASTING.

Toplight announcer. 6 years experi- ence. Good voice, experience in all phases of broadcasting. Box 750E, BROADCASTING.

Topnotch sportscaster, available immediately. Box 603E, BROADCASTING.

Baseball—Highly qualified play-by-play, basketball, football, staff. Young, married. Available immediately. Box 509E, BROADCASTING.

Eastern stations—Excellent versa- tile announcer. Operate console. Low starting salary. Box 748E, BROADCASTING.

Combat-announced, highly experienced, in position. Excellent qualifications. Box 601E, BROADCASTING.

Top-notch sportscaster presently employed. Ready to specialize in sports. Personnel manager desires. Write Box 611E, BROADCASTING.
BROADCASTING.

Employed chief engineer from industrial area. Woman commentator-program director. Unique know-how and popular success seeks new opportunities with progressive station. Background includes successful programming, writing, public relations techniques. Personality, voice, performance of superior quality. Also immediately available for affiliation which which she can make contributions. Results. Box 717E, BROADCASTING.

Wanted: Position as program director or producer-director on TV. Eighteen years experience in radio and television. Presently employed as program director of independent station. Moved for sake, also seeking a change of scene. Must be contacted immediately. Box 715E, BROADCASTING.

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WANTED: Assiistant TV director. Experienced remote and studio programming and production background. Box 713E, BROADCASTING -TELECASTING.

Productions-Programming, others

Program director experienced network, independent, setting up new station. Programs versatile, can meet and beat competition by providing complete entertainment and news service to station operation. Have written copy, told announcer script, and directed announcer in excellent announcing voice, technique. Consequently, an asset to any station prestige, revenue. Currently employed as program director, Box 989E, BROADCASTING.

Wanted: Positions in production. Ideas, write for proven copy. Only sincere inquiries, please. State needs, interests, philosophy, copy, original gag material. Established writer. Box 710E, BROADCASTING.

FOR ANNOUNCER OPPORTUNITY

Somewhere there is a promising young gentleman waiting for the opportunity to join an established network station about to assume powerful regional status. Here is an immediate opportunity for nice-apparing, intelligent, industrious young man with a minimum of two years experience to become a member of a higher caliber, friendly family station. Send resume, references, disc, photo and salary to Box 741E, BROADCASTING.

Situations Wanted (Cont'd)

Engineer-Executive now head of broadcast engineering department major equipment company. College graduate. FCC licensed, licensed professional engineer with over 10 years experience. Capable efficient operation AM, FM, and TV installations. Available immediately. Box 716E, BROADCASTING.

Chief engineer, chief or technical director, or chief of staff position in FM, AM, or TV. Also experienced in management. Son, built station, 10 years FM experience. Box 718E, BROADCASTING.

Fax phone. Experienced transmitter, remote, oscillator. Seeking permanent position. Box 719E, BROADCASTING.

Chief grad, TV course, first class license. No engineering. Box 721E, BROADCASTING.

Chief of police, radio and television experience. Any offer considered. Box 722E, BROADCASTING.

Assistant program director. Experienced in radio and television writing background. Box 723E, BROADCASTING.

Production-manager, director, TV. Experienced in studio and TV writing and production. Box 725E, BROADCASTING.

Television

Manager

Rugged TV pioneer. Prewar experience as New York performer and director and post-war experience as one of country's leading television salesmen. Has 15 years experience in television. Has supervised a staff of 100,000,000. Box 727E, BROADCASTING.

Production-Programming, others

Program director experienced network, independent, setting up new station. Programs versatile, can meet and beat competition by providing complete entertainment and news service to station operation. Have written copy, told announcer script, and directed announcer in excellent announcing voice, technique. Consequently, an asset to any station prestige, revenue. Currently employed as program director, Box 989E, BROADCASTING.

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Situations Wanted (Cont'd)

Woman does man's job! Captures attention in lively industrial area. Woman commentator-program director. Unique know-how and popular success seeks new opportunities with progressive station. Background includes successful programming, writing, public relations techniques. Personality, voice, performance of superior quality. Also immediately available for affiliation which which she can make contributions. Results. Box 717E, BROADCASTING.

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BONDS DRIVE
Radio-TV Pledge Support

PLANS for the U. S. Treasury Dept.'s savings bond "Independence Drive," scheduled May 15-16, 1949, were outlined in March 29 by Sec. John W. Snyder. Full radio-TV support of the campaign is expected, paralleling the industry's past effort in 1941, which Series E bond goal was $633,500,000.

Secretary Snyder, citing America's traditional concept of thrift as keys to the nation's progress and security, reported that individual citizens now hold nearly $49 billion in bonds and recalled that total national income during the low depression year of 1933 was only $38.8 billion. He addressed national leaders of all fields at a dinner climaxing the one-day campaign conference held at Washington’s Mayflower Hotel.

NAB President Justin Miller was among the head-table guests. Arno H. Johnson, vice president of J. Walter Thompson Co., was a featured speaker during the conference. A radio-TV promotion kit is being prepared by Treasury for the drive along with a special series of radio "Guest Star Parades" and TV Transcriptions. Four-network kickoff for the drive is scheduled May 15-16, 10-11 p.m., with President Truman and Secretary Snyder appearing along with all-star entertainment. NBC-TV is expected to simulcast the President and Secretary Snyder and air special TV features during the remainder of the drive.

