WLEE is now famous for fast, profitable results with 250 watts. With 5000 watts it will be sensational! Thousands upon thousands of new listeners mean more results from every advertising dollar you spend on WLEE. For the whole story of the best buy in Richmond, call in your Forjoe man today.
covers 25 states and Canada

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

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

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

and over half-way
to another million as we celebrate 26 years of service to the people of Midwest America
**what's a gnat's whisker worth?**

When you're running with champions, you don't mind not being first. Particularly when you're just a gnat's whisker away.

WBBW is not Youngstown's first station in listeners. CBS station is. And well it should be for the cost involved. Then you look at the record and find your station . . .

- delivers a thousand listeners at 16.9% less than the CBS station and 19.9% less than the ABC station*
- ranks 6th in the mornings, 3rd in the afternoons, 6th at night of all independents anywhere†
- has exclusive rights for the Cleveland Indian games (and the big season just ahead)
- is acknowledged “the” sports station for a half million listeners
- elbowed out most outside-city listening (including 2 NBC, 50 kw); captured most of their previous ratings

well, modestly, you know you're a gnat's whisker away from being the overall NUMBER ONE Youngstown station

Modesty? We ARE the outstanding buy in Youngstown.

So buy **WBBW** Serving Ohio’s Third Largest Market

1240 KC MAHONING VALLEY BROADCASTING CORP.

The lowest cost per thousand in Youngstown. We—or Forjoe—can prove it!

---

* Hooper Station Aud. Index, Oct.-Nov. 1949
† Hooper Station Aud. Index—Unaffiliated, Oct.-Nov. 1949
LOOK FOR ANNOUNCEMENT that Clark M. Clifford, who resigned recently as special counsel to President Truman, has been retained by RCA as Washington counsel. He now is engaged in regular practice of law.

BIG THINGS promotionally are being talked up at NBC and will come before SPAC committee sessions in New York this Tuesday and Wednesday. NBC, say reports, will take rubber-band off its bankroll in all-out campaign to regain top-slot ratings. Among other things, co-op campaign for local audience promotion under consideration, with network and affiliates splitting bill.

REVISION of NBC’s unit-hour plan for computing affiliates’ compensation is being considered by network and its SPAC committee. Present system computes two daytime hours as equivalent of one unit or nighttime hour. Increase in daytime listening is basis for consideration of revaluation upward of daytime rates.

ONE OF FIRST acts of William B. Ryan, who May 1 becomes NAB general manager, was to discredit reports of wholesale reorganization at NAB headquarters upon his assumption of office. Mr. Ryan said he entered job with open mind and would do nothing until he has had opportunity to appraise operation fully.

MOVE developing in NAB to publish MB nonsubscriber data. Backers declare this would solve NAB’s temporary financial problem created by $100,000 loan to survey organization.

ONE ADDITIONAL staff appointment is to be made under new NAB organization—that of road man to handle new and renewal memberships. Mr. Ryan himself is expected to undertake job of holding membership line if he can find right man, either within present NAB organization or outside.

OFFSETTING pre-April defections from NAB rolls, 70 in all, will be return of WFPA Dallas, higher-bracket station.

"THAT MAN Atlas again" was quip heard around NAB convention headquarters in connection with reported conversations between CBS and WLW Cincinnati involving possible affiliation (see story page 19). H. Leslie Atlas, CBS Western Division vice president, the stories ran, must have had finger in it, since James D. House, Copley chairman and Ayco executive committee member, broke into big league radio under Atlas aegis.

COMMITTEE of telecasters to try its hand at drawing up TV program code is being re-cruited through NAB. Number of well-known telecasters were asked to serve on group during NAB convention last week. It’s presumed network TV official will head committee.

THAT Justice Dept. investigation of organized baseball’s practices on granting broadcast...

(Continued on page 46)

BUCKET HICKS, radiation on NBC for 17 years, was announced as program director of WABC (TV) New York.

At the same time, NBC announced WABC is scheduled to launch on March 1, 1951, a first-rate program schedule.

MONDAY, March 1, will offer NBC’s first scheduled telecast, NBC News and Foreign Service, a five-hour daily offering of news, public affairs, entertainment, and sports.

TUESDAY, March 2, will present NBC’s 6-9 o'clock hour, with NBC News at 6:30, Community Playhouse at 7, and children’s program, Mr. BD and the Buyers, at 8.

WEDNESDAY, March 3, will have NBC News at 6:30, NBC Playhouse at 7, and children’s program, Mr. BD and the Buyers, at 8.

THURSDAY, March 4, will bring NBC News at 6:30, NBC Playhouse at 7, and group program, Mr. BD and the Buyers, at 8.

FRIDAY, March 5, will carry NBC News at 6:30, NBC Playhouse at 7, and group program, Mr. BD and the Buyers, at 8.

SATURDAY, March 6, will feature NBC News at 6:30, NBC Playhouse at 7, and group program, Mr. BD and the Buyers, at 8.

SUNDAY, March 7, will have NBC News at 6:30, NBC Playhouse at 7, and group program, Mr. BD and the Buyers, at 8.

In addition to the programs above, NBC News and Foreign Service will continue as an all-day offering on the air.

Business Briefly


HUMPHREY NAMED - Executive Books and Children’s Record Guild, New York, appoints H. B. Humphrey Co., New York and Boston, to handle advertising. Radio and television will be used.

CBS LEADER IN MARCH RADIO GROSS TIME SALES

CBS was top radio network in gross time sales in March and only nationwide network to gross more that month than in March 1949, Publishers Information Bureau reported. Among TV networks, NBC was first by wide margin.
Although Newberg has numerous industries, including a pulp and paper mill, canneries, fruit and nut dryers and processing plants, machine shops and foundries, it is important primarily as a trading center for a diversified agriculture. And YOU can tap Newberg's buying power through KGW'S COMPREHENSIVE COVERAGE.

Newberg is in the heart of the highly-developed Willamette Valley, one of the richest, most beautiful agricultural areas in the world. And Newberg is GROWING, too! During the last ten years its population has nearly doubled, helping Oregon as a state go "over the top" in that period with the largest population increase in the nation!

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

This chart, compiled from official, half-millivolt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's Comprehensive Coverage of the fastest-growing market in the nation.
You have to PUSH to PULL and in Flint, WDF never quits pushin'!

- WDF does the most comprehensive, intensive merchandising job a radio station can do. Our brand of "pushin'" pays off for your clients!

Here are some of our merchandising and promotion activities: Display newspaper ads, movie trailers, taxi posters, bus cards inside all busses, posters on the outside of Valley Coach Line busses, Juke box inserts, courtesy announcements, publicity stories, letters to the trade and personal calls on the trade.

And, compared to its closest local station competitor, Mr. Hooper* shows 6 times as many Flint radio sets are tuned to WDF in the morning, 31/2 times as many in the afternoon and more than twice as many in the evening — more than 3 to 8 times as many in total rated time periods!

Remember! WDF's pushin' to pull. And its advertisers are winning the tug of war for the rich Flint market's consumer dollars. Better get on the team!

*Jan.-Feb. Hooper Station Audience Index.

910 Kilocycles WDF FLINT MICH.

AMERICAN BROADCASTING COMPANY

Represented by the Katz Agency

Associated with: WOOD Grand Rapids — WFBM Indianapolis — WEOA Evansville.
“Up for Parole” is a brilliant chance for an advertiser to frame his message with true stories of crime and punishment, where, as Variety notes: “the concept is good...dealing with human values rather than violence.”

“Up for Parole” expertly dramatizes actual case-histories, drawn from parole boards throughout the country. And the audience itself joins in...is asked to judge for itself the merits of each case, before learning what the actual verdict was. One decision can be regarded as final...this program, by verdict of press and public, is a top dramatic buy in radio today.

A CBS PACKAGE PROGRAM
<table>
<thead>
<tr>
<th>Time</th>
<th>Program Name</th>
<th>Channel</th>
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<tbody>
<tr>
<td>12:15</td>
<td>Headline Edition</td>
<td>ABC</td>
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<td>1:00</td>
<td>Newt Quartet</td>
<td>CBS</td>
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<td>1:15</td>
<td>Our Gang (177)</td>
<td>NBC</td>
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<td>2:00</td>
<td>The Breakfast Club</td>
<td>NBC</td>
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<tr>
<td>2:15</td>
<td>Ma Perkins</td>
<td>CBS</td>
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<td>3:00</td>
<td>Ma Perkins</td>
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<td>3:15</td>
<td>The Breakfast Club</td>
<td>NBC</td>
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<td>4:00</td>
<td>Ma Perkins</td>
<td>CBS</td>
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<tr>
<td>4:10</td>
<td>ABC Emergency</td>
<td>ABC</td>
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<td>4:15</td>
<td>The Breakfast Club</td>
<td>NBC</td>
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<td>5:00</td>
<td>Ma Perkins</td>
<td>CBS</td>
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<td>5:10</td>
<td>ABC Emergency</td>
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<td>9:15</td>
<td>The Breakfast Club</td>
<td>NBC</td>
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</tbody>
</table>

**Note:** The table above lists the schedule for various programs on different channels from 12:15 PM to 9:15 PM. Each program is listed with its time slot and the channel it airs on.
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<tr>
<th>Sunday</th>
<th>Monday - Friday</th>
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Looking for the biggest?

WCBS' "Missus" is New York's biggest daytime program buy

Number One on the Pulse parade is The Missus Goes A-Shopping. It leads all local programs (except news) 8 AM - 6 PM on New York's four major stations.* And no wonder. John Reed King's laughs with the gals are contagious even over the air.

You may be able to buy The Missus if you act fast. Get in touch with WCBS or Radio Sales today.


Represented by Radio Sales
SEA BREEZE, Pittsburgh (Antiseptic for skin), through BBDO, New York, starting spot announcement campaign in five markets using 12 stations for six weeks.

COLUMBIA BREWERIES Inc., Tacoma (Alt Heidelberg Beer), places quarter-hour, three-a-week Heidelberg Harmonnaires—Raye and O'Dare on seven additional stations. Show has been aired on KJR Seattle for past six months, and additional placements now on KPQ Wenatchee, KIMA Yakima, KWWB Walla Walla, KPKW Pasco, KREM Spokane, KCW Portland and KASH Eugene, Ore. Agency: Howard J. Ryan & Son, Seattle.

SUN OIL Co., beginning April 15 and ending April 30, embarked on intensive television spot announcement campaign employing three ABC stations. WXYZ-TV New York carries 18 announcements; WXYZ-TV Detroit, S1, and WMAL-TV Washington, 19 spots. Hewitt, Ogilvy, Benson & Mather Inc., New York, is agency for the oil company.

BEN HUR PRODUCTS Inc., Los Angeles (Golden West Coffee), adds six radio stations and one TV station in three western markets to present spot schedule on two California stations in early May. Firm will run approximately two to three spots daily, five days weekly on KING KJR and KING-TV Seattle, KXLY KDKA Spokane and KERN KERO Bakersfield, Calif. Currently carrying spot schedule are KJBS San Francisco and KSRO Santa Rosa. Agency: Magge-Privett Inc., Los Angeles.


NASH MOTORS Div. of Nash-Kelvinator Corp. started four week radio and television spot campaign using 8,186 one-minute announcements and station breaks on 241 radio stations in 173 cities and 1,298 television spots on 83 stations in 56 cities effective April 13. Geyer, Newell & Ganger, New York, is agency.

Network Accounts • • •

MILES LABS Inc, Elk hart, Ind., expands sponsorship of Edwin C. Hill, 7-7:05 p.m. on ABC to five days weekly effective Sept. 4. Miles now sponsors show Mon., Wed., Fri. Agency: Wade Adv., Chicago.

JOE LOWE Corp., New York (popscile ice cream), beginning May 15 for 10 weeks, will sponsor new series of television programs on CBS-TV, Monday, Thursday 8-8:30 p.m. Entitled Popscile Parade of Stars, show will have as its initial guest star Milton Berle. Succeeding programs will star Dick Haymes, Arthur Godfrey, Tony Martin, Fanny Brice, Borrah Minevitch, Martha Raye, Paul Winchell and Jerry Mahoney, Margaret Whiting and Groucho Marx. Agency: Blaine-Thompson Co., New York.

REXALL DRUG Co., Los Angeles, starts sponsorship of Richard Diamond, Private Detective, Wed., 7-8:30 p.m., PST, on NBC. Contract is effective June 14 through BBDO, Los Angeles.

PROCTOR & GAMBLE, Cincinnati (Dreft and Oxydol), to sponsor television version of Beulah, starring Ethel Waters, in half-hour telecasts on ABC-TV early in the fall. Agency: Dancer-Pittsburgh-Sample, New York.

ADIRAL Corp., through Kudner Agency, extends its sponsorship of Lights Out, 9-9:30 p.m., Monday on NBC-TV for eight weeks, effective May 3.

Adpeople • • •

C. LLOYD EGGER, former NBC vice president, elected vice president in charge of commercial enterprises for Hudson & Manhattan Railroad Co. He will be in charge of public relations and research as well as advertising and real estate.

GEORGE L. WILLIAMS appointed advertising manager of La France Industries, succeeding EUGARD J. IVES, resigned. Mr. Williams has been with company for over 14 years, and will continue his sales activities in addition to his new duties. Miss FRANCES E. REYNOLDS named publicity director of company.

DALL MERRHOF appointed sales promotion manager of Elgin American Co. He joined company in 1948.
ANY ADVERTISER
Can...
MOST ADVERTISERS
Should...
USE
SPOT RADIO
TWO-PLY JOB
FOR A DOLLAR

These days, to be wholeheartedly effective, your advertising dollar has two jobs to do:

1. Register the greatest possible impact among your prospects.

2. Stay firmly away from places where your prospects aren't.

Only with radio can your dollar achieve that constant, hammering, well-aimed punch called impact.

Only with Spot radio can your dollar zero in on the very places and the very people that you want to sell.

Spot gives you people instead of territory . . . follows your distribution instead of nationwide wire-lines.

And the stations listed here mean Spot at the height of its effectiveness.

Represented Nationally by

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA
ON THE
WASHINGTON SCENE

ZEB TURNER and JOBY REYNOLDS
COMBINE MUSICAL TALENTS!

Monday thru Friday
4 to 4:30 pm

* * * Zeb Turner, one of America's top singers of Western ballads, is also one of the nation's top hillbilly song writers. A Grand Ole Opry star for six years, he wrote the number one hit tune of 1947, "It's a Sin." Joby Reynolds has been voted Washington's most popular female vocalist. Together, Joby and Zeb provide Washingtonians with a refreshing half hour of radio listening. (Participations available!)

HERE'S A MUSIC SHEET
YOU SHOULD READ—

Mr. Music

(QUEUE HARMON)

BUT - 45 minutes
Of carefully planned
Afternoon musical programming
By a man who KNOWS music.
DOES makes sense to-
Listenrs AND Advertisers!

WMAL-TV
THE EVENING STAR STATIONS
WASHINGTON, D. C.

Agencies


E. C. BRADLEY appointed a vice president of Blow Co., New York. He will continue to work on Procter & Gamble account.

RUTH KINYON, research director of Charles W. Hoyt Co., New York, elected president of Gamma Alpha Chi, professional advertising fraternity for women.


TOM U. ENGELMAN, freelance public relations and publicity specialist, joins The McCarty Co., Los Angeles, as account executive.

MURRAY GOODWIN, formerly with Young & Rubicam, New York, as member of copy department, joins Kenyon & Eckhardt, New York, in similar capacity.

JOSEPH McPARLAND, for past four years manager of traffic department for Buchanan & Co., rejoins Kudner Agency Inc., New York.

ROGER IRWIN appointed representative of Walsh Adv. Co. Ltd., Windsor and Toronto, at Ottawa. He will contact government departments.


OLIVER M. PRESBREY, who was with BBDO, New York, in 1946, rejoins agency and will head account group on Curtis Publishing Co.


MARGARET ALGAR joins Young & Rubicam, Chicago, as timebuyer after working in radio department at Poole, Cone & Belding, also Chicago.

E. GORDON LOWEN appointed Winnipeg representative of Russell T. Kelley Ltd., Hamilton, Ont., agency. Offices are at 804 New Hargrave Bldg., Winnipeg.

WILLARD BUTLER, formerly with WTAM Cleveland and before that with McCann-Erickson, New York, joins timebuying department of Benton & Bowles, New York.

J. EDWARD COOMBS, former director of advertising, market research and sales promotion for John F. Kelke Co., joins Price, Robinson & Frank Agency, Chicago, as account executive on Aunt Jemima Pancake flour. He is former brand man on Oxydol and Dreft for Procter & Gamble.

LLOYD G. DELANEY, for past two years account executive with Biow Co., New York, on Philip Morris, rejoins Kudner Agency, New York, as account executive.

O'NEIL, LARSON & McMAHON, Chicago advertising agency, opens office at Toronto with BOB KESTEN, Toronto freelance producer and former manager of CJBC Toronto, as manager. Offices are located at 447 Jarvis St., Toronto.

MILTON B. SCOTT, formerly vice president with Universal Publicizers and Scott & Baker Co. (radio sales representative), joins Stodel Adv. Co., Los Angeles, as chief account executive in charge of sales development.

STEWARD-LOVICK & MacPherson Ltd., Vancouver, B. C., changes name to Stewart-Bowman-MacPherson Ltd.

JAMES W. HUFF Adv., Dallas, moves back to old location in Dallas National Bank Bldg. Telephone remains P-7-8159.

BUCHANAN & Co., Los Angeles, moves to new and expanded offices at 451 N. La Cienega Blvd. Phone is Cresentview 5-6231.
Setting the dial at 1150 is fast becoming an Akron habit. We can't cite Hooper—as yet—to prove the size of our audience, for we only went on the air February 12. But we do know from the independent survey we've just completed, stacks of fan mail and the phone calls which have tied up our switchboard, that our LOCAL programming format—music, news, sports—has struck an amazingly responsive chord in this rich market. And—it's entertainment tailored to LOCAL interests that sells the more than 1,030,000 people within our primary service area.