National allocations of the Advertising Council are to be devoted to the Independence Drive during the first two weeks of the campaign. Radio-TV promotion on the local level is to be coordinated by the state and local savings bond committees. Various U. S. Industrial groups are furnishing 49 exact replicas of the Liberty Bell, minus the crack, which will be sent on tour for local promotion as symbols of the campaign. Bells are being cast in France.

ALTHOUGH March 23 was clear and nearly cloudless in Amarillo, Tex., KGNC's Farm Editor Johnny Linn proves he was right when he predicted precipitation that day. Attired for heavy rain, Mr. Linn weathered the downpour brought on by "Rainmaker" Bernie Howell, KGNC's musical director.

ELECTRONICS MEET
Engineers Plan May Session

NEW techniques for improvement of quality and durability of electronic components to meet increasingly severe demands of modern equipment will be discussed May 9-11 by technical authorities at a series of conferences to be held at the Dept. of Interior Auditorium, Washington. Sponsoring the discussions will be American Institute of Electrical Engineers, Institute of Radio Engineers and Radio Mfrs. Assn., with cooperation of the Dept. of Defense and National Bureau of Standards.

Hundreds of engineers representing the electronics equipment and components industry will meet with military and government researchers and scientists to discuss new trends in design and fabrication of equipment will be discussed along with special needs of electronic weapons used by the military.

MAIL, pull of 46,825 letters drawn by Pick the Hits over CKOY Ottawa, in 21 broadcast days, station reports.

FM ON RAILROAD
CNS&M Installs Service

THE Chicago, North Shore and Milwaukee Railroad has announced its contract with wireless radio station WNLA to install a radio program in one of its Electroliners which operates between Chicago and Milwaukee. The installation, a Zenith-May-Ford set similar to those in transit radio, was made by the engineering department of WEAW (FM) Evanston, Ill.

T. Houston Clinic, president of the railroad, indicated that initial tests have been most satisfactory and that, in spite of the fact that the Chicago, North Shore and MSB Wallace Railroad is an electrically operated line, no unusual difficulties were encountered due to static eliminating features of FM receivers.

PROPERTIES WHERE YOU WANT THEM!

EAST

TOP NETWORK FACILITY
$400,000.00

Long established regional network station in East that dominates market area. Earnings are consistently large over many years. Gross profit shows better than 20% return on purchase price. Desirable property in property consolidation plan.

MIDDLEWEST

OWNER RETIRING
$200,000.00

Middle-western major market network full-time facility—well staffed—consistent earning grossing nearly $200,000.00. Prosperous market. Financing can be arranged. Reason for selling—owner retiring. Price $200,000.00.

WEST

CALIFORNIA INDEPENDENT
$450,000.00

Well equipped money maker serves well integrated market. Strong local support and network affiliations. Facilities well adapted to present and future expansion. One of the most profitable stations in the state. Desirable location. Price $450,000.00.

Contact the nearest office of the exclusive representatives for additional information.

BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington 7-3441
Sterling 4341

CHICAGO
Herald R. Murphy
233 North Michigan
Ranoldolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
228 Grant Avenue
Elkbrook 2-5822

BROADCASTING • Telecasting

Page 82 • April 10, 1950
Respects
(Continued from page 40)
planted in the front yard. The business, though he had been forced to sell his saxophone, trombone and bicycle to raise necessary capital. Though business was good, he closed shop in 1930 and headed for Texas upon hearing that KRGV Harlingen might have need for an engineer.
That was the turning point in the life of Neal McNaughten. Dick Niles, manager of KRGV, asked him what he knew about transmitters. "They're no mystery," said the applicant. But when he was asked what he knew about antennas, he said "Nothing." So he was promptly hired and ordered to design and build from scratch a new KRGV antenna system.
He liked the work at Harlingen and spent evenings taking university extension courses. About six months after he got the job, he noticed a comely Harlingen girl in the studio, singing on a hometown program. A few months later Fred Hatchett became Mrs. Neal McNaughten. In 1934 came a promotion to chief engineer.
Shifts to FCC
For six years life moved along normally. Around the world things weren't quite so normal and when the FCC advertised for engineers in 1940, Neal McNaughten filed an application. The result, after a training period in Baltimore, was an assignment to San Juan, Puerto Rico. About a year later, just prior to Pearl Harbor he was given an assignment as assistant supervisor of the FCC's Great Lakes primary monitoring station, at Allegan, Mich., with a seven-state area to watch. One of his first jobs was installation of almost 100 acres of rhombic and other types of antennas.
In 1943 he accepted a position as assistant chief of the Washington office of the FCC's International Division, Treaty Section. There he entered a new field, propagation, and had a job consisting of predicting transmission paths for the Office of War Information; preparing first documents for the next world wide telecommunications conference which eventually materialized in Atlantic City in 1947; acting as an FCC representative in IRA's FM and TV studies; liaison between the military and civilian uses of frequency allocations during the war years. These activities gave him a knowledge of world allocation problems and an intimate familiarity with NARB's knotty issues.
That work led to appointment in 1946 as chief of the FCC Standard Broadcast Allocation Section. In that post he received Presidential appointment as secretary to the U. S. delegation to the Second NARBA Conference, with ex-officio title of secretary-general of the conference.
In preparation for the third NARBA conference he was named to coordinate NARBA activities with the FCC clear channel proceedings, and prepared the original U. S. proposals for the Third NARBA Conference. He was named to the U. S. delegation at the engineering pre-NARBA conference held at Havana in 1947. At this meeting he was one of the two official U. S. spokesmen. He also served as a member of the U. S. delegation to the International Telecommunications Conference held in Atlantic City.
To NAB Post
About that time NAB was deep in pre-NARBA preparations and negotiations. Mr. McNaughten was the logical choice, and Jan. 1, 1948, he joined NAB as assistant director of the Engineering Dept. A year-and-a-half later he became director upon resignation of Royal V. Howard, now holder of a CP in Honolulu.
Last autumn he attended the NARBA conference in Montreal as an industry advisor to the U. S. delegation. As NAB's representative he was active in Montreal and took part in the current Havana sessions until directed by NAB president Justin Miller to withdraw because negotiations were felt to be taking an unfavorable turn.
Compiles Handbook
At NAB Mr. McNaughten has taken part in a long list of national and international projects. Recently, as NAB engineering director, he completed the 876-page fourth edition of the NAB Engineering Handbook. As chairman of NAB's Recording & Reproducing Standards Committee he has been active in developing disc and tape standards for the broadcasting industry. He also has been participating in the current Washington session of the CCRl (International Radio Consultation Committee) as a member of the U. S. team.
Born Jan. 20, 1911, Neal McNaughten at 39 has enjoyed a satisfying and exciting electronic career. He is a member of Institute of Radio Engineers and the Washington Exchange Club.
The McNaughtens live at 8913 Valley Drive, Alexandria, Va. They have one child, Marjorie Lee, aged 4½.