You'll be hearing more about us—for we're promoting WCUE, locally and nationally, for all we're worth. And—in a nutshell—that's our story: People, programs and promotion. Remember WCUE—Akron's cue to better listening—your cue to more sales. Choice time buys are still available. Get a copy of our survey and complete information from Forjoe & Company, Inc. Akron Broadcasting Corporation, Palace Theater Arcade, Akron 8, Ohio.

1000 watts - 1150 kc
NEW STARS SHINE FOR LANG-WORTH

Patti Page

Eugenie Baird

Russ Case

Alan Dale

New names and new a brilliant array of following the release lutionary 8-inch tri production shows wissers at 600 Lang-W
The NEW Lang-Worth Program Service

The following name artists, orchestras, choruses and groups have been selected to provide a well-balanced library of 6,000 recordings. This mammoth collection of newly manufactured transcriptions will serve as source material for the new program service.


SMALL DANCE BANDS: Five Shades of Blue, Lenny Herman Quintette, John Kirby with Maxine Sullivan, Al Trace with Toni Arden, Red Nichols and His Five Pennies.

SONG STYLISTS: Eugenie Baird, Dick Brown, Alan Dale, Anita Ellis, Connie Haines, Juanita Hall, Jack Lawrence, Rose Murphy, Patti Page, Tony Russo, Johnny Thompson.

INSTRUMENTAL NOVELTIES: The Airlane Trio, Frankie Carle (piano and rhythm), Franzella Quintette, Bertrand Hirsch (violin, organ and harp), Joe Sodja Trio, Evalyn Tyner.

"POP" CONCERT: The Russ Case Orchestra, D'Artega's "Cavalcade of Music" Orchestra, Jack Shaindlin's Silver Strings, Satch-Myrt's Symphonic Swing.

CONCERT:
SYMPHONY AND STANDARD CONCERT: The Lang-Worth Symphony, Directors: Howard Barlow, D'Artega and Erno Rapee; The Lang-Worth Concert Orchestra.

WESTERN: Roy Willing and The Riders of the Purple Sage, Rosalie Allen, Elton Britt, Leon Payne, Slim Rhodes, Billy Williams, Jack Pennington.

ORGAN UNITS: Lew White, Milton Charles, Hugh Waddill.


CHURCH MUSIC: The L-W Choristers, Leonard Stokes (baritone), Mixed Quartette, Pipe Organ, The Chapel Choir.


PRODUCTION AIDS AND MOOD MUSIC: Separate voice tracks of all leading artists, special musical themes identifying specific businesses, applause, crowd noise, football and baseball effects, etc. Also, 500 musical cuts varying from interludes by harp, organ, guitar, piano and celeste to special production themes, openings, closings and background music by Jack Shaindlin's "March of Time" Orchestra.
Morning, afternoon, night... by listenership ratings, by BMB figures, or by any other criterion, Westinghouse stations help make every dollar in your advertising budget most effective. These stations are your keys to six separate and distinct market-areas: Philadelphia, Pittsburgh, Boston, Fort Wayne, Springfield (Mass.) and Portland ( Ore. ). For availabilities, check Free & Peters.
NAB'S 'THOUGHT' CONCLAVE  Labor, FM, TV Are Pondered

By J. FRANK BEATTY

BROADCAST management last week looked the facts of business life, and civilization itself, in the eye and emerged from the NAB's Chicago convention with a new concept of their problems and the more tortuous road ahead.

Nearly 1,500 member delegates, flanked by several hundred representatives from related industries, took part in a convention almost devoid of conflicts.

Rather it was a week of thought and study, with the main commercial emphasis on the new forms of electronic media such as TV, FM, Transit and functional services.

Several quick conclusions were obvious as conventioners left Wednesday for their stations and their front office responsibilities:

- AM faces an increasingly audacious competitive future.
- So does TV, but it will have great imprints.
- Almost-forgotten FM is no more near its last breath.
- Judge Miller is still above par.
- William B. Ryan, new general manager, should lend efficiency to NAB management.
- Networks aren't too happy about NAB but are not expected to quit prior to a May 15 talk-over session.
- Some, but not all, of the delegates appeared to sense the grave cold war problem emphasized by noted speakers.

Criticism Voiced

There were, in addition, some deficiencies judging by delegate conversation:

- AM got little competitive help out of the meeting.
- The critical NARBA problem wasn't touched.
- An all-out Latin ether war could squeeze many signals almost back into their transmitters, say technical specialists who had no place on agenda.
- High-brass speakers didn't pull well.
- Delegates were roused from apathy toward BMB and future measurements.
- Nothing was on the agenda about program or advertising standards — and FCC Chairman Wayne Coy took some shots at this.

- The Board's desire to stress top-level issues during the Management Conference, final feature of the eight-day convention week, was carried out by the Convention Sites and Policy Committee under Howard Lane, WJJD Chicago and large-station director.

Men of worldwide fame, familiar with the main aspects of the touchy international situation, gave delegates who showed an interest in these problems a series of plain talk warnings about their responsibilities toward listeners and toward their own business operations.

This medicine was a bit hard to take, many of the delegates thought, and they didn't take it too well or too gracefully. NAB management hoped that the facts would sink in after delegates had left the sociable atmosphere of the Stevens Hotel for their own desks.

As businessmen, many of the delegates were interested in learning how to make an extra dollar and there was considerable disappointment about the high-brass tone of the program.

Selling Sessions

On the other hand, the convention produced three surprising sessions for: those interested in selling their time.

First, the Monday Labor Panel produced some good ideas and more important it brought out into the open some of the smouldering resentment between labor and management without the synthetic attitudes employed in actual negotiating.

Second, the Wednesday TV sessions held a large segment of delegates.

HAS THE war between NBC and CBS opened on a new front—a struggle for top station affiliates?

That question overshadowed all else at the NAB convention in Chicago last week. It centered upon talk — officially unverified and dealt with gingerly—that WLW Cincinnati, pre-eminent AM 50,000 watt, had reached at least a tentative accord with CBS whereby it would accept those CBS programs which the regular affiliate—WKRC Cincinnati—might reject or which might be specified for WLW by the advertiser.

The report of an out-and-out switch in affiliation was promptly refuted last Tuesday by James D. Shouse, chairman of the board of Crosley Broadcasting Corp., and a member of the executive committee of Aocale Mfg. Co.

In a release issued from NBC convention headquarters at the Stevens Hotel, Mr. Shouse said:

I can see how the rumor of changing affiliations got started, when someone learned that I had requested our attorneys to determine our rights as a licensee under network regulations to accept programs of other networks.

In addition to the basic program structure of NBC, WLW carries some programs originating from Mutual.

No similar arrangement has been negotiated with any other network. So far, our study of the matter has been purely an intellectual exercise.

We have no intention or desire to give up our affiliation with NBC.

Speculation Arises

Even a non-exclusive CBS arrangement by WLW could bring far-reaching changes in the affiliate structures of the networks, broadcasters pointed out. The question promptly was raised whether the secondary affiliation with CBS would open the way for ultimate primary affiliation. If that happened—and the Shouse statement appeared to torpedo that thought—it would mark the first switch of a clear channel station from NBC ranks, ascertainable to the CBS talent coup of 1949, which saw the transfer of top-rated programs from NBC.

Long-distance lines hummed, once the WLW rumor got started. Niles Trammell, NBC board chairman whose relationship with his affiliates always has been of the highest order, talked with Mr. Shouse and his own executives at the Stevens. The result was the flat statement by Mr. Shouse, denying any intention of giving up the affiliation with NBC.

NAB officials that the relationship with WLW would remain status quo. The reports of a switch, which could set in motion a chain reaction among affiliates of all networks.

(Continued on page 54)

April 24, 1950

(Continued on page 47)

Vol. 38, No. 17  Washington, D. C., April 24, 1950  $7.00 A YEAR—25c A COPY
**Miller Reviews**

Many of the problems disturbing the broadcast industry were solved or softened during last week's NAB management conference in Chicago. President Justin Miller told Broadcasting. The long hours spent in discussion and listening to authorities in many fields produced benefits that will be felt through the years, he said.

Some of the snags anticipated prior to the convention failed to materialize, he said, referring particularly to the NABBA situation. Judge Miller said election of William B. Ryan, KFI Los Angeles, as general manager of NAB was well received by the membership, including network officials, affiliates and others.

Asked about the May 15 NAB network meeting, billed in some quarters as a network walkout session, Judge Miller said, "contrary to some belief, May 15 is an olive branch meeting designed to give everyone a chance to make notes and suggestions. The networks will participate on the vice presidential level. The problems are not serious enough to require participation on their presidential level."

Judge Miller said he was hopeful that the "responsibility" theme of the Convention had impressed all broadcasters with the nature of their obligation to the nation and to the industry in a period of international crisis.

"Broadcasters were given a chance to learn from some of our leading national figures the facts about diplomatic, economic and other important developments. To the extent there is in the management group that type of professional thinking, a good job was done and we expect good results."

"The whole convention operation went more smoothly than we expected. The objectives of the board and the convention committee were realized to a large extent and some of the issues I thought might be quarreled over were apparently disposed of without difficulty."

"Workshop sessions covering FM, television and labor produced material that will be helpful in the conduct of broadcast stations."

"Most disturbing factor in recent

**CBS Quarter**

**Profit Doubles '49 Period**

CBS last week reported a net profit of $1,626,750 for the first quarter of 1950, nearly twice the net of a similar quarter of 1949.

The report was made by William S. Paley, CBS chairman of the board, at an annual meeting of CBS stockholders at the company's New York headquarters.

Mr. Paley said the profit represented 95¢ per share, compared with 50¢ a share in the first quarter last year, when the net was $855,764.

CBS gross income for the first quarter of 1950 was $30,809,064, compared with $27,018,288 in the first quarter last year.

Operating expenses and costs of goods sold were up in the first quarter of 1950—$13,926,026 compared with $12,414,977 in the same period last year.

The network made provision for federal income taxes of $1,329,000 in the first quarter of 1950 as compared with $724,000 in the first quarter last year.

Frank Stanton, CBS president, told the stockholders that CBS now claimed the biggest nationwide audience and highest gross billings of all the networks.

**Coyle Named**

**To WCAU Radio-TV Post**

James F. Coyle, veteran member of WCAU-AM-FM Philadelphia's sales staff, was named Wednesday to a newly created sales post for the CBS outlet. Alex Rosenman is resigning May 1 as sales vice president for the stations Broadcasting, April 17).

According to Donald W. Thornburg, president of WCAU stations, Mr. Coyle fills a special post in coordinate sales management for both radio and television at WCAU. A member of the sales staff for 23 years, Mr. Coyle is one of the oldest station employees in point of service, he said.

NAB developments have been television; several resignations were based on our television activities. The Wednesday meetings provided evidence of the increasing interest in TV and indicated a growing acceptance of the doctrine that TV belongs within NAB. Other resignations had been based on resentment resulting from BAB's activities, particularly on the part of newspaper stations.

"The bulk of resignations prior to April 1 when the dues levels were raised occurred in Class A, the minimum dues bracket. Summing up I would say there has been a very successful convention. . . ."

**K&E Promotes Stewart**

D. C. STEWART, who has been with Kenyon & Eckhardt, New York, since 1936, has been appointed secretary and general manager of the agency.
COMPETITIVE WINDS

FCC CHAIRMAN Wayne Coy told broadcasters at the NAB convention in Chicago last Tuesday to prepare for the rising gales of competition by reinforcing their community service and redoubling their guard against offensive taste.

"The winds of competition are blowing a terrific gale on the broadcasting business," he declared. "In many places the storm is in its full fury and in others the winds are rising, but to those of you who are complacent, I say that the full strength of this storm will hit you with a suddenness not characteristic of the places where it is now in full strength."

"The question is: 'Can you sleep on a windy night'?

'Key to Confidence'

The key to confidence and the ability to "sleep" in the face of the competitive gales, he said, "involves your preparation to serve the public interest"—the sort of service which makes a station "an indispensable part" of community life and keeps the broadcaster's ears attuned to "the beating of hearts around him as well as to the tinkle of the cash register."

He emphasized community programming, elimination of bad taste, curtailment of crime and horror programming and fairness in handling controversial issues.

"Clearly," he said, "the American broadcaster's responsibility to his government is to serve with intelligence, impartiality and a high sense of good taste and decorum as a trustee for the radio frequency which his government licenses him to use."

Chairman Coy also:

- Reiterated his "hope" that the television freeze may be lifted "before the end of the year" and said "I pray that it will be earlier," but refused to "predict when."

- Voiced belief that "this nation will require the strongest, most flexible and most effective system of broadcasting that we can develop," including "not only a national system of television but [also] an able system of aural broadcasting."

- Found the NAB convention agenda less than adequate, saying he would have been more impressed if it encompassed open discussion of network affiliates' problems in relation to network programming; of the effectiveness of the NAB Code and ways it might be improved and implemented, and of "the problems involved in determining what constitutes the public interest and how to meet those needs."

- Reasserted his belief that television will be the dominant radio medium and that it "will occupy that position rapidly" when FCC and industry have reached and accepted a solution of the problems that led to the freeze.

Citing the latest financial data of the industry (see story below), Mr. Coy labeled the disparity between the incomes of AM stations built before the war and those built since as "the Achilles Heel of our standard broadcasting system in meeting the transition problems."

He pointed out that the 800 stations established in pre-war days received 94% of the 1949 AM station income, leaving 6% to be shared by the 1,000 war and post-war stations. The latter "have an average annual income of only $6,700 and, consequently, there is small prospect of these stations financing the construction and operation of television from AM broadcast earnings."

Sees Some Failures

Indeed, he added, there is "the unpleasant prospect that the competition of the transition period may be too severe and that some of these stations may not swim."

In his reference to television, Chairman Coy got a round of applause in telling his listeners that "when we will get out of the freeze," might even "want me to tell you we'll never get out of it."

He interpreted the financial data as indicating that television is "beginning to grow up."

"In fact," he said, "it is already starting to get off, according to

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BROADCAST REVENUE

$460 Million in '49

Broadcast revenues—AM, FM, and TV—gained 10.9% in 1949 to reach a total of almost $400 million, with most of the $43 million "new money" coming from television time sales, according to a preliminary estimate issued by FCC last Tuesday.

The report indicated that television thus far is attracting new dollars to the broadcast media instead of luring them away from aural broadcasting.

AM network and station revenues were reported at $424.4 million, a gain of 4.3%. But their expenses went up 5.5% to a total of $361.8 million. Resulting net income before taxes was $62.6 million, a loss of 2.3% over 1948.

The TV networks and 97 reporting television stations showed $35.8 million in revenues as compared to $37.0 million for the networks and 50 stations which reported in 1948. Expenses totaled $58.1 million in 1949 against $59.8 million in 1948. Losses soared from $14.9 million in 1948 to $24.3 million in 1949—$11.8 million by the networks and their 15 owned stations, and $12.5 million by the 84 other stations.

Six television stations—all independently owned—reported losses for the year. But it was felt that some others probably were reaching a break-even or black-ink status by the end of the year.

FM Revenue

Total FM revenue for 1949 was reported as $2.8 million, including 114 FM stations which numbered 1,076 for the year. Six FM stations were reported.

The average income of these stations—$1.7 million, charged with $1.57 million in expenses for the latter $3.1 million. FCC said 452 FM stations were involved in joint AM-FM operations in 1949 and hence reported no revenues.

Among AM stations, those which had been on the air two years or more reported an 0.8% drop in revenues and a 1.2% gain in expenses, for a 10% fall in net income.

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SPLIT SALES PROMOTION

SEPARATION of NAB sales promotion activities on behalf of aural and visual radio media was proposed at the NAB Management Conference in Chicago last week.

Proposal to study this separation was approved by the membership at its Tuesday morning business session.

No formal action in this direction was taken prior to the close of the convention.

The idea of splitting the activities of the Sales Promotion Resolutions Committee, headed by Paul W. Morency, WTIC Hartford, the original resolution was amended on the floor, at the suggestion of Glenn Shaw, KLOK Oakland, District 15 director. Mr. Shaw observed that the resolution did not make clear whether the separation was to take all sales promotion out of NAB proper or merely divide the activities within NAB.

The committee felt the two media are directly competitive. While the plan is still in nebulous shape pending a study of the idea, it appeared to envision a sort of a radio advertising bureau and a television advertising bureau.

Outside Listing Study

In adopting resolutions the convention called for a study of procedures by which the extent of auto, outside-of-home radios and multiple in-home sets can be shown, along with listing in public places. The convention thanked Dr. Kenneth H. Baker, NAB research director on loan to BMB as acting president, for his work on behalf of BMI.

Proposal to ask TV set makers to install FM tuners in all television receivers was adopted. The resolution was suggested by the Maysan morning FM meeting.

Other resolutions thanked FCC Chairman Wayne Coy and other principal speakers for their contributions; praised work of the Convention Sites & Policy Committee under Chairman Howard Lane, WJJD Chicago; approved work of the Advertising Council, BMI on its 10th anniversary, Voice of Democracy Committee, banquest program, effort to obtain per program ASCAP fees for television.

Passage of the McFarland Bill (S 1973) as it passed the Senate in 1965 was advocated by the NAB officers and directors were ratified.

Special tribute was paid to NAB President John Miller in a resolution adopted unanimously. The resolution of appreciation was passed from the floor. Another resolution endorsed board appointment of William B. Ryan, KFI Los Angeles, as NAB general manager and pledged support to him.

Two resolutions were submitted from the floor and adopted unanimously. They voiced praise for the labor relations discussion Monday afternoon and expressed approval of the accomplishments of Broadcast Advertising Bureau.

Texts of resolutions covering association business follow:

BE IT RESOLVED . . . that this, the Tenth Anniversary of Broadcast Music, Inc., offers to the broadcasting industry an opportunity to review the achievements of BMI.

In 1939, the broadcasting industry was faced with demands which would have doubled the payments to be made by the industry for music licensing and caused important segments of the industry to operate at a loss. At this point, the broadcasting industry, with a unanimity and courage, of which it has reason to be proud, founded BMI. Against odds and difficulties which can hardly be exaggerated, BMI furnished to the broadcasting industry by Jan. 1, 1941, a music catalogue which permitted the industry to operate for most of that year without diminution of listener interest or advertising revenue. Since that date, BMI has steadily increased the extent and quality of its repertory and the effectiveness of its service, and it has now substantially restored competition to a field in which monopoly hitherto existed.

As a result of the healthy competition so created, the broadcasting industry has been able to enjoy the music of BMI, and of its competitors, at a percentage of its revenue, lower than that which would have necessitated licensing agency and at approximately half of the percentage that would have been required had it not been for the successful intervention of BMI. In addition, BMI has exerted a healthful influence in the entire licensing field, and has opened the door of opportunity to a large and growing number of those who have been interested in the music business, but who have not been able to participate in the industry.

To the founders of BMI, who had the vision and courage to see the future; to its directors, who have unselfishly and wisely guided its course; to the authors and publishers who have aided in making its catalogues great; and to its diligent and able management and staff, the broadcasting industry extends congratulations and good wishes and pledges its continuing support.

BE IT RESOLVED that the NAB record their appreciation for the excellent work of the Advertising Council in putting to work the tremendous force of advertising for the benefit and welfare of this country, and the members here assembled do recommend the support of the Advertising Council.

BE IT RESOLVED that the NAB . . . recommend that the NAB board of directors institute a study looking toward the separation of NAB sales promotional activities in the fields of television and radio, whether or not sales promotion activities remain within or without the NAB.

WHEREAS there is a need to show the full extent of listing and size of audiences.

BE IT RESOLVED . . . that the NAB board of directors examine the best possible procedures in order to ascertain the amount and type of radio listening as represented by automobile radios, outside-of-home radios and multiple sets in the home as well as listening in public places.

The Resolutions Committee has been requested by those in the FM session to present the following resolution:

That the FM members of NAB re-

(Continued on page 57)

WARREN E. AUSTIN, U. S. representative to the United Nations, and Herman W. Steinkeus, president of the U. S. Chamber of Commerce (seated, 1 and 2), were honored guests at the NAB management session's opening luncheon Monday. They addressed broadcasters later that afternoon. With them are (standing, 1 to 3), Frank U. Fletcher, NAB FM director-at-large and co-owner of WARL Arlington, Va., and Howard Lane, chairman of the convention sites and policies committee, NAB director-at-large and radio director of Field Enterprises, Chicago.

BROADCASTERS' ROLE

BROADCASTERS must face the fact today that they are ‘important arbiters in an uneasy world,' Howard Lane, chairman of the NAB Convention Sites and Policies Committee, declared at Monday's luncheon as he opened the 28th annual convention.

"The salvation of our nation, and other nations throughout the universe, depends largely upon the knowledge acquired by the people; upon the clarity with which such knowledge is transmitted into the homes of America; and consequently upon the judgment we use, as broadcasters, in programming our stations," he said.

Mr. Lane's remarks prefaced introduction of BMI board members, who were seated at the head table in honor of BMI's tenth anniversary.

Carl Haverlin, president of the organization, spoke briefly and a musical interlude saluted a recorded BMI hit tune for each of the first nine years of BMI's existence, climaxd by a live rendition of a 1950 song by Vivian Adams, soprano.

Mr. Haverlin reported that BMI had recently signed Carl Sandburg's "American Song Bag."

Background Outlined

Tracing NAB's growth from 90 members in 1923, Mr. Lane observed that the association's purpose was "not unlike the purpose which motivates the formation of governments." The founders recognized the need for cohesive action on a broad national scale "to protect their own self-interest, of course, and to provide an arena in which they could exchange ideas and, as a result, improve their service to the American audience."

Urging unity, he noted, however, that "this is not a unity that is easy to accomplish if one reduces his perspective to the dimensions of one's own operation and stops there."

"We have a majority problem in radio as we do have in government and that majority problem is to resolve our differences and stick to our program," Mr. Lane asserted. "If you take from our conferences here a sense of the dignity of broadcasting and an evaluation of your importance in the greatest experiment of living together that has ever been undertaken by mankind, you take much—and you will be enriched for having been here."

BROADCASTING • Telecasting
NAB's general manager under the direct control of a general manager starting May 1 when William B. Ryan, KFI Los Angeles, takes office at Washington headquarters.

Appointment of the top-level administrator was announced by NAB's board at a meeting held just prior to opening of the Management Conference at the Stevens Hotel, Chicago. Mr. Ryan is given full power to hire and fire as well as to make decisions concerning operations, with the exception of the president's and general counsel's office and the secretary-treasurer.

The action brings back to NAB a administrative position abandoned by the board last summer when the office of executive vice president was abolished.

Advisory Group Reports

In discussing the appointment, main item on the board's convention agenda, the board heard a report by a special board subcommittee headed by Clair R. McCollough, WLS, AL, Pa. This subcommittee was elected by the board at its February meeting to advise with President Justin Miller on appointment of the new general manager.

Mr. McCollough read the recommendation of the subcommittee, based on a series of discussions with Mr. Ryan, on NAB's audience and personnel and the field of candidates from the beginning. The five-man committee is understood to have voted for Mr. Ryan on April 1.

In the January board elections the board will name its successor to Mr. Ryan probably at the next meeting to be held at Washington in June.

Mr. Ryan said he could give no information on his successor as KFI general manager.

After disposing of the Ryan appointment, the board voted to table a plan to judge Miller to attend a meeting of the Inter-American Assn. of Broadcasters to be held in the late summer in Brazil and to investigate U. 5, information service. Mr. Ryan also reported a letter from Mark Ethridge, chairman of the U. S. Advisory Commission on Information.

The board went into the Washington regulatory situation by adopting a resolution opposing Reorganization Plan No. 11, sent to Congress by the President. This plan would transfer from the FCC to the FCC chairman many important executive and administrative functions.

In the board's opinion the plan "creates the recommendations of the Hoover Commission, reorganization of the Executive Branch of the government, and is in conflict with existing law."

Chairman's Proposed Functions

Among functions transferred to the FCC chairman would be appointment and direction of personnel employed under the Commission, distribution of business among such personnel and among administrative units of the FCC, and the use and expenditure of funds.

Also on record as opposed to Plan No. 11 are Chairman Edwin C. Johnson, WSPD, Cambridge, Md., and the Senate Committee on Interstate & Foreign Commerce as well as the Federal Communications Bar Assn.

FCBA had contended: "The practical effect of the plan is to destroy the basic idea of checks and balances in a representative form of government and establishes a regulatory agency wholly responsible with the President. The legislative concept was to create a Communications Commission composed of seven members of equal rank, of whom not more than four could be of the same political party. Plan 11 breaks up equality of duties and responsibilities of the Commissions and substitutes therefor a chairman who has all of the duties and responsibilities of the other six members plus enormous executive and administrative functions (no definitions are given as to what is executive and what is administrative), and six Commissioners with a reduced, restricted and limited amount of duties and responsibilities. In all frankness and candor it would seem that Plan 11 makes a sham of a nonpartisan agency. There would be little, if any, responsibility for the other six Commissioners if Plan 11 is otherwise sound."

Text of the resolution adopted by the board follows:

WHEREAS, the President of the United States has transmitted Reorganization Plan No. 11, U.S. Congress, which plan would transfer from the

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BAM INCORPORATES

BMB Successor Opens May 9

FORMATION of a new Broadcast Audience Measurement Inc. to take over future industry coverage service got under way last Tuesday when incorporation papers were filed in Wilmington, Del.

Capitalization at a million-dollar figure is authorized under the charter as drafted by Measurement Committee, which met Tuesday afternoon during the NAB convention in Chicago.

Corporation officers will be announced later, and the enterprise will be in operation by May 9, when the Broadcast Measurement Bureau board is scheduled to meet in New York. The corporation will provide the basis of a new measurement enterprise which will succeed BMB and will permit BMB liquidation at relatively small expenditure.

Incorporators of BMB are Henry P. Johnstone, WSGN Birmingham; John L. Ryan, WSPD Toledo; Charles C. Caley, WMDB Peoria, Ill.; Frank M. King, WMBR Jacksonville, Fla.; Clyde Rembert, KRLD Dallas; Robert T. Mason, WCLW Columbus, Ohio.

The BMB-BAM situation was discussed at the Tuesday morning business meeting of the convention but it drew few comments from the floor.

Text of the Ryan-NAB Contract

THREE-YEAR pact between NAB and William B. Ryan, KFI Los Angeles, takes effect April 15 by the NAB board to fill the new post of general manager, follows:

Dear Mr. Ryan,

In the action of the Board of Directors of the NAB, I am authorized to announce your appointment as general manager of the association, at an annual salary of $25,000, to commence for a term of three years commencing May 1, 1950, with the understanding that the same shall continue so long as you shall serve at any time by either you or us upon not less than one year's written notice.

I further understand that the NAB will pay all reasonable costs necessarily incurred for transporting yourself, your family and your home furnishings from Los Angeles, Calif. to Washington, D. C.

The Board of Directors approved the report of its Advisory Committee for the selection of a General Manager, which contained the specifications as to the scope of the General Manager's job. Many of these specifications are set out as follows:

1. It is primarily an inside job. For example, the incumbent will not ordinarily be called on to advise in speech-making or in general "outside" public relations activities.

2. The job involves the performance of much of the same type of duties as are customarily performed by the General Manager of a typical business corporation. The General Manager will exercise supervisory control over finance, accounting, income, expenditures, audits, and the preparation of budgets.

3. The General Manager will also exercise supervisory control over all personnel, except that of the President and the General Counsel. This supervisory and policy level work will be delegated by the President within the area specified in the By-Laws of the Association. A list of areas is:

1. Personnel
2. The General Manager shall have a sufficient delegation of power from the President to give him actual control over all members of the staff of NAB, except the President and the General Counsel, in order that there may be no question concerning his right to inquire into every detail of every operation, and to require appropriate action following such inquiry.

4. The General Manager shall also be in charge of the function of securing and retaining members for NAB. To assist him in this work, he shall have the services of one full-time man, and may call upon such members of the staff, as well as the directors, for assistance in special types of membership work, by planning campaigns, speaking at meetings, etc., in various categories of the membership.

This letter, signed by you and by me, is intended to constitute the agreement under which you are employed as General Manager of the Association. It is understood that this agreement will be construed in accordance with the laws of the District of Columbia.

(Signed) William B. Ryan, President
(Signed) William B. Ryan

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TRANSLIT RADIO’S GROWTH

TRANSLIT RADIO is the “first truly complete retail medium using radio” for transmission and affords the only way for FM broadcasters “to realize a profit on an FM investment.” In the interview, Mr. Thomas outlines Progress and the opportunities for growth in the medium.

The observations were placed before FM operators during the annual NAB Convention in Chicago last week by C. L. (Chet) Thomas, president of Transit Radio Inc. Mr. Thomas addressed a special FM session last Monday on the subject, “Transit Radio—A Retail Medium.” In view of its success in this field, BROADCASTING herewith publishes a full text of Mr. Thomas’ speech.

Transit Radio is a large subject. To explain its origin and subsequent development will more than consume the 10 minutes allotted to me this morning. It should suffice to mention that our home office is in Cincinnati. Our sales offices are in New York, Chicago, Dallas and Atlanta. The officers and directors at headquarters and in offices with many years of practical experience.

The first Transit Radio equipped vehicle climbed the hills of Cincinnati some 30 years ago. In my own city of St. Louis we equipped 20 vehicles for testing purposes in July of 1948. In January 1949 we had completed installation of the 100th vehicle and in October 1949, 1,000 radio equipped vehicles were placed in daily service. We are young in years, but old in experience. All we need is the passage of a bit more time to develop its full potential. Frequency modulation made TR possible. Turn about is fair play. Transit Radio broadcasters will provide a firm financial foundation to make FM possible. There is nothing wrong with FM that listeners and advertisers will not like. TR is attracting listeners and sponsors in increasing volume daily.

Convinced of Value

We who have pioneered a new and exciting radio medium are convinced that TR is the first truly complete retail medium using radio as a means of transmission. TR reaches and sells millions of riders daily while these riders are in transit to the point of purchase. Visualize the effectiveness of an announcement directed to women who are enroute to department stores, specialty shops, etc. In which these buyers are informed by radio that a sale on coats, blouses, hats, etc. is being held at the store. We know by actual test that Transit Radio sells merchandise. Here are few case histories:

In 18 weeks Ipana toothpaste increased its dollar sales by 67% in one TR market. It also increased its share of total distribution. Nervina, manufactured by Niles Labs, increased sales 124.5% in 12 weeks in one market. Swift & Co., boosted sales for its shortening product 51% in seven months in another market.

Fanny Farmer Cakes’ business was running 72% behind in sales for the same period in the preceding year in a pioneer TR market. The use of TR reversed the trend and showed a 7.5% gain in the following period.

These are documented stories and there are many more to relate. The plus factors of TR vary many in number. To mention a few:

1. A counted, guaranteed audience.
2. Riders are in motion and able to act on a sales message almost instantly.
3. TR cost is low—generally less than a cent per thousand, plus a bonus of home listeners.
4. Everyone able to hear can hear the announcements because of the uniform dispersal of signal throughout vehicles.

TR ELECTS

RICHARD C. CRISLER, executive vice president of Transit Radio Inc., was elected president and a director, and C. L. Thomas, president, was re-elected a director, at a meeting of the TR board of directors April 16 in Chicago. Edgar Kobak, former president of Mutual and now a consultant, was elected to the executive committee.

Forty broadcasters attended a national TR affiliates April 17 at which Hubert Taft Jr., board chairman, reported a gain of 15 TR cities within the past year for a total of 23. He predicted that by the end of 1950 more than 50 cities will be TR equipped.

Frank E. Pelegrin, vice president in charge of sales, announced that 11 new advertisers and renewals recently have brought the total of national TR accounts to 46.

“We are out of the experimental stage,” said Mr. Pelegrin. “Miles Labs has found that one of its products, which showed a 124% increase in a test market, has held up through Transit Radio. Fanny Farmer Candy has cracked the Cincinnati market, where Maud Muller and Mary Lee brands were entrenched.”

He urged prospective TR affiliates to join up “as the addition of each new market greatly stimulates sales.”

Mr. Taft disclosed that WCTS (FM) Cincinnati, which he heads, is taping its entire program structure at a considerable saving. He said Cincinnati’s four largest department stores are using TR, as (5) the public has and continues to register approval averaging 90%.

(6) Broadcasters should take note that TV cannot affect TR audiences.

Currently there are 23 cities under contract to transportation systems and Transit Radio Inc. A year ago there were five. Next year—?—I can only guess, but we are on the move and gaining momentum every day. Be assured that TR is here to stay and, in time, will be recognized as the sixth established media. It will reach the stature of radio, outdoor, newspapers, magazines and direct mail. It will continue to grow and command an ever larger degree of respect and attention from American business. It is a public service of proven value and is considered an important factor in civilian defense plans on a local and national level.

Cost Question

A question frequently asked of me is—”How much does it cost to equip vehicles?” We have very detailed figures based on the experience of markets now equipped. An average cost is $2000 per vehicle. This includes a receiver, antenna, six loudspeakers, connecting cable and labor. The next question usually asked is how many vehicles are available in my city. Accurate figures can be supplied by your transit system, but here are a few examples:

The following towns include streetcars, motor coaches and trolley coaches:

Philadelphia...... 3,250
Salt Lake City....... 150
New Orleans......... 691
Dallas................ 1,000
Portland, Ore. ...... 461
Omaha.............. 350
Milwaukee.......... 1,152
Kalamazoo........... 847

General speaking, the number of riders (actual riders) per day in cities of 100,000 or more is equal to the population of the area served by the transit system. Some riders ride a day, others more frequently.

The potential audience per month available on public vehicles staggars the mind. In 23 markets there are 3,300 vehicles equipped with FM radio, loudspeakers and loudspeakers. When these markets are completely equipped the average monthly rides will total 215,500,000. Here is no misunderstanding, the total given is the aggregate of rides in each city for the number of hours the transit system operates. The population in the 23 cities is partially equipped exceeds 10,000,000 and the number of families exceeds 3,200,000. Gentlemen, Transit Radio is big business and it’s growing larger day by day.

TR’s Arguments

In a recent article published in BROADCASTING, C. L. Thomas developed our main arguments in favor of TR.

They are:

1. The riders of public transportation are a large target audience, TR helps the transit companies provide sound, efficient and economical service.

2. Transit Radio is a main support of FM aural radio.

3. Transit Radio makes it possible for the drivers of buses and streetcars to meet emergencies.

These four, plus its tremendous sales impact and public service attributes, make it worthy of serious study. These ideas are the major points I have not mentioned thus far:

(1) Are TR stations making money?
(2) What about minority groups?
(3) In answer to the first question, I know of stations grossing $9,000, $10,000 and $11,000 per month. That is a respectable gross for any FM station. It is an indicative gross for a TR station in view of the youthfulness of Transit Radio, but is far from the potential earning power of most TR stations.

TR stations grossing $10,000 or more per month do not necessarily (Continued on page 28)
LAbOR - Relations

Problems Treated

Thomas it was not national policy to require the employment of two men to operate dual transmitters standing side by side, to ensure that one man can do the job without making errors for which he may be charged.

Mr. Essex, answering another question, felt the payment of talent fees to announcers for special within-hours work is merited by the fact that it could serve as a cushion for broadcasters when the additional fees are paid by the advertisers.

Mr. Wimberly said a union would be "short-sighted" not to take economic factors into consideration when making its demands upon stations, but that stations should not seek shelter unfairly in such factors.

Reasonable Profit

To the question posed by Mr. Thomas, the AFRA executive said he felt that, if he were a broadcaster, he would be entitled to a "reasonable profit" from his operations, but was not able to define "reasonable profit."