Summaries of Technical Papers
(Continued from page 79)
Mr. Bachman Mr. Grimwood
Design Considerations & Development of a New Type 5 kW AM Transmitter — Fred Grimwood, Gates Radio Co.

An analysis will be presented of basic considerations and design factors of this new standard AM 5-10 kW broadcast transmitter. Reference is made to a new type cooling system, simplified installation requirements, the achievement of operating efficiencies, and a basically new vacuum tube lineup.

Magnetic Recording Advances in 1949 and 1950 — W. Earl Stewart, RCA

In this paper the author will discuss the development and need of standards for the magnetic tape system of recording and reproducing, the present status of these standards, and work now being done to complete the essential standards. The various types and uses of equipment will be discussed, outlining the versatility of tape in building programs. In closing, the author will discuss some of the many possible future uses of tape.
Gates Radio Co.

INTRODUCED by Gates Radio Co., of Quincy, Ill., are the firm's new BC-5B and BC-10B 5 kw and 10 kw AM transmitters. Highlights are, according to Gates, a tube complement costing about one-half that of other current 5 and 10 kw transmitters now on the market and a minimum power savings of 3 kw, which Gates estimates at about 9 kw per year.

Gates says its new transmitter incorporates for the first time in any AM equipment, the 2X250FSF power tubes in both radio frequency amplifier and modulator circuits, employing a tungsten filament and featuring longer tube life. This, firm adds, results in better performance from the noise and distortion standpoints than has been possible heretofore. Also exhibited by Gates is a new 10 kw mobile transmitter designed for the 25 mc remote broadcast relay spectrum.

In addition to heavier equipment line Gates will exhibit a broad line of speech input consoles, transcription turntables and portable remote amplifiers.

Representing Gates will be: Fred O. Grimwood, sales manager; L. I. McEwen, executive vice president; Francis W. Wentura, chief engineer; John Bowes, purchasing agent; Norbert Jochem, audio engineer; Owen J. McReynolds and Larry Cervene, Washington Office.

General Electric Co.

LATEST transmitter developments and studio equipment design headline General Electric, Syracuse, N. Y., exhibit. GE displays a new completely air-cooled 5 kw low channel TV transmitter (type TT-10-A), modeled with low-cost tube complement and low power consumption. This unit, according to firm, is geared for low costs in installation, operating and maintenance.

Companion to the new transmitter is firm's new visual demodulator (type TV-21-A), providing picture and waveform video signals for continuous monitoring of the transmitted signal. This unit, rack-mounted, has crystal controlled vestigial-sideband reception.

Studio setup includes a new block-built console for both programming and monitoring and redesigned studio and film camera channels with cables and plugs to eliminate conventional interconnecting wiring. GE finds system usable in any station that has a standard synchronizing generator.

Included in console are monitors with 123/4-inch black-faced picture tubes and dual waveform display and a new calibration monitor with built-in calibration circuits for signal level control. GE has reduced overall dimensions of cabinets in this equipment. Control panels fit into the console-described system with matching base cabinets, provide complete studio and master control facilities for any size station, GE says.

Other units included in GE's showings are a stabilizing amplifier (type TV-16-B), providing automatic correction of the sync and blanking portion of the TV signal, adjustable sync percentage and improved LF characteristics. GE's new audio amplifier (type TV-24-A) featuring full wipes including those from remotes to locals; a sync lock unit (type TV-30-A) for synchronizing a local sync generator with the sync signal coming from a remote point; a utility video amplifier group (type TV-31-A), consisting of three independent channels and a power supply; an electronic feedback amplifier (type TV-35-A), wash out, fades and dissolves at a constant, pre-set rate; a montage amplifier (type TV-35-A) that inserts rather than superimposes.

Representing GE at the convention: A. A. Brandt, general sales manager; G. F. Metcalfe, manager, commercial equipment division; P. J. Chamberlain, manager of sales, commercial equipment division; F. F. Barnes, sales manager, broadcast and television, commercial equipment division; R. D. Jordon, advertising manager, commercial equipment division; R. J. Brown, manager Washington office, commercial equipment division; E. W. Bromberg, associate manager; W. C. Jaeger, O. K. Lindley, N. J. Peterson, E. W. Rosentree, C. J. Simon and R. S. Yeandle, all headquarters.