"I'm not that much of an expert," he asserted.

Mr. Essex summed up management's case, pointing out that few industries match radio's average wage scales. He asserted his belief that employees not only have a right to be reasonable, collectively, but also have a right not to do so, according to their wishes. Even in non-union stations, he noted, good wage scales generally exist.

In a summary of the union case, said good labor-management relations depend upon mutual trust until it is shown to be unjustified; an understanding and appreciation of mutual objectives; maintenance of the status quo while negotiations are in progress; acceptance of contracts in good faith by both sides, and honest, direct and sincere negotiations.

FOR distinguished service during the past year, J. Leonard Reinsch (II), managing director of the Jones M. Cox stations, was awarded custody of the VIP plaque for 1950 at fifth annual reunion of U.S. Radio Mission to Europe, held in Chicago last Sunday. With Mr. Reinsch are (1 to r): NAB President Justin Miller; VIP Dinner Chairman Clair R. McCullough, president, Steinman stations, and Poet Laureate Robert D. Sweeney, general manager of WDSU-AM-FM-TV New Orleans. In accordance with VIP custom, nature of Mr. Reinsch's service was not disclosed. Selection was made by a secret committee.

FM Plans

At a gloomy period in the life of FM broadcasting, this relatively new medium stopped, took stock, and came forth with a series of practical money-making plans during NAB convention week.

This temporary halt in the medium's shaky career occurred as the kickoff feature of the Management Conference at Chicago last Monday. It occurred as a heavy representation of NAB leadership joined some 300 members in a frank discussion of FM problems.

For perhaps the first time in FM history, one operator declared, FM station operators did a minimum of dreaming and talking through their electronic hats and threw their money-making ideas into a common pool. Out of this pool, many of those at the meeting declared, should come operating ideas that will help many shaky stations at this critical period in FM's history.

After a morning of instructive talks and seat-of-the-pants discussions, C. M. Jansky Jr., of Jansky & Bailey and one of FM's pioneers as well as progenitors, said he had heard "more and better examples of business ability than at any past FM meeting." He added that he had served on the old FM Assn. board.

Resolution Adopted

One resolution was adopted by the FM group on motion of Ben Strouse, WWDC-FM Washington and NAB director-at-large for FM stations. It asked the NAB Resolutions Committee to submit a resolution asking, TV set makers to include FM tuners in their sets.

Final action was a tribute to Ed Seilers, director of the NAB FM Dept., for his work on behalf of the medium.

Deep note of concern developed over fear that if AM stations build up their FM affiliates into profitable stations with wide followings, then the FCC might come along and slap on a duopoly ban forbidding a joint operation. This fear was raised by Victor C. Diehm, WAZL-AM-FM Hazleton, Pa.

Mr. Diehm recalled that in 1947 ex-FCC Chairman Charles R. Denby, whistled most of us into "FM" and added that Wayne Coy, present Chairman, recently had blamed the industry "for the flop of FM."

Most recently WDST-WCVO New York, who has directed construction of a group of FM labor stations, criticized manufacturers for failing to include an FM tuner in TV sets when the tuner costs only $2.22. He contended stations and the people are getting a "rooking."

With Matthew Bonebrake, KOBY-AM-FM Oklahoma City, (Continued on page 58)

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INDEPENDENT'S AIMS

DEMANDS for more aggressive selling and increased resistance to rate-cut pressures, coupled with an exploration of programming resources, highlighted Sunday's Unaffiliated Stations sessions in Chicago preceding the NAB convention.

Edgar Kobak, business consultant, part owner of WTWA Thompson, Ga., and former president of Mutual, now a member of the NAB board, in a luncheon speech also demanded that NAB convention programs be revitalized and called for industry self-scrutiny and a new look at NAB itself (Broadcasting, April 17).

The program was under the direction of Lee W. Jacobs, WBKR Baker, Ore., who said main credit for its arrangement should go to Ted Cott, recently appointed manager of NBC's WNDE-AM-FM and WNBX (TV) New York, who sent greetings. Mr. Cott is former manager of the Unaffiliated Stations Committee. Other members: Melvin Drake, WDGY Minneapolis; Patti MacDonald, WHMH Memphis, and Glenn Shaw, KLX Oakland, with Bob Maynard, WSVE Crown, Va., and Ben Strouse, WWDC Washington, as alternates.

Urges Orientation

In his welcoming address Mr. Jacobs called on broadcasters to quit taking criticism of the medium lying down, urging an "aggressive job of selling the industry." He advised independents to start "a truthful program of education to tell the public when they will get TV," and listed a number of examples of growing recognition of the independent from agencies and advertisers.

An estimated 300 persons attended the sessions.

Dr. Sydney Roslow, director of the Pulse Inc., cited a series of data showing the growth and extent of the out-of-home audience. A recent New York breakdown, he said, showed 43.5% of this audience listening in autos, 25.5% while visiting, 15.9% at work and 3.9% in restaurants and bars. The auto and visiting classes are growing, he said. Some listening was done outdoors, in stores and in institutions, he asserted.

Over nine out of 10 taverns and restaurants have radios, Dr. Roslow said. Other figures showed nearly three out of four autos equipped with radio sets. Auto listening ranges from 20.8% to 23.5% of sets in use at noon to 32% and upward in the afternoon and evening, according to a Boston study in 1949, ranging up to 45.5% in the morning rush hour and 39.5% at 5-7 p.m. in a more recent New York study. High figures were found, also, for the Los Angeles market.

Dr. Roslow declared that in New York last February, 18.4% of all persons aged five and up had listened to the radio away from home during the day, with 35.5% of homes having some member of the family listening out of the home during the day. Last August, the peak out-of-home audience was at 3-4 p.m. when the out-of-home listeners were equivalent to 58.6% of the number listening at home. This high figure reflected baseball listening in New York.

Independents' Audience Large

In terms of homes, he said, the proportion with listeners out of the home ranged from 4.9% to 17.0% of the homes with listeners at home. He declared that out-of-home studies show independent stations getting 88.7% of the restaurant-tavern radio audience in New York, 76.8% in a Boston study. Other figures showed independents enjoying heavy shares of the out-of-home audience. He said the out-of-home audience should be measured in all markets.

Norman Glenn, editor and publisher of Sponsor, cited data on the extent of multiple and out-of-home listening.

Mr. Kobak, speaking at the Independent's Day luncheon, took a broad look at many industry problems.

He urged a reappraisal and modernizing of the basic rate structures of radio and television; resistance to "pressures" for rate cuts, particularly in AM; strengthening of NAB convention programs by putting more emphasis on programs, selling, promotion and management; more aggressive selling as distinguished from merely "accepting orders," and a reappraisal of NAB services and organization.

"Self regulation is the secret of successful business operation in this country and self-examination is an important phase of making a business or industry a success," he declared, adding:

Blue Book Needed

"Perhaps our industry ought to get out its own shade of Blue Book and take a good look at itself—or it's not for some ambitious group in the District of Columbia to get out a new edition."

Mr. Kobak warned that a few lapses into poor taste can give the entire industry "a black eye."

Management, he said, must see that the Standards of Practice are followed. Self-policing, he warned, is "something we must do—or others will attempt to do it for us. And no one wants that."

He cautioned that the various media should quit fighting among themselves. Each medium, he said, should sell its own strength and

(Continued on page 50)
AB SEPARATION

SEPARATION of the ABC Stations Dept's radio and television functions into separate units, effective May 1, was announced last Monday at a meeting of ABC's Stations Planning and Advisory Committee meeting in Chicago.

Ernest Lee Jahncke Jr., vice president in charge of stations, announced the appointment of James H. Connolly as director of radio stations and of Otto Brandt, director of the network's stations department, as director of television stations. Mr. Connolly, with ABC in 1944, has been in the network's Stations Dept., in charge of stations between the Mississippi and the Rockies, also representing West Coast stations in New York. Mr. Jahncke pointed out that the changes bring the stations division organization into line with the radio-TV separation principle already in effect where salaried functions are concerned. They follow the ABC principle of overall integration while establishing separation of the radio and television functions at a lower level.

"This reorganization, which was announced to and warmly received by members of ABC's Stations Planning and Advisory Committee, was brought about by the heavy increase in the every-day activities of the Stations Dept.," he said.

WBEN STAFF

Thompson, Kelly Promoted

A. H. KIRCHOFER, vice president of WBEN Inc., Buffalo, N. Y., has announced organizational changes at WBEN-AM-FM-TV to enable the stations effectively to carry on the increasing operations resulting from television.

C. Robert Thompson, who has been station manager, was named general manager. In his new capacity, it was stated, Mr. Thompson will continue to supervise all WBEN activities, as in the past, but also will concentrate upon the work of WBEN-TV.

Also announced was promotion to manager of Frank W. Kelly who has been assistant station manager in charge of sales.

Ryan's KFI Post

KFI Los Angeles will make no appointment to the general managership for several weeks, according to Earle C. Anthony, station president. The position becomes vacant through election of William B. Ryan, general manager since 1943, to the new general managership of NAB. Mr. Ryan will assume office at NAB May 1 (see story page 23). Mr. Anthony said no one is being considered as such nor is any appointment in the offing.

Radio-TV Unit Affected

HEARINGS on a resolution by Sen. Edwin C. Johnson (D-Col.) urging rejection of President Truman's plan to vest FCC's executive and administrative functions in the Chairman [BROADCASTING, April 17] are slated to get underway today (Monday), with Senator Johnson as leadoff witness.

FCC Chairman Wayne Coy has indicated he will be available for appearance tomorrow (Tuesday) before the Senate Executive Expenditures Committee, committee spokesmen said. In addition, NAB General Counsel Don Petty and Frank Roberson, chairman of the legislative committee of the Federal Communications Bar Assn., are scheduled to appear early this week, although no date had been set.

The committee plans to review three similar dissolving resolutions, introduced by Senator John and covering other agencies. The resolutions will be covered as a "package," spokesman said, with hearings to run through Wednesday and resume next week if necessary.

Despite the delay occasioned by hearings, authorities thought it likely that the resolutions would be passed on to the Senate for action well before May 24, deadline for rejection by one or both houses of Congress. Should that fail to materialize, the plan would become law under the Reorganization Act of 1949 which sets aside a 60-day period for action (excluding recess by either house).

Proposed Powers

The President's proposal, one of 21 affecting agencies, would give the FCC Chairman right to appoint and supervise personnel under him, and make work assignments and to "hold The Commission's pursestrings"—in the view of many observers.

On behalf of NAB, Mr. Petty is expected to favor the Johnson resolution and oppose the President's plan, which it reportedly feels (1) does not follow express recommendations of the Hoover Commission reports; (2) does not adequately define the powers of the Chairman, and (3) leaves unclarified its effect on the Administrative Procedure Act covering appointment of hearing examiners.

Mr. Roberson of FCBQ is expected to take a similar tack in his comments before the Senate committee.

Senator Johnson, head of the powerful Senate Interstate Commerce Committee, which paved the way for introduction of the resolution in the Senate, is also expected to reiterate his known opposition to the plan.

The Colorado takes exception on the ground that, aside from giving the FCC Chairman control of the Commission's "pursestrings" the plan would in effect transfer the Chairman from the legislative to the executive branch of the government. "An extremely important regulatory step" is involved as "a matter of principle," he feels. Mr. Congressional authorities have indicated they share that feeling [BROADCASTING, March 20].
AWAITING their turn to tee off in Broadcasting's tourney are: (l to r) Ralph Goshen, WBBM Chicago; Frank Parrish, KPHO Phoenix; Russell Eagan, Kirkland, Fleming, Green, Martin & Ellis, Washington; James Brown, WBBM Chicago; Roy Soderlund, Foote, Cone & Belding, Chicago.

IT looks like an impossible lie for S. (Bud) Fantle, KELO Sioux Falls, S. D., (in tree). Urging him to give the old college try are (l to r) Harold Gross, H. M. Gross Agency, Chicago; Robert Delph, KFTM Fort Morgan, Co.; Neville Miller, Washington; Wiley Harris, WJDX Jackson, Miss.

SHOWING they mean business in preparing to display their iron shots are (l to r): Dan Meadow, RCA, Indianapolis; Joe Higgins, WTHI Terre Haute; Harry Dieter, Foote, Cone & Belding, Chicago.

THE score's the thing as Harry Burke (seated), KFAB Omaha, lends his shoulder and Al Schroeder (l), WOR New York (Chicago office), looks on while Jones Scovem, Free & Peters, New York, figures their totals.

COURAGEOUS man is Charles Grisham (center), Edward Petry & Co., Atlanta, as he gets ready to pedal off with tourneymates. "Passengers" are William Cartwright (l), Edward Petry & Co., Detroit, A. J. Schroeder, NBC Chicago.

CENTER of attention is Fred Klein (2nd left), Toni Co., Chicago, as he totes the figures after Tam O'Shanter tour. Watching him are (l to r) Jim Stirton, ABC Chicago; Jack Lamb, Foote, Cone & Belding, Chicago; A. G. Wade, Wade Advertising, Chicago.

EQUI-DISTANT from the cup, this tourney quartet decides to try and make the rest of the distances billiard style. (L to r) Leslie Atlass Jr., WIND Chicago; Sil Aston, WAIT Chicago; Jack Davis, John Blair & Co., Chicago; Marv Rosene, WIND Chicago.

BRIEF pause during the Broadcasting tournament is enjoyed by these Illinois linksmen (l to r): Jack Fisher, Fisher Agency, Chicago; John Carey, WIND Chicago; Merrill Lindsay (low gross winner), WSOY Decatur; Les Johnson, WHBF Rock Island.

THESE exponents of the ancient and royal game, said to have first been played by Scottish kings, take time out for a breather. L to r are Carl Jewett and Robert Burrow, both of WDAN Danville, Ill.; Robert Everett, Price, Robinson & Frank, Chicago; Max Everett, Everett-McKinney, New York.

ENJOYING a between-holes chat are these four competitors (l to r): Bruce Bryant and M. Harms, both of Edward Petry & Co., Chicago; John Outler, WSB Atlanta; J. Rolston Fishburn, Edward Petry & Co., Chicago.
CONVENTION GOLF
Lindsay Grosses 79; Fishburn Nets 63

MERRILL LINDSAY, WSOY Decatur, Ill., and Rolston Fishburn, Edward Petry & Co., Chicago, were the low gross and low net winners respectively in the annual Broadcasting-NAB golf tournament held April 16 at the famous Tam O’Shanter Club in Chicago.

Mr. Lindsay earned a 79 for the low gross score, while Mr. Fishburn, with a gross of 93 and a blind bogey handicap of 30, scored 63 to lead the 80 convention golfers.

Mr. Lindsay is from a family of famous golfers, his sister, Marjorie, having won the Illinois women’s state golfing championship for three years. In his round he had only four double bogies.

Second low gross was shared by J. B. “Steve” Conley of Westminster House Radio Stations and Lewis Green of the Green Assoc., Chicago, with 81. Bruce Roberts, WBKB (TV) Chicago, and Dan Meadows of RCA Indianapolis, tied for third honors, with low nets of 65.

Messrs. Lindsay and Fishburn were awarded silver loving cups by Broadcasting-Broadcasting. George S. May, owner of Tam O’Shanter course, which in August will hold the All-American Tournament with $78,000 in prizes, was the day’s host, aided by Cliff Posson, director of public relations of the George S. May Co., Chicago.

NARBA PICTURE

CCBS Considers Aspects

THE NARBA situation, its past, present and possible future, were canvassed by representatives of the Clear Channel Broadcasting Service at a meeting in Chicago last Monday.

Louis G. Caldwell, Washington attorney and CBS counsel, who represented the organization at the NARBA conferences in Montreal last fall and in Havana earlier this year, reported on the negotiations and associated developments. NARBA was also the subject of talks by John H. DeWitt Jr., WSM Nashville, and G. P. Leydorf, WJRE Detroit, who participated in some of the Montreal and Havana meetings.

Harold Hough, WBAP Fort Worth, presented over the meeting in the absence of Chairman E. W. Craig, WSM. All 18 member stations were represented. The group included:

Mr. Hough, WBAP; Col. B. J. Palmer, Ralph Evans, Paul Loyet and Harry Coe, CKO Memphis; James E. Edwards, Glenn Snyder and Harold Safford of KLF Cincinnati; John Leitch, WCAG Philadelphia; James D. Watak, WLS Chicago; John G. Burow, WJR Detroit; and Mr. Leydorf, WBAP. Mr. DeWitt and Irving Weigle, WSM, Frank F. Schreiber and Carl J. Meyers, WGN Chicago; Victor A. Shohl, WDAY, and Attorneys Ndell Miller of WHAS Louisville; Martin Campbell, KDKA Dallas; J. Leonid Reichen and John M. Outler Jr., WGB Atlanta; Hugh A. Halfl, WGA San Antonio; William Fay, WHAM Rochester; William B. Ryan, KFI Los Angeles; Howard Summerville and Larry Baird, WTTW New Orleans.

Others participating in the meeting included Ward Quaas, CBS director, and Mr. Caldwell, plus Percy H. Russell Jr. and C. Russell Eagan of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis.

Lipscomb To Lover

CHARLES T. LIPSCOMB JR., formerly with McKesson & Robbins Inc., New York, has been named president of the Pepsodent Div. of Lever Bros. Co. Mr. Lipscomb was vice president and general sales manager of McKesson & Robbins, and before that was with the Coca-Cola Co. and the Vick Chemical Co.
What radio's own census knows about you

Number 2 in a series
Your answers to the U.S. Census Takers will show America to be bigger than ever—with more spendable income per family.

Your answers will also show that there are 40,700,000 radio families (95% of all U.S. families)—an increase since 1940 of more than 12,000,000—and that they own 86,000,000 sets, nearly double the 1940 count.