General Precision Lab. Exposition Hall (see also Room 521)

NEW LINE of TV film equipment will be introduced, including 16mm projectors for telecasting and review of 16mm film. A useful utility 16mm projector is designed for use with image orthicon and field cameras. Studio TV transmitting and camera plans will be shown. Representatives at convention will be Blair Foulis, R. L. Garman, Frank N. Gillette, L. L. Purcell, John M. Sims, H. A. Sterna, S. S. Lee.

Corny?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.
MEMO to advertisers

When you buy WMFG in combination on the Arrowhead Network... you aren't just getting a "bonus" station. The Habling marker, world-famous iron ore producer, is sales-rich for you... a market best reached by WMFG, the station the Range prefers!

WMFG
HIBbing, MINN.  N B C

MEMBER STATION

ARROWHEAD NETWORK


RADIOCASTING • Telecasting

What Every Sponsor Agency Station

should know...

...there's fingertip information on exactly how hundreds of national spot and network advertisers use radio and television in 1949.

It's all in the BROADCASTING
The Weekly Newspaper of Radio and Television

NAB CONVENTION ISSUE

April 17th

By subscribing TODAY, you'll get off the stuff that planning board members and leading time buyers consult all through the year—BROADCASTING's copyrighted product analysis of 29 basic groups, from automotive to cigarettes to toiletries.

1450

Broadcasting & Telecasting 870 National Press Bldg. Washington 4, D. C.

Enter my subscription immediately for 52 weekly issues of BROADCASTING and be sure I get the big April 17 NAB CONVENTION ISSUE.

I enclose $7.00  Please bill me

Name

Company

Address

City Zone State

April 10, 1950 • Page 85
Nielsen Ratings*

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE HOMES)

RANK OF TOP PROGRAMS, EVENING, ONE-A-WEEK

EXTRA-WEEK FEBRUARY 26-MARCH 4, 1950

<table>
<thead>
<tr>
<th>Current Rank</th>
<th>Program</th>
<th>Current Ratings</th>
<th>Current Previews</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lou Radio Theatre (CBS)</td>
<td>25.6</td>
<td>16</td>
</tr>
<tr>
<td>2</td>
<td>Jack Benny (CBS)</td>
<td>23.7</td>
<td>17</td>
</tr>
<tr>
<td>3</td>
<td>Amos 'n Andy (CBS)</td>
<td>21.7</td>
<td>19</td>
</tr>
<tr>
<td>4</td>
<td>Mrs. stout (CBS)</td>
<td>20.0</td>
<td>20</td>
</tr>
<tr>
<td>5</td>
<td>Mystery Theatre (CBS)</td>
<td>18.6</td>
<td>22</td>
</tr>
<tr>
<td>6</td>
<td>Fibber McGee &amp; Molly (NBC)</td>
<td>18.6</td>
<td>23</td>
</tr>
<tr>
<td>7</td>
<td>Mr. &amp; Mrs. North (CBS)</td>
<td>18.4</td>
<td>24</td>
</tr>
<tr>
<td>8</td>
<td>Mr. Chameleon (CBS)</td>
<td>16.1</td>
<td>25</td>
</tr>
<tr>
<td>9</td>
<td>Red Skelton (CBS)</td>
<td>16.0</td>
<td>26</td>
</tr>
<tr>
<td>10</td>
<td>Life With Luigi (CBS)</td>
<td>16.0</td>
<td>27</td>
</tr>
<tr>
<td>11</td>
<td>Truth or Consequences (NBC)</td>
<td>16.0</td>
<td>28</td>
</tr>
<tr>
<td>12</td>
<td>Ma &amp; Pa Kettle (NBC)</td>
<td>16.0</td>
<td>29</td>
</tr>
<tr>
<td>13</td>
<td>Mr. &amp; Mrs. North (CBS)</td>
<td>15.9</td>
<td>30</td>
</tr>
<tr>
<td>14</td>
<td>Room 509A (CBS)</td>
<td>15.8</td>
<td>31</td>
</tr>
</tbody>
</table>

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 29,381,000—the 1949 estimate of Total United States (urban and rural) households.

Copyright 1950 by A. C. Nielsen Co.

F. W. Fischer, manager of district electronic sales; M. H. Wood, manager of communication sales; M. R. Briggs, division engineer; T. M. Bloomer, section engineer; J. Mapes, division sales engineer; L. W. Clark, engineering and service supervisor, all of Baltimore, and other regional representatives will be present: W. E. Berkey, Chicago; A. D. Massey, St. Louis; G. B. Saviers, Pittsburgh.

Wincharger Corp.

Room 531A

PHOTOGRAPHS of various Wincharger radio tower installations, a Wincharger tower in miniature stage and tower lighting equipment, are on display by the Sioux City, Iowa, radio tower firm.


WAGA

Atlanta, Ga.

USES

Engineered by the World's Oldest and Largest Manufacturer of Professional Magnetic Recorders.

Maguecorder, Inc. 300 N. Halsted, Chicago, II.

PT6-JA

A new easy portability, high fidelity magnetic tape recorder and amplifier priced accordingly for $49.95.
musical organizations introduced in the service.

Demonstrations will cover the Dick Haymes Show, the Lynn Murray Show, Homemaker's Hour, World Musical Time Signal Jingles, World Musical Weather Jingles, World Commercial Jingles for 25 different advertisers and other new features of service.

Attending convention will be John L. Sinn, World president; Robert W. Friedheim, Chicago; E. A. Markwardt, West Coast manager; Sam Carter, George Field, Hugh Grauel, and Frankworth, sales representatives.