Radio's own Census—the Broadcast Measurement Bureau—goes a step further and counts ears. It measures how much the people in these homes are listening and to which of the nation's 2,000 stations. This Census (B.M.B. Report No. 2) was started some months ago and preliminary findings have just been released. Here's the one most important fact of that Report:

More people listen to NBC stations than to those of any other network. Specifically:

The combined total weekly audience listening to the stations of the NBC Network is 35,430,000 families (daytime) and 37,750,000 (nighttime). That's more than 3,000,000 higher than the second network during the day; and over 4,870,000 higher at night.

What this means to an advertiser—If you are a manufacturer of products or services, you will be interested in these facts: (1) America is a bigger, richer, more rewarding market place for you than ever before, and (2) to sell this market you can use no advertising medium more powerful than NBC, because NBC is Bigger, Busier, More Economical...

Bigger—The stations of the NBC Network (according to B.M.B.) have the largest combined weekly audience in all America—larger than any other network, or than any other advertising medium.

Busier—NBC is selling more products and services for advertisers, day and night—and in 1949, advertisers invested more money in NBC than in any other network.

More Economical—NBC today costs considerably less per 1,000 homes reached than it did 10 years ago—and NBC today reaches more people at lower cost than any other national advertising medium, including the other networks.

Today, more than ever, to sell America you need

NBC

America's No. 1 Advertising Medium

A service of Radio Corporation of America
WORLD CONQUEST

Hoffman Says Radio Is A Front

THE REAL BATTLE for world conquest is on the informational and economic fronts, ECA Administrator Paul G. Hoffman emphasized in an address at the Tuesday afternoon general session of the NAB convention.

"On the informational front of the struggle between the free world and the Kremlin slave world we are outmaneuvered and outgunned 50 to 1," declared Mr. Hoffman. The former president of the Studebaker Corp. explained that in France alone the Communists have spent about $15 million a year for anti-Marshall plan propaganda.

"In each target country there is a hard-core of Communists," he said. "This group seeks to capture the minds of people by the well-known Goebbels method. They use the big lie—they make glittering promises—but above all they seek to instill fear and hatred. They know that people whose minds have been so poisoned become so confused that they can neither see nor think clearly. They know that when confusion has been compounded into chaos a very few people can seize control and rule the many."

"Job to Be Done"

Mr. Hoffman insisted, however, that there is a "huge and difficult job to be done here in America" by broadcasters, in addition to the intensified activity abroad. He asked "friendly radio" to help Americans to understand more fully that if an enduring peace is to be achieved, three goals must be reached: (1) America must remain strong and prosperous as "the hope of men of goodwill everywhere are centered in our strength"; (2) An "economically healthy, democratically virile and militarily strong western Europe is a prerequisite to world security"; (3) America and the free nations of western Europe must remain united.

Calling on the delegates to "make this the period of the fight for peace as exciting and thrilling as the story of a shooting war," the ECA administrator declared:

"As I see it, your responsibility is to develop the techniques by which an understanding of intangible truths can be brought home to all the people. It is your responsibility to show the world that we do not only inform but will, to quote Kipling, walk up and down in the hearts of men."

In another Tuesday afternoon address, R. E. Babcock, author, agriculturist and former chairman of the Cornell U. board, asked that the broadcasting industry do a little more thinking about the country's future food supply; check "so-called farm plans" to see what they promise in the way of "better meals for more people"; as a public service, give diet education a "high priority"; and "sharpen up your merchandising of good foods."

He singled out the animal foods for special attention, recommending cooperation with others on the low temperature people, the packers and the milk companies,

The Cisco Kid

America's Greatest Salesman!

Pays off with the very first broadcast!

Most Sensational Success Story Ever Offered for Local Sponsorship!

Interstate Bakeries (Annual Gross Sales: Over $58,000,000) say: "The Cisco Kid has certainly sold a lot of bread for us. We have never seen our sales force more enthusiastic. This applies to our grocers also. Enclosed find our renewal for 6 additional years."—Ray L. Nafziger, Pres.

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

This low-priced 1/2-Hour Western Adventure Program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship. Write, wire or phone for details.
MR. SPONSOR:

Folks hereabout love Tigers...

AND WJBK, THE KEY STATION IN THE TIGER BASEBALL NETWORK

The kind of Tigers we’re talking about make their mark with baseball bats in Detroit, a town whose metropolitan area holds a baseball fan club over 2½ million strong.

In case you didn’t know, the Tigers represent Detroit in the American League ... and WJBK, for the second straight year, is the key station of the network that carries the Tiger broadcasts.

A baseball fan club over 2½ million strong carries a lot of wallop in the “Sales League.” For a “Sales League” fourbagger, metropolitan Detroit is the ball field and WJBK is your best bat.

Get the facts on this home-run sales story now. Your local Katz Agency man will show you how to bat 1,000 in Detroit’s buyers league.

WJBK - DETROIT

NATIONAL SALES HEADQUARTERS: 527 LEXINGTON AVENUE, NEW YORK 17, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.
AMERICAN BUSINESS needs an assist from the broadcasting industry to "tell its story simply," Herman W. Steinkraus, president of the United States Chamber of Commerce, told NAB convention delegates at the Monday afternoon general session.

Calling radio "our most powerful medium—because the majority of our people don't read," Mr. Steinkraus urged that broadcasters "locally and regionally"—help tell the story that the American system "must be preserved."

Earlier, Warren R. Austin, United States representative to the United Nations, called on broadcasters to "help conserve the soundness and stability of the economy of this nation, as well as the hope and faith of the American people, while we are helping fellow members of the United Nations to fulfill the promises of liberation from war."

He lauded the industry for its world-wide service on behalf of the UN, noting a "contribution of more than $5 million worth of air time to spread knowledge about the work of the United Nations."

World Affairs

"You have brought speeches and statements on world affairs by people of all shades of opinion and from many countries into the living rooms of millions of homes," he acknowledged. "And your regular programs of news, commentary, forums, and interviews have constantly directed attention toward international events and issues."

Ambassador Austin observed that the broadcasting industry's "media of communication dramatizes the spoken word through the interpretive color and tone of the human voice; through television you add persuasiveness of personality through projection."

Mr. Steinkraus congratulated the association for selecting as theme of the convention "What Is the American Broadcaster's Responsibility?"

"It is unusual for an industry to ask such a question," he asserted. "Most organizations today want to know 'What Are Our Rights' You're not interested in what's in it for you. You wonder what you can do in world affairs, in industry, in labor relations, in world economies, in agriculture, etc."

He charged that Americans well informed on baseball, movies, popular songs, travel, extra pay, and benefits—know too little about their responsibilities to the nation, the importance of citizenship and the truth about corporation profits.

"Our people like the idea that government can do something for them—they like the idea of socialized medicine, forgetting that Lenin once said it is the keystone of the socialist state," said Mr. Steinkraus. "They don't know how fast the nation's deficits are piling up, how serious is the cold war, that the administration in Washington is the greatest of pressure groups.

"How about a lobby for the people?" he asked the broadcasters. "Tell the people the truth on a wide range of issues—and with simplicity. Tell them that unless their savings are invested in industry, new jobs will not be created—that government can't create jobs by swinging a big whip."

He reported that several broadcasters already had given the U. S. Chamber of Commerce "from their rich experience" assistance in telling its story "clearly." He asked that the industry assist business in general, especially since "most businesses are afraid of radio."

Three "fast groups" have no lobby, Mr. Steinkraus declared—consumers, investors (12 million of them) and the millions of workers not in any union.

BMI Dinner

MORE than 100 officers and directors of Broadcast Music Inc. past and present, attended the company's second annual "old-timers" dinner during the NAB convention in Chicago. BMI executives, who promised guests a no-speech evening, greeting conventioners at the Ambassador East Hotel April 16, Sunday before the opening date of the convention.
The BMB study no. 2

reveals some pertinent facts about the Georgia market:

1. The audience total for WSB is greater now than in 1946.
2. No combination of other stations in Georgia provides as large a total audience opportunity as does WSB—measured from any level.
3. The FACTS are now available. Unsupported claims and wishful theory carry no weight.
4. A good coverage job in Georgia means that WSB's 50,000 watt voice is a must.

WSB

THE ATLANTA JOURNAL STATION

Represented by Edw Petry & Co., Inc.
In Buffalo you can go places fast with WGR

---AND ITS HIGHER-THAN-EVER


NOW ON WGR CBS 550

WGR Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

WBAP Intruder

A TEXAS rattlesnake appeared at WBAP Fort Worth but his career in radio was a short one. Howard Hall, early morning announcer, discovered the rattler in Studio A. Seizing a handy coat hanger, Mr. Hall put an end to the intruder. "Hereafter," says Jack Rogers, WBAP promotion director, "all rattlers visiting WBAP will have to make appointments."

RECORDING UNIT

House-Senate Control Urged

CONTROL of the Joint Senate-House Recording Facility would be vested in a Joint Congressional committee under amended legislation favorably reported to the Senate April 14.

In addition, a number of other changes are incorporated in the new Senate Rules & Administration committee version of a resolution passed last August by the House and reported by Sen. William Benton (D-Conn.).

The measure (H.J. Res 332) authorizes the recording facility to assist in making disc, film and tape recordings for Senate and House members, and maintain and operate the public address system. Provision for film, presumably for use on television, is another new feature contained in the modified proposal.

The Senate committee urged creation of a group comprising members of the administration committees of both houses, which it felt would be in a better position to oversee the functions of the facility and its services for Congress." Currently, the project is administered by the Senate Secretary and House Clerk.

Appointment of members to serve on the proposed subcommittee awaits passage of the resolution, now on the Senate calendar. Some observers felt it would include Sen. Guy Gillette (D-Iowa) and Sen. Benton from Senate Rules & Administration, and Reps. Mary T. Norton (D-N.J.) and Thomas B. Stanley (D-Va.) from the House Administration group.

Another provision inserted in the Senate version would authorize disbursement of not less than $12,000 or over $12,000 for purchase of the privately-owned equipment now in use at the facility, and currently leased by Congress from Robert Coar, project coordinator.

About $64,700 in bank balances would be placed in a revolving fund to finance future expenses. Fund would be established in the Treasury and placed within the contingent fund of the House. Salaries would still be paid by yearly legislative appropriations, and an annual audit of funds would be taken.
FIRST in Television . . .
LARGEST in Radio!

KSD-TV . . . with more than 110,000 receivers in its area as of April 1, 1950 . . . continues to deliver the ENTIRE TELEVISION AUDIENCE in America's 9th Largest Market.

KSD . . . with 5000 watts on 550 KC . . . has the LARGEST half-millivolt daytime coverage area of any radio station in St. Louis.

KSD and KSD-TV

The ST. LOUIS POST-DISPATCH Stations

National Advertising Representative: FREE & PETERS, INC.
IAM PROGRAMS

STATION management is taking a second look at a new series of 15-minute transcribed programs now being offered by the International Assn. of Machinists, one of the strongest independents in labor's ranks. [Closer Circuit, April 17] It is trying to decide where to draw the public interest line.

The IAM claims the recordings are now being used in as many as 20 different cities throughout the country and quotes other unions such as the AFL, the Upholsterers Union, Hatters Union, International Ladies Garment Workers Union, the telephone workers, United Auto Workers (CIO), as waxing enthusiastic about the "labor songs." Although available to stations, the recordings also can be purchased in albums at $2.25 apiece.

According to the union, it is placing some of the programs on paid time "where necessary" although others have been taken by stations "on an educational sustaining basis." The union says it hopes to reach 200 markets when its campaign really gets rolling.

Tracing softly the fine line between the political and the educational with trip-hammer blows, the programs feature "songs" composed by top-flight song writers. Milton Pascal (lyrics) and Gerald Marks (music).

Pension Jingle

Highpoint of Sing a Labor Song is the tune-jingle, "A Pin For Your Lapel! Let's All Shed a Tear" that gives the unions' interpretation of the "pension story" in this light:

After 30 years the worker gets a pin for his lapel . . . "when you ask for a pension you get the bird . . . they say how do you dare say that dirty word . . ."

Refrain is "let's all shed a tear for the bosses" . . . "And someone give the boss a crying towel!" . . . "cause he got to pay a living wage."

Throw the boss a towel, the theme continues, because his wife must have her mink, he must pay $100 for his hotel room on his Florida vacation and because "he pays so much to Uncle Sam."

Other parts of the show are easier on the "bosses" but only momentarily.

"The Guy I Sent to Congress" gets it next. He's the man, the IMA singer, who is to make sure that we "get a square deal," he must have the correct "intention" and he "better take care of me . . ."

Other episodes review the workers' lot a half-century ago in a ballad called "50 Years Ago." A marching song completes the musical fare by giving tribute to the U.S.A. that "gives us the right to grip, we can stand out-ground and not be pushed around . . ."

A brief introduction is given by A. J. Hayes, IAM president, who says he hopes the "songs" will get on the public's hit parade and be on everybody's lips--though presumably not by the green-eyed "bosses."

To support its campaign, the union's publication has cited three stations, WREX Duluth, Minn., KXOL Ft. Worth and WNEZ Macon, as broadcasting the program at choice nighttime periods with "an enthusiastic response from listeners." James King, WREX general manager, is quoted as believing the program "is without doubt one of the best pieces of labor relations work that I have heard of . . ."

However, it is understood that not all stations are that enthusiastic nor receptive. Many are questioning the "approach" of the IAM message. While there is wide dissemination of union educational programs as well as business shows, these managers contacted by IAM doubt whether the shows can be considered to be within the public interest category.

The question that is being most frequently raised is "does this type of programming add to an understanding between labor and management?" And the second question, which poses the problem, is "what is the position of a station that must keep the public interest in mind?"

The situation, they feel, is a be-labored one.

WQAN PLANS

Opens Commercial Operation

WQAN Scranton, Pa., one of radio's pioneer stations, which is owned and operated by The Scranton Times, started commercial operation April 16 on a dawn to dusk schedule. The station, officials said, has operated non-commercially since Jan. 8, 1923.

Commercial operation is from new studios in The Scranton Times Bldg. The new studios, divided into four units, include a 250-seat auditorium for audience participation shows. The 283-ft. transmitting tower is located on top of the building. For the new studios, The Scranton Times added a fifth floor to the present building.

WQAN officials said the Standard Brewing Co. of Scranton, some time ago became the first sponsor. Standard agreed to use the Times FM outlet commercially until the AM operation was completed. WQAN is licensed for power of 1 kW daytime, 500 w night, on 630 kc.

DECCA Records Inc., New York, has announced that sales for first quarter of 1956 were almost identical with those of same period last year. Earnings were expected to be somewhat higher than last year's figure for first three months which was $380,908, or 36 cents a share.
EASTER SUNDAY, 1950, was to have been the date of the fifth anniversary Open House at Radio Station KICD (250 w.-1240 kc), Spencer, Iowa. At 1:30 a.m. unexpected visitors showed up—the fire department, which fought the flames that broke out in the basement.

Sanders, manager and owner, watched the roaring flames and it was obvious that his station would be a total loss, except for the promotion building, tower and associated tuning unit. Then he made his way to a telephone. "Operator," he said, "Get me R. H. Hollister of Collins Radio Company in Cedar Rapids."

Magic Words

Those few words started a chain of events destined to result in an amazing story of exceptional manufacture service.

At Collins Radio Company, things began to happen. Lights flashed on at 2:30 a.m., when Scotty Singleton of broadcast sales and Walker Whitmore of the service department arrived to assemble replacement equipment for KICD. By 7:00 a.m. the following equipment was lined up on the shipping platform:

1-550G 250 watt Collins transmitter with two sets of tubes
1-212A-4 turntables, complete with pickup
1-28W-1 limiting amplifier
1-6IT-1 monitor amplifier
1-19G-3 rack cabinet
400 ft.-1/4" coaxial transmission line, with fittings
686 ft.—Shielded pair audio and power hook-up wire

Bird-Walking Weather

Under ordinary conditions, the transportation of this equipment to Spencer would have been a breeze. But Collins aircraft were grounded because of the serious icing and sleeting conditions. The only alternative was to use a Collins truck.

No 1240 kc Crystals

KICD's frequency of 1240 kc presented a real problem, since no crystals of that frequency were immediately available. Ed Lent, purchasing department, called James Knights, Sandwich, Illinois, and requested a rush job on two 1240 kc crystals. Easter Sunday or no, Knights' people turned to and finished the crystals by the time Ed Lent arrived in his car to pick them up. Meanwhile, another Collins-equipped station, KBIZ, Ottumwa, helped by sending a 1240 kc crystal to KICD as a temporary loan.

At 10:30 a.m. the Collins truck, loaded with equipment, left Cedar Rapids, bound for Spencer over 300 miles of icy, hazardous roads. At the same time, Chuck Lowder, broadcast service chief, gathered test gear, dummy load, tools and test data, and left for Spencer to install the equipment.

At 6:30 p.m., Collins' truck, after driving through one of the worst ice storms in Iowa history, arrived at Spencer. Installation began in the promotion building which the fire had not reached.

By 3:00 a.m. Monday, program tests were under way, and FCC approval had been obtained for the emergency installation.

At 6:00 a.m. Monday, KICD signed on with full power and regular Monday morning programming.

Fantastic

Said Ben Sanders, "Thank God we had Collins. Those boys down there were fantastic in the work they did. This tops anything I've ever known for fast, efficient service in the face of so many obstacles."

FOR BROADCAST QUALITY, IT'S . . .

MIDWESTERN EASTER BONNETS TAKE BEATING

ON EASTER SUNDAY, 1950, Iowa residents were greeted by a sleet storm, instead of the customary balmy breezes and warm April sunshine. Up to an inch and a half of ice coated trees, houses and wires with breakthrough loads. It was ceiling zero for aircraft—all planes grounded, highway traffic slowed to a snail's pace, telephone and power service disrupted.

This was the situation as KICD's emergency call went out to Collins Radio Company for equipment to replace that destroyed by fire as the storm began.

Smoke-blackened interior of KICD, gutted by fire on Easter Sunday.

Chief Engineer Kanago makes final check on new Collins Transmitter.