Frederic W. Ziv Co. Rooms 500, 501, 501A (See World Program Service for story on joint exhibit.)

FCC Won't Censor (Continued from page 28)

sion called for proposals for revising the standards of good engineering practice in the upper frequencies and included an invitation for proposals on interest to broadcast multicolor TV, not a single such proposal was received from the industry.

Questioned about the effect of the lifetimes of the various stations, Mr. Coy said he had noted only a half-dozen examples of station editorializing, stating that he would like to see more of it, provided that it commanded the interest of the listeners. He quickly added that the decision of whether or not to editorialize is completely a matter of management judgment on the part of the broadcasters themselves and not up to the FCC.

Asked about station owners injecting their personal opinions and prejudices into supposedly unbiased news programs, Mr. Coy said that to him such a practice resembled labeling a product as edible when in fact it is not. He also urged that broadcasters use their freedom of speech in their allocation of program time despite their personal views, stating for example that an和尚 should not be denied time on the air just because his doctrine is abhorrent to the individual station operator. If this principle were followed out, he said, a Democrat might be denied time by a broadcaster of different political belief, he noted.

William S. Hedges, NBC vice president, president of the National Broadcast Pioneers, presided at the dinner meeting, which was addressed, briefly and in verse, by Mr. Kahlenborn, founder of the organization which is comprised of men and women engaged in radio for 20 years or longer. Senator Ford, Joe Laurie Jr. and Harry Kirshfield provided highlights of the dinner program on the occasion. Lawrence Spivak, editor of the American Mercury, served as moderator of the Meet The Press session.

BROADCASTING • Telecasting

FCC Actions (Continued from page 76)

April 4 Decisions...

BY THE SECRETARY

W SKU McComb, Miss.—Granted li-

sence change system of modulation.

WAAT Swansea, Mass.—Licensed li-

cence for new AM station: 806 kc, 1 kw.

WJTV-TV Jefferson, Pa.—Licensed for new commercial TV station and change studio location.

WHAS-TV Louisville, Ky.—Granted mod. CP to install new studio.

WDOC-TV Davenport, Ia.—Same to

11-5-56.

WNCA Allen, S. C.—Same to 6-2-56.

Canandaigua Bible School, Cananda-

iga, N. Y.—Granted license new STL.

KATL Houston, Tex.—Granted li-

cence increase power install new trans., and change studio location.

KATL Dallas, Tex.—Granted license for new AM station: 1560 kc, SKW, DA-N, un.

BALTIN NAMED

Is WHOM Vice President

CHARLES BALTIN, with WHOM New York since 1940, has been appointed vice president, Generoso Pope Jr., executive vice president of the Atlantic Broadcasting Co., which operates WHOM, announced.

Mr. Baltin has served in various executive capacities for the station including director of public broadcasts, program director, and assistant general manager. In his new post, he will supervise the sales and program department.

Prior to joining WHOM, Mr. Baltin produced educational radio programs and was active in the adult education field.

Upcoming

April 12-19: NAB convention, Stevens Hotel, Chicago.

April 19-20: National Broadcaster’s Conference, 7 p.m., Regent Hotel, Chicago.

FM Stations Conference, April 17: Management Conference, April 17-18.


April 26-28: Northern District of the American Institute of Electrical Engineers, Hotel Commodore-Billmore Hotel, Providence.

May 4-7: Institute for Education by Radio, Columbus, Ohio.
FCC ROUNDOUP

SUMMARY TO APRIL 6

Box Store

New Grants, Transfers, Changes, Applications

Stations of Authorizations, Stations of Licenses

<table>
<thead>
<tr>
<th>Class</th>
<th>Total</th>
<th>On Air</th>
<th>Licensed</th>
<th>Cps</th>
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</thead>
<tbody>
<tr>
<td>AM Stations</td>
<td>2,118</td>
<td>2,148</td>
<td>182</td>
<td></td>
</tr>
<tr>
<td>TV Stations</td>
<td>103</td>
<td>106</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

+ Two on the air.

Docket Actions...

FINAL DECISION

WILK Wilkes-Barre, Pa.—Announced decision, issued on grant application of WILK to change from 1450 kc to 1520 kc, 150 w day, 90 w night, directional. Decision March 31.

PROPOSED DECISION

WOWP Fort Wayne, Ind.—Proposed decision issued to grant application of WOWP to increase power from 15 kw non directional to 25 kw directional, on 1390 kc. Subject to engineering conditions. [Broadcasting, April 3, p. 96]. Decision March 31.

INITIAL DECISION

WMAW Milwaukee, Wis.—Initial decision issued by Examiner Basil F. Cooper to grant application of WMAW for license to cover new station on 1226 kc, 5 kw unlimited, DA-2. Decision April 3.

OPINION AND ORDER

Santa Monica, Calif.—Announced memorandum opinion and order, from the record as sham and false petition for change of call letters. Decision April 3.

APPLICATION FOR new station [Broadcasting, April 3, p. 96]. Order March 31.

Non-Docket Actions...

KRUX Glendale, Ariz.—Granted application of license from Gene hurke, licensee, to assign license to new corporation Radio Arizona Inc. Mrs. Brephy requested transfer as illness of her husband prohibits de voting as much time to running station as he increase power from 10 kw to 15 kw. Granted April 4.

Deletions...

Two AM authorizations and one FM were reported deleted last week by FCC.


New Applications...

AM APPLICATIONS

Metropolis, Ill.—Fort Magac Rest.