"Good morning skeptics..." Ed Boyle signs on Monday, 6:00 a.m.
THE LATEST WCKY STORY

WCKY COVERS THE SOUTH AT A LOWER COST PER THOUSAND BMB FAMILIES THAN ANY OTHER 50 KWS STATION!

BMB PROVES IT!

WCKY DELIVERS A THOUSAND BMB HOMES AT A COST OF:

21.8e PER THOUSAND 8-10:30 PM

*Total BMB families listening 3-7 times per week nighttime and open 15-min. rate, Standard Rates & Data.

NO OTHER STATION CAN GIVE YOU COVERAGE OF THE SOUTH FOR AS LOW A COST AS WCKY.

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

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

HERE IS WHAT OTHER 50 KWS WITH COVERAGE IN THE SOUTH COST PER THOUSAND BMB FAMILIES.* COMPAIR THIS COST WITH WCKY'S COST!

- 50 kw station in Tennessee: 26.0e
- 50 kw station in North Carolina: 35.8e
- 50 kw station in North Carolina: 42.5e
- 50 kw station in Texas: 48.5e
- 50 kw station in Ohio: 25.6e
- 50 kw station in Georgia: 28.2e
- 50 kw station in Louisiana: 34.0e
- 50 kw station in Virginia: 39.8e
- 50 kw station in West Virginia: 67.5e

BMB CONFIRMS THAT WCKY IS YOUR BEST NIGHTTIME BUY TO COVER THE SOUTH!

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

or
C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Cl 281
there is mounting evidence that the FCC is thrashing about in all directions in its approach to the question of "editorializing" by licensees.

the fact of Commission confusion was probably the clearest conclusion to be drawn from the Mayflower "Repealer," handed down last June and held that stations may editorialize if they act with "fairness" and in "balance." the five participating Commissioners contributed, among them, a majority report, a dissent, a statement of additional views" and a "separate opinion." the majority's use of 18 pages to express its thesis is indicative of the confusion that abounds.

no wonder, then, that stations have been uncertain, or that the Commission felt compelled to restate its intent, as it has now done in the WLIB New York case. Comr. Webster called the turn at the outset. his "additional views" on the Mayflower report were prompted by his belief that the FCC's language should be adopted as "still leaves a licensee in a quagmard and a state of confusion."

inevitably, observers will look at the Commission's action in the WLIB case side-by-side with its confused array of the news policies of another station owner, G. A. Richards, although the latter is characterized as an investigation of "qualifications" and not of editorializing. Already it is being pointed out that Mr. Richards, who is in peril of losing his three stations while WLIB, which broadcast editorials in support of a Fair Employment Practices Commission—an Administration project—has been kept only to report on "future policies" with respect to seeking out opposing viewpoints.

Conversely, and as further evidence of the confusion that prevails, the letter to WLIB is being confused about the answer to charges—also related to the Richards case—that FCC cracks down on anti-Administration broadcasters but not on Administration supporters.

the letter to WLIB serves notice that FCC does not expect a station merely to reserve time for opponents of its editorial viewpoints in case they come forward and demand it. the broadcaster, says FCC, has "an affirmative duty to seek out, aid and encourage the broadcast of opposing views on controversial questions of public importance."

we can conceive of nothing more irrational. what better way to advertise a viewpoint than over the air? is the licensee required to hold up an editorial viewpoint on a live public issue until he can grab someone with an opposing view? or is he supposed to forget the whole thing? if it's the latter, then no right to editorialize exists at all. it is suppression of freedom at its worst.

there are sure to be repercussions. for the sake of a confused art, we hope they will have a clarifying effect. rep. harry r. sheppard (D-Calif.), who has a network-licensing bill pending (and one that's so extreme it falls on its face), reportedly is considering an amendment to provide for the same editorial freedom as newspapers. we contend they should have it, but should exercise it with wisdom.

The NAB Postlude

The NAB convention—No. 28 of an annual series—wound up last week in Chicago. There were good sessions and bad sessions. the non-sponsored ones were well attended while some of the business sessions could have been held in a telephone booth.

the overall attendance was down. there were no burning issues, unless it was the issue of rate fixing itself. the big business—that of appointment of a general manager in the 6 foot 2 personage of Bill ryan of Los Angeles—was handled by the board even before the convention got under way. it was generally applauded.

but there was lack of verve and enthusiasm. some delegates thought the annual conventions should be abolished. they felt the district meetings took care of the urgent business. Many broadcasters didn't even go to the trouble of registering, and were content to sit on the side-lines.

It's clear that the NAB has problems. the appointment of Bill ryan as President jullian Miller's right-hand boomer with authority to run everything except policy, should have a salutary effect. the job now is to stem the tide of dwindling membership and to balance the budget. we doubt whether there will be any further defections until Mr. Ryan has the opportunity to show what he can do. we think he can do it.

but we also think a fundamental change in the NAB approach is needed. the job of the new NAB board—and there are a dozen new members here—hasn't been a visible one yet. the NAB has been, appraise where it is now, and then determine where it should head.

How can that bounce and spirit be restored to conventions? the answer, we make so bold, is in a return to newsman-bucking politics, with election of directors from the floor, selection of candidates in smoke-filled rooms, and campaign oratory of the kind that blotted out Senator hough, Walter Damm, Art Church, Mark Ethridge, Ed Craney and other still youthful "elder statesmen" kept the convention spellbound, and provoked unscheduled discussion from the floor. there was sparkle and spontaneity. delegates just couldn't afford to miss a business session.

a few years ago, the membership voted to have what amounts to absentee elections for all FCC board positions. that, it is now evident, has emasculated the electioneering spirit. floor oratory is becoming a lost art.

so we suggest that the board, at its next meeting, consider the advisability of once again amending those by-laws so that the good old American spirit of unfettered politicking can return to the NAB councils.

Football's TV Fumble

The Big Ten has barred live television for 1950. Films can be telecast the following day.

in our judgment the Big Ten, usually the bellwether of the collegiate football industry, has been barred not because it wants to increase revenue with which to build new stadia, and otherwise support their institutions.

You simply have to look at the newsreel experience. with the onset of TV the newspapers practically went the way of the dodo bird.

People are not interested in watching a football game, the result of which was reported in yesterday's newspapers. they want suspense, excitement and will to win that makes the game. once the result is known, interest evaporates.

We may be wrong, but it's our guess that it will be different with the collegiate football industry. people want the excitement of non-revolting turnstiles. that is, unless they see the light later in 1950.
NEW YORK HAS MORE IRISH THAN DUBLIN

and WOV has a brand new radio show for everyone who loves Irish music and folksongs

DISTINGUISHED by its genuine and traditional Irish atmosphere, "A Ramble in Erin" is a brand new WOV program written, produced and broadcast by Pat Stanton, beloved sponsor of Irish activities in America. Born in County Cork, Stanton makes frequent visits to Ireland. He owns one of the finest Irish record libraries in America, personally selected and brought here. These recordings of old world Irish songs, and new tunes equally charming, are the basis of this new Irish program. In addition, Stanton's show will feature celebrated Irish personalities as guest stars. Here is a great new audience available for smart sponsorship.

Ralph N. Weil, General Manager

MONDAY thru FRIDAY . . .
11:00 P.M. TO MIDNIGHT

WOV
NEW YORK
Management

MARY LUCILLE CARTER appointed assistant to Paul Brake, owner-manager of WWPB-AM-FM Miami, Fla. She was formerly with WSFD Toledo, Ohio, WAGA Atlanta, GA., WIOD Miami, and WMBM Miami Beach.

JACK R. WAGNER, manager of KBSC-Yreka, Calif., named master of ceremonies for state convention of county recorders.

PETER LASKER, general manager of WLWD (TV) Dayton, Ohio, presented bronze plaque by Rev. George H. Ritten, president of U. of Dayton, for station's all-out cooperation in helping promote major phase of university's centennial celebration last fall.

ARTHUR H. CROGHAN, president of KOWJ Santa Monica, Calif., elected to membership in Radio Pioneers Club. He has been in radio more than 25 years.

Barry's Stock Sale

CHARLES C. BARRY, ABC vice president in charge of programs, has sold 500 shares of his ABC stock, it was learned at the New York Stock Exchange last week. Mr. Barry's ABC holdings now total 501 shares.

Respects

(Continued from page 42)

However, she finally yielded enough to seek the advice of an agency woman, the late Mrs. Erma Proetz, executive vice president of Gardner. Mrs. Proetz promptly told her there was a great opportunity potential for women of her talent in agency work, and a few weeks later Miss Adams joined up with Gardner, naturally.

From the time Beatrice Adams started writing copy for Ralston's Rx-Krisp in December 1935 until her election as vice president in 1944, she gave generously of her time, not only to Gardner projects but those of the community at large. She served as president of the Women's Advertising Club of St. Louis, was active in the Fashion Group of St. Louis, and was a founder of the St Louis Women's Gridiron Dinner, which during the past five years has raised $5,000 for cancer research.

This latter project has brought out Miss Adams' great versatility. She has written most of the shows presented by the "Gridiron Women," at which a thousand women howl each year. In 1948 and '49 she directed the productions as well.

Nationwide, she has been honored with the Josephine Snapp advertising award and has served as vice president of the Advertising Federation of America. When she received the Snapp award, the Women's Advertising Club of St. Louis followed suit with a trophy of their own.

Since her election as executive vice president of Gardner in 1945, and a member of the board of directors, her duties at the agency have been largely advisory. She counsels with writers and artists on copy and layout problems, but at doesn't lopom from her perch in the actual planning of campaigns, radio programs and spots.

"How can I advise others," she asks, "if I don't continue to produce ideas myself?"

Miss Adams has a Colonial-type home in suburban University City and a Scotty named "Rowdy." She takes care of her own rose bushes and other perennials, plays records from a choice symphonic collection, plays Canasta, and drives to and from work.

Her office at the agency is a modern marvel with low-swept divans, built-in bookcases, rare lamps and draperies. She thinks it can't be described, however, by the following anecdote:

It seems Miss Adams left the office hurriedly one evening without closing the windows. A sudden gust of wind sent a lamp from its perch on an end table, smashing it to bits. The cleaning woman reported an accident in the "recreation room."

E. T. BETCHELDOR

Was ANA Vice President

EDWARD T. BETCHELDOR, 44, vice-president and secretary of the Ana. of National Advertisers, died April 18 at his home in Tarrytown, N. Y.


Surviving are his wife, two sons, and his father.

DANIEL TUTHILL

Former NBC Executive Dead

DANIEL TUTHILL, 55, former NBC executive, died April 14 of coronary thrombosis in the Norwalk Hospital, Norwalk, Conn. Mr. Tuthill was general sales manager at NBC in the early 1930's.

In 1940 he was named vice president of National Concerts and Artists Corp. Mr. Tuthill established his own business in 1946 as a representative of radio artists. Surviving are his wife, Doris; a daughter, Beverly, and a brother, Clinton.

Sales Auctions

THAT radio can sell anything, even public auctions, is being demonstrated this year by WROW Albany, N. Y. George Michael, WROW farm director, for the past two months has sold, through mortgaged radio auctions involving livestock, eggs, poultry and produce, and aired them daily at 7:06 a.m. and 12:15 p.m. The joint on-air effort has raised the auction's gross more than $6,000 per auction," Mr. Michael wrote the U. S. Agriculture Dept. "The added income more than pays for the advertising."

NARRAGANSETT

Sets Record Game Coverage

RECORD number of 40 outlets in its new England baseball network, now on the air for sixth season, is announced by Narragansett Broadcasting Co. of Cranston, R. I. This year, the brewery sponsors all Red Sox and Brave's games broadcast blanketing Maine, New Hampshire and Vermont.

The other three New England states—Massachusetts, Rhode Island and Connecticut—will receive the Narragansett coverage on alternate days, as half of the broadcasts are sponsored by Atlantic Refining Co. Radio and TV baseball announcing team again will be made up of Jim Brit, Tom Hussey, Leo Egan and Bump Hadley.

While this season's coverage is Narragansett's largest, C. W. Haf- ferref, treasurer of the company, points out certain outlets in the western section of Connecticut and Massachusetts will not be able to broadcast every game because of league regulations affecting the playing of minor league ball clubs on the same day.

For Narragansett's third season of baseball, WPRO-AM, WBZ-TV, both Boston, share coverage of both Red Sox and Braves games with WJAR-TV Providence relaying games to southern New England.

APS Has New Service

ASSOCIATED Program Service has announced a new "program merchandising service" for subscribers. The service includes "Show Sellers," a 12-page sales presentation intended to help local salesmen in selling APS shows: "Show Promoters," an audience-promotion kit containing mat services, layouts for car, window and counter cards, glossy pictures for lobby and window display and newspaper releases; and "Program Manual," a monthly publication containing sales hints, success stories and program ratings, information about talent on the APS shows, and promotional material to be placed locally.
A Qualiﬁed Right

A noted lawyer once deﬁned the right to strike in this manner: "The right to strike, in concert, is a qualiﬁed right, which ceases to be a right when it interferes with the rights of others."

The UMWA having demonstrated its power to throttle the economy of the nation and to ﬂout all authority, emphasizes the great need for prompt Congressional action to put an end to the unreasonable restraint of trade by union bosses to the extent that their whims dictate. Their "rights" are indeed qualiﬁed.

This union's approach to labor-management problems is the very antithesis of collective bargaining. Today the miners are no longer free agents who may effectively vote on issues of wages and hours or whether or not to strike. They are just as much the victims of monopoly as the mine operators and the consumers. They are even denied freedom of speech, being fearful of the Gestapo-like forces which violate their rights and make them slaves to a cause in which they have no dissenting voice. By what seemed to be conspiracy and intimidation they were made parties to a potential act of anarchy in refusing to recognize a court injunction to end their strike.

We contend that no matter what the settlement in today's dispute, we cannot ignore what has happened in coal. We contend that there are certain things that are not open to "bargaining"—things like loyalty to one's country; respect for its laws and its president; consideration for the rights of citizens of this country. We do not "bargain" these things. They are inherent in the philosophy of America.

The entire situation goes far deeper than privileges for miners, votes for politicians and power for individuals. It reaches to the very roots of America. Somewhere, somehow, better methods of resolving labor-management disputes must be devised than we have so far been able to develop. Perhaps it is not possible to escape these national crises when we have industrywise bargaining—but a way must be found to prevent a repeat performance of the recent demonstration.

Although the strike has been settled the fundamentals still remain to be solved or to plague us. At all times the mine operators were willing to discuss wages and hours, conditions of employment and the welfare fund, but they refused to buy a sealed package, before discussion—and agreement—on the contents thereof. It is high time—that the whole subject of industrial relations be reexamined where basic industries such as coal, railroads, telephones, are involved. The subject should be removed from the political realm and resolved upon the premise of human relations—and the welfare of all our people.

If the unions, through the acts of their leaders, can continue to use economic force as a weapon against both industry and society, democracy as we now know it will soon vanish. If the power to control the production of an industry and the price of its products is vested in a labor monopoly, this power will quickly spread from union to union, from industry to industry, and the Congress will eventually become powerless to control the economy of the nation consistent with the Constitution of the United States.

The problem now involves steps to insure that it cannot happen again. No one man, nor any group of men, must ever again be permitted to throttle our economy, ﬂout our laws, and lay great industry low to gain an advantage even if that advantage be a worthy one. We have laws. They apply to all of us. Let there be no exemptions in the name of "Labor."

The answer is comparatively simple. Basic laws are still on the books that can be made to apply to all forms of monopoly. Monopoly—all monopoly—must and should be curbed.

BITUMINOUS COAL INSTITUTE
A Department of NATIONAL COAL ASSOCIATION
Washington 5, D.C.
Feature of the Week

WHEN William Kussell, Boston furrier, decided 23 years ago to drop his newspaper, magazine and direct mail advertising, and concentrate his advertising budget in radio, he did it on a trial basis. The “trial basis,” in a then relatively new medium, has turned out to be one of Boston’s radio institutions and is still going strong, more than two decades after its debut.

The program is Caroline Cabot’s Shopping Service on WEEI Boston, where last week Mr. Kussell paid his first visit in all these years to hand Caroline Cabot a year’s contract for six participations a week—double his regular contract.

Mr. Kussell is quick to give the program full credit for his success. For 50 years he has been in business in Boston, starting in a two-room suite, six flights up, without street level display windows. Still at the same location, but only three flights up, in a modern, walnut-panelled salesroom, he occupies an entire floor.

He said that in spite of competition from nearby furriers who maintain large newspaper advertising schedules, he has built and kept a selective and discriminating clientele with Caroline Cabot regularly emphasizing Kussell’s quality, service, fur knowledge and fashion design. Furthermore, Mr. Kussell has never mentioned price.

(Continued on page 18)

On All Accounts

EDWARD REDMOND FITZGERALD’s distinctions exceed even those that go with his timebuying work at J. Walter Thompson Co., Chicago. He is one agency man who can maneuver a cant hook and—if necessary—sell bubble gum in Spanish at the same time.

These latter accomplishments, however, have dwindled from the livelihood to the avocation stage as Ed has progressed in agency business. Bubble gum hawking marked his entry into the business world in 1932, when jobs were as fleeting as the bubbles he blew. Ed was commissioned by a banking friend who had taken over receivership of the Goudey Gum Co. of Allston, Mass., to tour 40 states and Mexico as a chewing gum salesman.

Although he sold only to retailers, he was required to sample and demonstrate the product in hundreds of school yards across the nation and south of the border. For the latter excursions, he soon learned Spanish for such necessary conversation as “Blow down, sonny, or it’ll stick in your hair.”

For this stunt, young Mr. Fitzgerald learned how to bubble for the first time, an art which he somehow bypassed during his youthful years in Chicago. A native of that city, Ed was born Sept. 24, 1912, one of eight children (five girls). He attended parochial schools, Loyola Academy and Loyola U.