AM, 920 kc, 500 w daytimes. Estimated construction cost $12,000. Application includes Fort Massac Inc., Fort Massac, Include: James H. Campbell, 220 W. Jackson, Urbana, Ill. President; Walter H. Farmer, vice president; Albert J. Frederick, general manager. Application filed April 2.

FM APPLICATION


Detroit's Most Effective Selling Team!
Sports Ban
(Continued from page 88)
basketball, football and baseball games. Non-betting fans have rights also."

He told newsmen the Justice Dept.'s proposal was "drastic coming "mighty close to the freedom of information guaranteed by the Constitution. Some of that information, no doubt, can be used for gambling. But a great many people are interested in it as news, and not for betting."

He said representatives of radio, television and newspapers would be asked to testify, and that anyone else who wished will be given an opportunity to present views.

With the bill, Sen. Johnson introduced a resolution asking for $50,000 to conduct an all-inclusive investigation of the problem of gambling in interstate commerce. This proposal appeared headed for a snag because of its conflict with a similar resolution introduced earlier by Sen. Estes Kefauver (D-Tenn.). The Kefauver measure would go farther, however, being aimed primarily at the end of off-track betting.

The Democratic Policy Committee in the Senate has been studying the two resolutions and must decide which of the two should be authorized an event a choice has to be made.

Strict Prohibitions

The Justice Dept. bill would prohibit "the use of or the leasing, furnishing or maintaining of any communication facility for the transmission of gambling information in interstate or foreign commerce."

"Communication facility" is defined as "any and all instrumentations, apparatus, personal, and services used or useful in the transmission of writings, signs, signals, pictures, and sounds of all kinds by wire or radio or other like connection."

"Gambling information" means "bets or wagers or related information assisting in the placing of bets or wagers on any sporting event or contest, or transactions or information facilitating betting or waging activities on any sporting or other contest or event." To this definition, the bill adds the following, which the Justice Dept. described as "purely illustrative":

In connection with horse racing, gambling information includes among other things entries, scratchs, jockey changes, weights, probable winners, scheduled starting time of race, actual starting time of race, board which horse was bet on, changes in the betting odds, the post positions, the results and the prices paid.

The bill's prohibition would not apply to transmission of "information in connection with the news reporting of sporting events or the making of bets or wagers."

The bill is intended only for "printed news publication in newspapers, magazines, journals or like periodicals, or [with specific limitations] for radio and television broadcasting."

But in these cases the stations or publications would have the burden of showing that the information "is not being used directly or indirectly to circumvent the purposes of the Act."

Limitations Set

The specific limitations on broadcast or telecast use of such information are spelled out as follows:

No radio broadcasting station or television broadcasting station, for which a license is required by any law of the U.S., shall broadcast or in any other way transmit any gambling information relating to horse racing before the start of any race on the day on which such race runs; or during the one-hour period immediately following the finish of such race or before the start of the next race at that track, whichever period is longer.

This section shall not preclude the broadcasting of the progress of, or information concerning, a horse race where such broadcast is carried as a part of the regular regularly scheduled series of broadcasts of races, provided that no more than one horse race shall be broadcast by any station or chain of stations per day.

FCC would be required to "adopt such rules and regulations and requirements with respect to the operation of radio broadcasting and television broadcasting stations as shall be necessary to insure compliance with the provisions of this Act."

With respect to common carriers, FCC would require them to file appropriate tariffs and "take such steps as may be necessary to insure enforcement" of the tariffs.

Anyone obtaining common carrier facilities for transmission of news of sporting events would be required to file with the carrier a "statement that the communication facility so obtained is to be used for such purposes." Failure to file a statement would be taken to mean that the facility is being used in violation of the law.

The bill appeared to be aimed primarily at gambling on horse races. The Justice Dept. explained, however, that it was designed "so as to generally include within the scope of the bill the prevalent practices of wagering on football, baseball, and basketball games, which appears to be increasing rapidly and could be expected to become more prominent if states like Maine alone were covered by the bill."

Referring to the special requirement of a time lag on broadcasts of horse racing gambling information including among the Distinguished Service Medal, Legion of Honor, French Legion of Honour, and the Marconi Memorial Medal of Achievement.

NBC Coast Changes
Denny Outlines Status

CLAIRIFYING the status of various top personnel in the realignment of NBC West Coast operations [Broadcasting, April 3] Charles R. Thomas C. McCray, now vice president in charge of program networks, transferred to Hollywood as director of the Western Division, sound broadcasting operations, has been named in charge of sound broadcast network operations. These duties include not only programming, but sales and engineering, he said.

Sidney N. Strotz, Mr. Denny declared, is not leaving NBC and continues as administrative vice president in charge of the Western Division.

Harold J. Bock, replaced by Thomas M. Padden as manager of KNBH (TV) "has been offered an important post with NBC," Mr. Denny said. But he withheld nature of the appointment. Mr. Bock will vacation for several weeks before taking over his new assignment.

While not revealing in whose hands his duties will consist of director of public relations for the Western Division, Les Ridditt continues as manager of KNBC radio division, for the Hollywood department, proposed Mr. Bock held before going to KNBH.

Frank Berend, Western Division sales manager, continues in that capacity, reporting to Mr. McCray.

Greater emphasis also will be given to Hollywood origins and creation of programs, with oppositions part of the department stepped up. Homer Canfield, Western Division program manager, remains in that capacity.

Paralleling New York, radio operations and telecasts of horse-race data, the report said:

It is believed that if non-broadcast receivers of news classified as "gambling information" are, for the most part, undetected during a sufficient time lag will naturally fail to impair the value of the news by virtue of these purposes.

The [bill] shall not impose any time lag in the radio or television broadcasting of sporting events and contests other than horse races, since it appears that only in horse race gambling is the need for rapid transmission of changing factors so unique.

Moreover, enforcement of the time lag requirement on horse racing gambling information by mere public watchfulness and compliance of the public to the FCC, plus some monitoring by the Commission of broadcasts. By contrast, the impossibility of transmitters his wire and in point-to-point radio techniques would be virtually unenforceable without a large police force or flying monitoring and requiring common carriers to be responsible for observing all transmissions over private circuits in other States. Such activities are neither feasible nor desirable, and would constitute intolerable burdens.

The bill is designed to aid the states in their endeavors with the growing evil of organized gambling and bookmaking activities by denying the use of information facilities for such activities. Violators would be subject to prosecution under the appropriate state laws.

GEN. STONER

Joins Weldon & Carr

MAJ. GEN. FRANK E. STONER, U.S.A. Ret., chief of the Army Communications Service during World War II, has joined Weldon & Carr, consulting radio engineers of Washington and Dallas, the firm has announced. He will be in charge of a new branch office of the firm in the West Coast.

Gen. Stoner is a native of Vancouver, Wash. After his war service, he was director of telecommunications for the United Nations. As part of his UN work, he served with the late Count Folke Bernadotte in Palestine and installed a network of communications stations throughout the Middle East.

Among awards Gen. Stoner has received are the Distinguished Service Medal, Legion of Honor, French Legion of Honour, and the Marconi Memorial Medal of Achievement.
GOOD RECEPTION CLAIMED FOR UHF VIDEO SIGNALS

ON HEELS of Chairman Wayne Coy's hint that FCC may be thinking of moving television into one 41-channel pair, NBC authorities reported Friday that RCA-NBC's experimental UHF station at Bridgeport, Conn. is providing "good" or "excellent" pictures at 60% of receiver locations. Report was prepared to confirm earlier industry appraisals of Bridgeport operation as impressive [TELECASTING, Feb. 6, April 3]. Of 45 receiver installations, report classified pictures as good or excellent in 22% good, 20% fair, 11% poor, and 9% unusable.

Preliminary data also showed "good or better" picture quality at 65% of locations within 23 miles. It was pointed out, however, that "any reception ratings and conclusions about service range at this time can be only preliminary in nature, compared with the thorough analysis contemplated. For example, using superior transmission line between antennas and receivers, when it becomes available, many of the installations of inferior rating will be upgraded.

Station reported using 14 kw. Report was prepared by Raymond F. Guy, manager of NBC radio and allocations engineering, said "tube performance has been excellent," noting that "during 1,000 hours of power application since installation when WNTB pictures were received on Channel 4, and is providing "excellent and reliable" picture quality, report said.

As of March 23, 41 receivers and converters had been installed in homes in Bridgeport area, in addition to 7 being used by RCA and NBC authorities. Some 43 others were being installed in home installations.

Report was filed with FCC accompanying request for renewal of special temporary authority for operation of station.

SEN. BRIDGES DEMANDS COMMUNICATIONS PROBE

PROBE of American policy on communications and other phases demanded Friday by Sen. Styles Bridges (R-N.H.) in statement charging that Germany was "unprecedented" last summer when wavelengths were assigned to Russia and Soviet-controlled stations at Copenhagen international communications conference. Statement was made in letter to Sen. Pat McCarran (D-Nev.), chairman of Senate Commerce Subcommittee on Communications, urging action "at first possible moment." Sen Bridges also is member of committee.

Referring to testimony by U.S. Comr. John J. Marks, before Senate on 1951 budget, Sen. Bridges noted "we are spending millions of dollars under ECA and State Dept. appropriations to finance Voice of America activities.

He quoted New York Times story March 24 that the "Munich transmitter, which has been one of the most effective relay points for Voice programs to Eastern Germany and Central Europe, has been affected by the powerful Russian station in Riga, which was assigned the same frequency."

NEW STATION OPPOSED ON ECONOMIC GROUNDS

CLAIMING available revenues won't support two AM stations and that public interest advantages will suffer from lowered programming standards, WKUL Cullman, Ala., asked U. S. Court of Appeals for D. C. last Friday to set aside FCC grant for new Cullman station.

Appeal, described as first which squarely raises issue of existing station's right to FCC hearing in such circumstances, was directed against December grant to Voice of Cullman, operator of WFMH (FM) Cullman, for new 1 kw daytime station on 1300 kc [BROADCASTING, Dec. 26, 1949]. It was filed by Paul D. P. Spearman of Spearman & Roberson, Washington law firm.

Both WKUL and FCC rely on Supreme Court's so-called Sanders Decision. In denying earlier WKUL petition for reconsideration, FCC held that WKUL "is seeking a hearing for the purpose of showing that it is entitled to be protected against competition," and that this is contrary to Sanders Decision.

WKUL disclaimed any right to protection against competition as such, basing its argument on the position that competition in this case will lead to degraded program service and therefore be detrimental to public interest. In these circumstances, WKUL said, Sanders Decision requires FCC to grant existing station's request for hearing.

Station quoted Sanders Decision's assertion that, apart from purely competitive factor, question of competition "may have a vital and important bearing upon the ability of the applicant adequately to serve his public; it may indicate that both stations—the existing and the proposed—will go under, with the result that a portion of the listening public will be left without adequate service; it may indicate that, by a division of the field, both stations will be compelled to render inadequate service."