He quit college for the bubbling job, which lasted 18 months. As a contrast to his southern experiences, Ed decided to go northward—to Argonne on the far-north border of Wisconsin, where he lived the arduous life of a lumberjack for 15 months. Camping in the woods dormitory fashion with 36 men, he sawed, cut and stacked wood from the forests, learning the skill of cant hooking. This he describes simply as a means of lifting the huge logs atop one another with a curved hook by means of leverage properly applied.

“We did nothing as glamorous as roll logs in a river, though. No river,” he recalls.

After the first six months, Ed and another Chicago stickward took over camp supervisory duties, direction work of all the men. Nine more months of sun-up to sundown labor (“and that’s exactly”

(Continued on page 48)
works, were discounted as "strictly bunk."

Mr. Shouse, who attended the NAB convention as a member of the NAB board, told Broadcasting he had no comment beyond his statement on the report of an imminent switch. He said that, simply as a matter of prudent business, the Avco and Crosley attorneys had studied the question of non-exclusive affiliation with CBS. This, he said, followed the recognized TV pattern in which TV affiliations affiliate with more than one network on a first-refusal basis. He emphasized that no conclusive opinion had been reached.

Top CBS executive at the convention was Herbert V. Akerberg, vice president in charge of station relations. His comment was strictly "no comment" on the reports.

Secondary affiliation on a first-refusal basis, it was pointed out by observers, is not without precedent. For example, WLW now carries the Procter & Gamble daytime serials which run on CBS, but these are handled on a national spot rather than a network basis. Prior to the war, when there was a shortage of desirable AM affiliates in many markets, it was relatively common practice for stations to affiliate with more than one network. WLW itself carried the programs of NBC Red and Blue, as well as CBS and Mutual at one time, it was reported.

Few Major Shifts

When CBS Chairman William S. Paley engineered his talent deals which brought the migration of top stars from NBC to CBS last year, it was freely predicted that network affiliation changes would ensue. There have been few major shifts, however, despite recurring reports in that direction.

The shift of a single major affiliate through the network, broadcasters freely stated, could be the springboard for affiliate switches that conceivably could affect literally scores of AM stations. Primary TV affiliations likewise would be involved because TV affiliation usually ties in with AM.

The present WLW contract with NBC, as stated, expires on Feb. 15, 1951. Under the FCC network regulations, contracts cannot be for more than two years' duration. Discussion of a change in affiliation, however, may not be initiated until six months prior to expiration. In the case of WLW, for example, the negotiating period could be extended to Aug. 15.

Mitigating against any full-scale WLW shift to CBS, observers felt would be the immediate effect upon other CBS affiliations in the contiguous middle-west area. For example, it was possible that such stations as WHAS, Louisville Courier-Journal 50,000 watts; WHIO Dayton, owned by the Cox newspaper and radio interests, and WBNS Columbus, of the Wolfe newspaper and radio interests, all now on CBS, would be affected.

Implicit in all of the conversation was the desire of WLW to add the top-rated CBS shows and at the same time retain NBC's service. But back-to-back conflicts would have to be reconciled.

The corridor conversations around the Stevens desk did not stop with WLW. Such NBC-affiliated 50 kilowatts as WHO Des Moines, WSB Atlanta, WOAI San Antonio and KYVO Tulsa were talked. But inquiries revealed nothing stirring, other than avid interest.

Violent Repercussions Seen

It seemed evident last week that strict silence would be maintained until the attorneys for Crosley had satisfied themselves that a first-refusal arrangement is in keeping with the intent of the FCC's network regulations. It was also evident that all concerned recognized that this move could cause violent repercussions in network affiliations, both AM and TV.

Attorneys for Avco and Crosley have the over-all matter under consideration are Raymond Pruitt, also a member of the executive committee of Avco and Duke M. Patrick, Washington counsel for Crosley. It is understood that Julius F. Brauner, CBS secretary and general attorney, has had the matter under advisement.

CBS-MGM STYMIE

Continues on Credits Issue

WITH controversy between CBS and MGM over credit lines, film studio continues to withhold from programs on that network until a "satisfactory" solution can be worked out.

MGM claims that credits voiced at conclusion of a program often are slurred or even omitted in sign-off haste, and therefore insist recognition for its stars and pictures be given early on broadcast. CBS and sponsors are equally insistent that credits be given at end of broadcast, as is the policy.

Initial argument arose over credits on April 6 Suspense program which starred Van Johnson. CBS offered picture credits midway in the broadcast, MGM said. They ended up at the end of the broadcast, reportedly on order from Autolite who sponsors the show.

Cancellations Reported

As retribution MGM reportedly forced cancellation on the April 13 CBS Lux Radio Theatre of "The Bristle Goin' Wild," starring Van Johnson and June Allyson. Substituted were Cary Grant and his wife, Betsy Drake, in "Every Girl Should Be Married".

Although stars are heavily paid for appearance on network programs, MGM declines film studio derives no other gain except a credit of use of its talent, and therefore feels itself entitled to a midway plug.

For the answer to your spot radio needs—one contact . . .

Joseph Hershey McGillvra, Inc.
Production

I

DORIS M. MURPHY, continuity director and women’s program director of KMA Shenandoah, lowa, and women’s syndicated program director of KMTV (TV) Omaha, Neb., was named chairman of District 10 of Association of Women Broadcasters. She succeeds ANNE HAYES of KCMO Kansas City, Mo.

The Smoothie radio and night club vocal group, join WRNL Richmond, Va., on The Sauer Show.

Mrs. Murphy

In his commercial copy and might be listed among the very first radio advertisers, appreciated the power of “institutional” copy.

WEB points out that Caroline Cabot has attained amazing results, not only for Kussell Furs, but also for more than 650 other advertisers.

When presenting Miss Cabot with a three-skinned mink stole to celebrate the 7,000th Kussell commercial broadcast by her on WEEl, Donald Kussell, son of William Kussell, said that he is confident to keep her program in business, despite the increased competition and complexities with which the small businessman is faced these days.

In addition, Wilbur S. Edwards, assistant general manager of WEEl, presented Donald Kussell with a scroll containing the first words of the 7,000th broadcast voice by Caroline Cabot.

GILLET in VIENNA

D. C. Engineer Advises Army

GLENN D. GILLET, senior partner of Glenn D. Gillett & Assoc., consulting radio engineers, Washington, left April 16 for Vienna, Austria, where he will serve as consultant - - advisor to the commanding general, U. S. Forces in Austria, in connection with development of improved facilities for broadcasting there, the firm mentioned last year.

According to the firm, Mr. Gillett was retained by the Army at the request of the commanding general in Austria and will be gone from the United States for four months. During his tour of duty in Europe, the firm will be operated by his associates: W. E. Plummer, E. M. Hinndale and Paul Bergquist.

On All Accounts

(Continued from page 46)

exactly what it was”), all for $1 a day and room and board, convinced him this was not a ruteline which led to a substantial future.

Returning to Chicago, Ed worked briefly as an interviewer for a loan company. Becoming depressed at the number of near-bankrupt people, he borrowed $300 from a bookie before accepting a $50-a-week job, “For the first time in my life,” he said, “I got some business sense and discipline,” during this three-month course in management, shorthand and typing for college men. So, in 1937, he joined J. Walter Thompson Co.

Working first in the financial department, he transferred two years later to traffic or production control, becoming assistant manager in 1944. In 1947 he was promoted to manager. Despite all this experience, working closely with clients and account executives on their problems, Ed’s sights were set on radio and television. Late in 1948 he moved into the timebuying job.

Now, Ed feels TV loyalty as well as practice, Ed buys time for about 10 major accounts. The biggest piece of AM business is Sweden’s Breakfast Club on ABC. On TV, Ed has a number of corporate accounts, including ABC’s Saturday Night Revue for Swift, ABC’s Kraft Television Theatre for Kraft Foods and the Million-Fire on ABC for Libby, McNeill & Libby. Other accounts: Parker Pen, TV spots; Brach candy, TV spots; Ac’cent, AM-TV spot; Northern Trust & Co., AM spot; Bowman Dairy, AM-TV spot; Indiana Bell Telephone Co., AM spot, and Trailer Coach Manufacturers, periodic AM-TV spots.

Ed and his wife, the former Lucille Perkins, will celebrate their 10th wedding anniversary this year. They and their children—Edward, 8, John, 6, and Barbara, 2 —live on the city’s far North Side. Because the house is 40 years old and needs a lot of improvement,” Ed has little time for his former sidelines — golf, swimming and bowling. Gardening is now his first extra-curricular love.

Upcoming

May 7—Ohio Assn. of Radio News Editors, Columbus.
May 22-23—North Carolina Assn. of Broadcasters, annual convention, Chapel Hill, N. C.
May 31-June 2—Fortieth annual convention of American Association of Meat Marketers, Statler Hotel, Detroit. June 1-3—American Broadcasters seventh annual convention, Hotel Cleveland, Cleveland.
June 5—Pennsylvania Assn. of Broadcasters annual membership meeting, Bedford Springs, Bedford, Pa.
June 6—Ohio Radio News Editor’s conference, Kent State U., Kent, Ohio.

Says Mr. Gillett
ARDEN SWISHER appointed sales manager of KOIL Omaha. He was formerly with regional office of WNAX Sioux City, Iowa, and has been affiliated with Cowles Broadcasting Co. since 1940. He was sales manager of WOL Washington while it was operated by Cowles, and served as merchandising and promotion manager for Cowles group consisting of KRNT Des Moines, WNAX Yankton-Sioux City and WMT Cedar Rapids, Iowa.

JAMES D. CLARK Jr. appointed sales manager of WRVA Richmond, Va. He joined staff of station in 1939 as part-time announcer. HARRON HOWARD, previously business and general sales manager, remains as business manager and retains responsibility for special sales development.

HAROLD DAY named assistant manager of ABC spot sales department, continuing to have supervision over spot sales development for network. He has been with ABC since 1942.

SAM CRAWFORD, for past 16 years news editor and newscaster of KGY Olympia, Wash., named commercial manager of station. He replaces J. HARRIS DORR, resigned. (See News.)

JOSEPH (Bud) SOVA appointed commercial manager of WJPS Evansville, Ind. He was formerly general manager of WAJL (FM), Transit Radio station in Flint, Mich., and before that was with WFBL and WNDR Syracuse, N. Y., and WERC Erie, Pa. ROGER McMAHER, new to radio, joins commercial department of WJPS as sales representative.

GLENN P. PICKETT, formerly account executive with WJIM Lansing, Mich., joins WLS Lansing in similar capacity.

ROBBIE ROBINSON, new to radio, joins sales staff of KEIA Centralia, Wash. HUGH MCPHERSON, formerly with KWSO Washington State College station, joins sales staff of KEIA.

HIL. P. BEST appointed national representative for WKKNMuskegon, Mich.

BERNARD COVIT, formerly with MBS, joins sales staff of WPX (TV) New York.

CHARLES J. CRESSWELL, former assistant controller of Bigelow-Sanford Carpet Co., appointed controller for NBC-TV.


DONALD SERACENO transfers from ABC Chicago's sales service department to WENR-TV Chicago's network and local spot sales staff as account executive. He is replaced by GRAFTON MASON, whose job in research has been taken by BILL HOHMANN.

JAMES J. NATHAN, formerly member of sales staff of WVLK Versailles, Ky., joins staff of WINN Louisville.

BOB HYLAND, assistant sales manager at KKOK St. Louis for past five years, joins sales staff of WHRM Chicago. He also worked at KWK St. Louis.

JOHN H. WHITE, formerly in KKOK St. Louis sales department, appointed to head KKOK-FM Transit Radio sales department.

FRANK SODEN, formerly with WJEJ Hagerstown, Md., joins sales staff of WRNL Richmond, Va. He was sports director of WXGI Richmond and worked with WOR New York before joining WJEJ.

DORA C. DODSON and CLAYTON J. COSER, partners in Dora C. Dodson Agency, station representative firm, have announced their marriage.

BASEBALL
11 Take Giants' Games

FORMATION of the New York Giants baseball network, under key sponsorship of Liggett & Myers Tobacco Co. (Chesterfields), became official as the season opened last week, with 11 stations announced for regional coverage.

Affiliates of the network, which was designed as an adjunct of the 35-station Midwest Baseball Network for the same sponsor [Broadcasting, March 6], include outlets in Connecticut, Maryland, New York, Pennsylvania, Vermont and Virginia, with WMCA New York as originating station. In addition to Chesterfields, provision also is made for local spot participations.

Member stations of the network, in addition to WMCA, are: WLCR Torrington, Conn.; WBBM Baltimore, Md.; WIRY Plattsburg, N. Y.; WNYT Rochester, N. Y.; WNDR Syracuse, N. Y.; WRZE-FM York, Pa.; WPPA Pottsville, Pa.; WHWB Rutland, Vt.; WINA Charlottesville, Va.; WVEC Hampton, Va.; WXGI Richmond, Va.

License Protested

PROTEST was filed by Scripps-Howard Radio Inc. with FCC last week against issuance by the Commission in March of a license to WERE Cleveland for 5 kw on 1300 kc. Scripps-Howard contended the action was unlawful since it has an appeal pending in the U. S. Court of Appeals for the District of Columbia which opposes FCC's original grant of a construction permit to WERE and denial of its own bid there. Scripps-Howard is operator of WEWS (TV) Cleveland and has other radio interests.

WCAV
Norfolk's Leading Independent
announces
FULL-TIME OPERATION
on
850 kc 1000 watts
about May 15, 1950

Joseph Light,
President-Owner

In the prosperous Norfolk Metropolitan Market, WCAV soon will begin full-time operation on 850 kc. WCAV's 1000 watt power will assure national and regional advertisers a potential circulation approximating 1,500,000. In Greater Norfolk alone, over 567,000 people live and spend $450,000,000 annually in retail sales. WCAV can multiply sales in this responsive Southern Market. Burn-Smith Company has the full story on Norfolk's Leading Independent.

CAVALIER BROADCASTING CORP.

HELENA BUILDING — NORFOLK, VA.
Represented by Burn-Smith Co.

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CINNAMON-colored folder from WBT Charlotte, N. C., announces, "Here's how WBT automatically promotes you in advertising in four ways." Large white number four is background on cover. Inside illustrates four media used in promoting its shows by station. First is courtesy announcements; second is station's dealer publication WBT Tips; third is picture display in one of 50 public places, featuring picture of star on program, and fourth is two-column listener ads in local papers. Composing text of promotion piece states that four-way service is automatically given sponsors.

Egg Hunt EIGHTEEN-acre grounds of WCHV Charleston, Va., were "planted" with nearly 2,000 Easter eggs and thousands of jelly beans to be hunted by more than 2,000 children who took part in first annual WCHV-Peoples National Bank Easter egg hunt. Hunt was jointly sponsored by station and bank. Live broadcast of hunt was carried by WCHV and savings bond and score ranging in value from $25 to $100 plus merchandise gifts were awarded children finding numbered eggs.

Radio Clinic RADIO clinic was set up by WIBX Utica, N. Y., at request of group of New York State county agents who wished to be told how they could use radio to their better advantage. Ed Slusarczyk, farm program director of WIBX, handled the exhibition, which was attended by more than 70 agricultural leaders. Discussions on script writing, microphone techniques, and program production were given. Station Manager Elliott Stewart and Nate Cook, WIBX news and TV manager, contributed ideas on radio promotion of agricultural activities at clinic.

Pocket TV LISTENERS to Mutual-Dan Lee Tom Mfg program are getting the opportunity to receive their own RCA Victor television sets, albeit in miniature. Sponsor, Shredded Ralston, and network are offering pocket-sized TV set for one Shredded Ralston box top and 25c. Set is complete with five toy television films. In addition, youthful listeners may receive Tom Mix Tiger's Eye ring, and TV Bar Brand.

Contest Qualms RECENTly announced over WTM Cedar Rapids, Iowa, almost had unfortunate repercussions for Tait Cummins, station's sports director. Mr. Cummins offered week's vacation to person and his family (for winner) who could guess winner and score of Iowa state championship basketball tournament. Contest pulled over 18,000 entries, more than half of whom named Davison as winner. Had score been a conventional 45-40, Mr. Cummins and WTM would have had to award more than 40 free vacations. Score was 67-64, making Davenport, Mr. Cummins, WTM and winner all very happy.

Offer To Advertisers SINGLE sheet announces to advertisers that KYW Philadelphia has "Plenty on the Ball." Drawing of pitcher throwing curve follows with text continuing: "Plenty of copy with that popped-up new antenna system... Plenty of ever lovin' cash register plus... Plenty of high-power mail pull." Next to call letters is written, "The only thing in short supply is time."

Radio Advertising Promotion ЕIGHT-to-theyen card sent to radio disc jockey in Washington by WWDC is headed, "When you're setting push buttons remember these are broadcasting in D. C." Drawing of push button with black arrows indicating positions of three Washington stations and red arrow indicating WWDC's 1960 setting is shown. Lineup of frequency of fulltime and parttime stations follows, as well as settings for FM and TV stations. Bottom of card reminds dealers to "Keep this card posted in your shop."

Advertisers Mail LETTER from Herbert F. Frank Advertising Agency, Boston, to Clifford Youse, account executive at WLAW Lawrence, Mass., tells of sponsor and agency satisfaction with Bob Perry's Melody Merry-Go-Round show, citing its recent high mall pull. Outside of letter letter features picture of Perry under head, "WLAW Scores Again..." On back of letter is lineup of talent heard over station.

Spring Planting LETTER from noted seed and nursery firm's packet of flower seeds makes up spring planting of WLS Chicago. Combination has been sent to 3,500 agencies and advertisers of "WLDS seeds of friendship and service which have flowered... into our great audience loyalty and acceptance," station states. One hundred thousand listeners will send 10c to station for seeds this year, 25c if they have in past, text of letter reports.

Eye-Catching Promotion “KEEP your eye on WHBV” proclaims banner across latest promotion piece from WHBV Appleton, Wis. Pictures of new station and ad featuring their attractions follow with long list of network talent opposite. Back of letter gives facts and figures on Appleton market.