FM PETITION FILED

PETITION filed with FCC Friday by Nab to amend Commission's FM rules to provide for protection of Class B station coverage in Area I, to a maximum of Area II to 60 uv/m contour to assure adequate rural service. Class B assignments would be made in manner to assure maximum service possible to urban and rural listeners. Hearing is requested.

CHICAGO TV APPEAL

EARLY APPEAL to FCC for assignment of Chicago's remaining three TV channels was promised by Corporation Counsel Benjamin S. Adamowksi. He said he will promptly consider Council resolution which calls for such appeal [BROADCASTING, March 13]. Council charges failure to fill seven-station quota is "unfair to the TV industry here and to the public."

MRS. TRUMAN AT MILLER TEE

JUDGE JUSTIN MILLER, president of NAB, and Mrs. Miller gave tea Friday afternoon at Washington's Wardman Park Hotel honoring Mrs. Henry Grady, wife of U. S. Ambassador to Greece. Among guests was Mrs. Harry Truman.

SALMON HEADS WJZ SPOT SALES

EARL SALMON, eastern sales manager of ABC spot sales, promoted to sales manager of WJZ-AM-TV New York, network's key stations.

Eugene F. McDonald to consult on economics of Phoneline.

BOARD-ORDERED audit of NAB books produced conclusions—association's accounts are in fine shape and there's nothing wrong with balance sheet that return to fold of some 70 prodigal stations couldn't cure.

YOUNG & RUBICAM, New York, placing test spot announcement schedule for Borden's evaporated milk, will utilize Farillio & Anderson, at Abilene, using 15 spots per week for 13 weeks. If test successful, expansion likely to follow.

INDICATING extent of traffic handled by station relations departments of networks is statistics of one network which last year processed nearly 250 applications looking toward network affiliation; added about dozen. Another 250 applications were not processed because areas already were believed adequately covered. Substantially half of applications were from stations affiliated with other networks.

UNITED STATES BREWING Co., Chicago (Rheingold beer), thinking of AM spot campaign. Possible coverage areas being outlined now, according to an industry source.

TEXTS of principal documents involved in ill-fated U. S.-Cuba NARBA conference in Havana few weeks ago are being circulated to industry committee—those who took part in preliminary preparations—by FCC Corp. Head Rosell H. Hyde, head of U. S. NARBA delegation. They consist of U. S. proposals which Cuba accepted "in principle"; U. S. treaty draft based on that tentative agreement, and Cuban counter-proposals which finally wrecked conference.

CASE-BY-CASE APPROACH URGED IN LAW VIOLATIONS

CASE-BY-CASE consideration rather than broad general policy required in cases involving applicants who have violated U. S. or other than Communications Act, FCC was told Friday by WPTP Albany, N. Y., in brief filed in Commission's proposed "uniform policy" hearing [BROADCASTING, Jan. 30, Feb. 6]. Decision's promise of "early day" was filed by FCC proposal stems from anti-trust findings against major movie firms, some of which have broadcast interests.

WPWR, chiefly owned by Schine Chain Theaters Inc., noted "almost infinite variety of possible U. S. law violations, running the gamut from trivia to treason, whether civil or criminal, makes it impossible to enunciate any broad policy. Thus violations ... per se can be considered neither necessarily disqualifying nor even adverse to ... applicant."

Brief explained each case must decide how violation affects character of applicant under Sec. 308(b) of Communications Act. Brief filed by Cohn & Marks, Washington.

Twentieth Century-Fox Film Corp., in brief prepared by Welch, Mott & Morgan, Washington, petitioned FCC (monopoly and radio communications) per se bars applicants from obtaining radio facilities; violations of other law may be considered, if at all, only if they are "clear cut" and character considerations can be used only for purpose of establishing minimum qualifications. Legislative history of Sec. 311 was cited to show Congress specifically intended law to not so "ordain" as to cover "licensing or anti-trust violations or other violations outside radio field. Anti-trust laws were noted to be economic legislation and not criminal law in usual sense, hence movie case was civil suit.
And on this farm he has need for new implements, fencing, paint and electrical appliances for his home. Farmer MacDonald also has the money ... plus the inclination to spend.

Just where can you find this potential customer? Right in the heart of WLW-Land. And there are 689,999 other WLW-Land farmers just like him. All together, they plan to spend $890,000,000 in 1950.*

It's the greatest farm market in history

And the quickest, surest way to reach this rich market is via WLW, which attracts one-sixth—16.1%—of all rural radio listening throughout WLW's four-state area.**

Of all farm families in the WLW Merchandise-Able Area, 38.7% listen to WLW more often than to any other station (with 257 stations competing). WLW reaches ... 85.2% of all rural radio homes in four weeks 69.1% of all rural radio homes during an average week And, the average rural home reached listens ONE HOUR AND TWELVE MINUTES PER DAY to WLW.

For further information, contact any of the WLW Sales Offices in Cincinnati, New York, Chicago or Hollywood.

* Special farm consumer survey—now available
** Nielsen Radio Index, Feb-March, 1949

WLW
the nation's most merchandise-able station

Croley Broadcasting Corporation
Listening appetites in this booming Central South market demand a special kind of programming. That's why WSM produces an unusual radio dish—live originations utilizing a talent staff of 200 big-name entertainers. These unique local programs, beamed to a loyal audience of millions over a 50,000 watt interference-free 1-A Clear Channel, has made WSM truly different from your run-of-the-airwaves radio outlets.

With radio stations everywhere, there is still ONLY ONE WSM, Salesmaker to the Central South.