WKBN Report SPRING 1949 BMJ station audience report and Hooper report sent to trade showing coverage by WKBN Youngstown, Ohio, front of folder gives ex- planation of terms used in report, with inside giving maps for daytime and nighttime audience areas, respectively. Station data by counties and cities is inserted on separate page, with back of folder made up of Hooper index.

Letter and Listing LETTER from satisfied customer and list of stations using its service make up latest promotion piece of INS-Tele- news service. Letter, from Eastern WOCM Inc., Omaha, lauds "flexible" coverage given news events by INS. List includes sponsors of programs on station.

Westeron Promotion LATEST in series of promotion pieces from KSTP Minneapolis-St. Paul is folder incorporating story from fan magazine on Kim Weston, singer for station. Headed "Kim Comes Through," tale of how Miss Weston aided youthful listener is told, with pictures of star included.

Personnel BILL GIVENS, formerly supervisor of farm broadcasting with WGY and WRGB (TV) Schenectady, N. Y., appointed supervisor of promotion for stations.

GEO MILLER, formerly continuity and promotion chief at KPOA Honolulu, T. H., and before that with KUTA Salt Lake City, joins staff of KELA Centralis, Wash., as promotion and program manager.

FRANK HALL FRAYSUR appointed promotion director of WLWD (TV) Dayton, Ohio. He is a former editor of Life magazine, and worked in television publicity before joining WLWD.

HAROLD STORM, formerly publicity and promotion manager of WOAC Columbus, Ohio, has been named to 

BEE CANTERBURY, formerly public radio and TV

RAYWOOD MEeks, formerly with WAFM Washington and Continental FM Network, named publicity director for WOL Washington and WCBD Worthington, Ohio, by Peoples Broadcasting Co. He previously was with WAYS Charlotte, N. C.

A. J. PUTMAN assigned to handle all promotion and publicity for KRLO-AM-TV Dallas. He formerly was member of stations' sales staff.

Feb. Personal Income THE country's personal income in February— including the special insurance dividend payments to veterans— was at an annual rate of $219.1 billion, $1 billion higher than in January, as the Office of Business Economics, U. S. Dept. of Commerce, announced. Several factors of a temporary or irregular nature affected the February change in the income flow, according to the report. It went on to illustrate the substantial increase in dividend payments to veterans was counterbalanced by the wage loss resulting from labor-management disputes and by a sharp decline in agricultural income.

SDRS Sections

List New Delivery Dates

STANDARD Rate & Data Service has announced new delivery dates for its monthly sections, replacing the present practice of mailing new sections on the first and fifteenth of each month. Beginning May 1, and monthly thereafter, the new sections will be delivered as follows: first of month, radio and television sections; 15th of month, newspaper and magazine sections; 21st of month, business publication section.

Under the new schedule, according to Walter E. Bethoff, publisher of the Chicago advertising service, subscribers will receive their monthly radio and television sections on the dates to which they are accustomed. Magazine sections, it was pointed out, will be delivered earlier, on the 11th of each month, instead of the 15th, as before.

UP PIKE'S PEAK

KOQO Covers 'Barrow Push

JOE ROHRER, manager of KDRO Colorado Springs, has a long acquaintance with 14,100-ft. Pike's Peak — in all kinds of weather. As a long-time member of the AdAmAn Club, he has climbed the peak on New Year's Eve.

Mr. Rohrer (1) interviews Mr. Hightower atop Pike's Peak.

Eve on more than one occasion to help members set off fireworks welcoming the New Year.

When Larry Hightower, famed wheelbarrow pusher, arrived in Colorado Springs and said he intended to push one up Pike's Peak, Mr. Rohrer decided to give the event complete coverage on KDRO and the Columbine Network.

Wheelbarrow Pusher Hightower left Colorado Springs on a Saturday last month. Bucking 20-ft. snowdrifts, winds of hurricane velocity and 40-to-60 degrees-below zero temperatures, he finally made the summit the following Wednesday. All along the route and until the summit the was reached, Mr. Rohrer, with a jeep outfitted with a 16-w remote transmitter, gave listeners an account of the trip.
CANADA RADIO
CAB Recommends 2 Systems

TWO systems of broadcasting—one publicly owned, the other operated through free enterprise—would be best for Canada, the Canadian Assn. of Broadcasters told the Royal Commission on Arts, Letters and Sciences in hearings at Ottawa April 11-12.

The systems, CAB pointed out, would operate under an impartial regulatory body responsible to Parliament. The publicly owned system would be on a national basis independent of commercial considerations and devoted to the betterment of radio broadcasting in all its forms. The free enterprise system would be completely dependent on commercial revenue and in free and open competition with the national system.

Also outlined to the Royal Commission by CAB were an impartial radio regulatory body, an annual grant by Parliament to CBC, elimination of commercials from CBC programs and formation of networks by independent stations. In addition to CAB, the All-Canada Mutually Operated Stations, CBC, various trade organizations and the Canadian Radio Mfrs. Assn. presented briefs and answered questions at the commission’s final hearings.

BILL FOX, formerly member of news staff of KGW Olympia, Wash., appointed news editor of station, succeeding SAM CRAWFORD (see Commercial).

PAUL WILCOX, formerly with WRV Ann Arbor, Mich., joins sports staff of WGOH Cleveland.

GEORGE F. THOMA, former assistant radio programmer with WILL U. of Urbana, appointed radio news director of WGLL Galesburg, Ill.

MERL GALUSHA named supervisor of farm broadcasting at WQY and WRGE (TV) Schenectady, N. Y. He succeeds BILL GIVENS (see Promotion).

HANK WEAVER starts five weekly series of sports commentaries on KECA Los Angeles.

BOB CLELAND, formerly with Chekas-ka (Wash.) Advocate, appointed news director of KECA Centralia, Wash.

TOM HARMON, sportscaster and former All-American football player, joins KNX Hollywood as sports director. He starts five-weekly, quarter-hour Tom Harmon Sports Show on station. Mr. Harmon currently has television program with actress Elyse Knox on KPI-TV Los Angeles in addition to doing announcing on baseball games on station.

PAULINE FREDERICK, ABC news analyst, receives special award from New York chapter of Theta Sigma Phi, national professional fraternity for women in journalism. Award was given Miss Frederick for "her able coverage and interpretation of events of national and international significance."

BRUCE BARRINGTON, news director of KXOK St. Louis, elected to three year term on Board of Education of Illinois School District 54.

Second MGM Series

THE SECOND 26-week cycle of MGM Radio Attractions programs, eight series featuring Hollywood star talent, has been put into produc- duction, Bertram Lebhar Jr., director of WMG New York and head of the MGM radio production firm, announced last week. Like the first 26-week series of shows, the new group will cost a half-million dollars, he said. About 200 stations subscribed to the first cycle.

You Can Still Strike It Rich IN CALIFORNIA!

THROUGH KWKK*
YOU CAN REACH THE BONANZA OF FOREIGN LANGUAGE AND NEGRO PURCHASING POWER IN THE Pasadena-Los Angeles AREA

In This, The Nation's Third Market KWKK Serves A Mexican Population Which Is Second Only To That Of Mexico City.

KWKK REGULARLY BROADCASTS
MEXICAN programs reaching over 250,000 persons
ITALIAN programs of interest to 55,000 listeners
YIDDISH programs servicing over 250,000 persons
NEGRO disc jockey programs appealing to over 250,000 listeners
JAPANESE programs enjoyed by some 25,- 000 persons
GREEK and PORTUGUESE programs reaching over 23,000 people

*KWKK Has A Record Of Longest Continuous Service To This Great Audience. All AM Programs Simultaneously Broadcast on KWKK-FM.

1000 Watts KKWK AM and FM FULLTIME ON 1300 KC
Ask your nearest FORJOE man or write Promotions Department, 800 Sierra Madre Villa, Pasadena 8, California

BROADCASTING • Telecasting

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Transit's Radio Growth
(Continued from page 24)
operate in the black. Many of the pioneers have had extraordinary expenses in promotion, receiver development and sales. Others are charging off engineering, development and depreciation costs at a high rate. Some of our TR stations, which are in the black, have reduced their operating losses technically this is not making money, but it does reflect a dollar saving. TR's expense of operation is from 15% to 18% of the comparable AM station. TR cannot be affected by any other radio or television station no matter how many are in your city or area. TR is new, dynamic and here to stay. I know of no other way to realize a profit on an FM investment in the immediate future. Also, remember this, TR's programming is much in homes and everywhere. It is the type of radio service most people like. Hundreds of FM home listeners have expressed appreciation of TR's type of programing. It is a type of scheduling that FM broadcasters should consider: will TR operate or not and Transit Radio is adopted.

Cite Obligations
The second question without comment thus far concerns the obligations to TR. I believe that most minority groups who write letters of complaint to newspapers, radio stations, TV stations, and others are sincere. I respect their opinion and tenacity, but the American way of life is guided by the will of the majority and a vast majority approval of Transit Radio. Introduction of new services, inventions and ideologies have created disagreement since time immemorial, but where would this nation be today if the disapproval of minority groups had stopped the wheels of progress? Frequently there is a small flurry of criticism inspired or encouraged by competing advertising mediums. We find that the bulk of the complaints come from elderly people. There must be a biological reason for this. We do not want to infer that complaints are many. In the aggregate, disapproval is registered by as few as 1% to a high of 5%. The remainder approve of TR or have no opinion. I say again that TR is a new concept. To try to quash it for public good. It entertains, it instructs, it sells and it is proving itself to be a wise investment for the FM broadcaster.

TRANSIT HEAD
Draws Editorial Comment
SUGGESTION of Chet L. Thomas, KOKO-St. Louis and chairman of the executive committee of Transit Radio Inc., that a small minority group who might try to stop Transit Radio should not deprive the public of a service it deserves drew sharp editorial comment from the St. Louis Post-Dispatch (KSD).

In addressing the NAB FM meeting in Chicago Monday morning, Mr. Thomas pointed to transit as the forthcoming sixth medium (stereo is the seventh). Mr. Thomas carried an editorial suggesting Mr. Thomas had proposed "a new view of life in a free country." The Post-Dispatch carried it.

"By the same logic, everybody would have to eat oatmeal for breakfast if the majority decided that oatmeal was the ideal breakfast food. The pipe-smoking minority would have to take up cigarettes if a politician showed that the majority favored cigarettes. "Manhatten, old-fashioned, sidecars and just straight bourbon would be out if the majority voted for martinis. "Mr. Thomas looks askance at minorities. Where have the social and national condition be today if minority groups had stopped the wheels of progress? "Mr. Thomas looks at minorities. He means to say 'profits' rather than 'progress.' In any event he might take another look at his United States history to learn that minorities have always been a force for the betterment of the nation's. And he might also have a look at the constitution which is so jealous of minority rights. No, while the majority may decide elections, it has no right to shape people's personal lives against their will."

KOKO operates transit service in St. Louis, with 1,000 busses and trolleys equipped with receivers.

Program Service, New York. He was formerly director of programming. CLIFFORD E. GREENLAND, previously associated with the account executive in station relations department of Associated Program Service, is succeeded by WILLIAM H. Houghton, armed forces radio announcer, who assumes position of assistant service manager of service department.


HAL TATE PRODUCTIONS, Chicago, announces sale of transcription, "Mr. Thomas' Talk" to KYW Philadelphia. HAL TATE, owner of package firm, returns to his work after long illness.

ROBERT J. LANDRY, formerly head of writing staff of CBS, appointed director of summer program at New York U's Summer Radio-Television Workshop.

DIRECTORS of Television Fund, subsidiary of Television Management Shares Corp., Chicago, declare 12.50 percent per share dividend payable April 29 to holders of record April 17. Same amount was paid Jan. 30.

RADIO REPORTS Inc., New York radio "chipping bureau," recently opened offices in three additional cities, Atlanta, Ga.; Chicago, Ill.; and 40th St., New York City, N.Y., offering service in Chicago, Chicago and Detroit.

Equipment
Dr. DONALD B. SINCLAIR appointed general manager of General Radio Co., Cambridge, Mass. He has been assistant chief engineer of firm since 1944 and is member of board of directors.

H. W. GRANBERRY named district director for South Central district of General Electric Co. He will have responsibility for sale of broadcast equipment and will headquarter in Houston, Texas.

I. J. MELMAN, former member of technical staff of RCA Industry Service Laboratories, named head of advanced development division of Air King Products Co. He will be in charge of the advanced development division of company.

CONSUMERS SUPPLY Co., Des Moines, named distributor of Stewart-Warner radio and television products in 31 central Iowa counties. EDWARD C. MUELHaupt is president and manager.

REEVES SOUNDRAFT Corp., Long Island City, N.Y., moves to 85-85 36th St., Long Island City.

NATION-WIDE contest for radio and RCA television products distributors' salesmen that offers 10,000 in prizes is underway conducted by RCA Tube Dept. Two finalists are 1950 Ford custom sedans. Called "Get the Facts," contest is open to all radio battery retailers and their full-time personnel. Contest is designed to acquaint radio dealers with the features of RCA radio batteries and opportunities offered to trade and closes June 30.

MUNTZ TELEVISION purchases former WOR New York, which it occupied in Chicago. Four-story structure has 700,000 sq. ft. of space, housing 900 employees and research and manufacturing facilities of the TV set production firm.

Ryan Named
(Continued from page 28)
Federal Communications Commission chairman, a member of the commission, appoints important executive and administrative functions of the Commission; and WHEREAS, the plan parallels the recommendations of the Hoover Commission on Organization of the Executive Branch of the Government, and is in conflict with existing laws.

THEREFORE, BE IT RESOLVED, that the NAB Board of Directors oppose the proposals of May 11 and urges Congress to reject it.

Attending the board's meeting, final session of the board as then constituted, were:

\*\*\*\*

1930—1950
20th Anniversary Year
46.0
"HOOPER"
(average 5 periods winter, 1956)
proves the best buy in
DANVILLE, VA
is
WB46
Rep: HOLLINGBERY
5kw (d) ABC 1kw (n)
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MAGICAL FIFTH

BLONDES were mixed equally with business tips as transcription firms, library services and other businesses of broadcasting hosted NAB convention in the "Magical Fifth" floor of Chicago's Stevens Hotel. Thirty-seven allied firms centered their displays on one floor, decorated suites flamboyantly to catch attention and posted placards about the corridors.

Novelty items, though numerous, were less plentiful than at last year's convention. One gimpick which brought visitors flooding into a display room was that of International Derrick and Equipment Co. Representatives took rapid-developing pictures of guests and presented each with his own in a cardboard folder. The picture background was an Aclero derrick. Firm also ran a color reel showing construction of WCON-TV Atlanta's new 1,057-foot tower, one of the highest in the country.

Broadcast Div. of Capitol Records Inc. served drinks behind a bar topped with a montage of record labels and backed by a view of Sunset and Vine in Hollywood. Transcriptions numbering 4,500 were plugged as coming from "the entertainment capital of the world." Service offers themes, mood music, musical bridges, sound effects and 30 musical programs.

Lang-Worth Signs 19

Cly Langlois of Lang-Worth Feature Programs reported a steady flow of visitors and the signing of 19 contracts by the end of the second day of the management session, "the best business we've seen at the NAB convention for 10 years." Lang-Worth introduced its new half-hour, once-weekly show, Remember When, slated for release this week. Talent just signed include Russ Case and his orchestra, Allen Dale, Genie Haines, Juanita Hall, Pati Page, Leon Payne and his Western music and Eugenie Baird.

Charles Michelson Inc. featured material on its Blackstone, Magic Detective co-op series, with its new contest among district sales managers. Firm is releasing for the first time two TV shows, both five-minute, open-end three or five-week offerings. They are Capsule Mysteries and Blackstone's Magic Secrets. A recent AM release is Dumas' Cavalcade.

Frederic W. Ziv Co. showed merchandise manufactured on its Cisco Kid trademark, popularized by the Paramount show. Products include a cowboy suit, tee shirts, blue jeans, holsters, belts, shorts, mittens, gloves, hats, laptop and coloring books. Promotion also pointed out that 137 stations have 130 sponsors of Meet the Mourners. Standard Radio Transcription Service announced a new subscriber bonus, 60 15-second weather jingles sung by Two-Ton Baker. Convention-goers received a novelty coin and watched the history of the firm flash on a screen in 30 cartoon slides. Sports Parade, a three-act, quarter-hour open end show, written by Don Warlick, was introduced.

Telecasters viewed five picture tube models exhibited by Federal Telephone and Radio Corp., including the only 14-inch rectangular tube shown at the convention. Federal, which manufactures a variety of high-power broadcast tubes, also demonstrated a 1,500-watt tube with high-power pulse for a cyclotron.

International News Service has hyped its TV activity since the last convention, and now offers a Telenews-INS daily film show, newsreel weekly, and a weekly sports reel. One or more of its services is now on more than 70 stations, and orders were received last week from WHBP-TV Rock Island, WLAV-TV Grand Rapids, WJIM-TV Lansing, Mich., and WTMJ-TV Milwaukee. International News Photos offers telecaster spot news pictures daily, a still picture package, TV Photo Quiz, Style Preview and daily pictures by mail.

Super Projected Shown

In conjunction with the INS exhibit was that of the Super Project, developed by Tressl Television Productions. The instrument, released nationally through INS, is a new version of the Project exhibited a year ago. The remote-controlled combination-TV device has two built-in 75mm transparency projectors, two automatic opaque systems, and aperture for a 16mm motion picture projector with built-in multiplexes.

Gimmicks were showered by RCA Recorded Program Services, which distributed keys labeled "E52" via blonde models who admitted it was the key to their rooms. After the second day, the models switched their line to "Themaeus is setting the trade on fire" and passed out match books with an RCA message.

C. P. MacGregor Electrical Transcriptions displayed its entire line, which can buy. Salesmen gave visitors fake $100 and $1,000 bills, pointing out that these sums could be saved by using its services. Hollywood Theatre of Stars and Proudly We Hail were showcased. Forward America was auditioned as the latest show of World Broadcasting System, World also promoted its time signal, commercial and weather jingles.

Microgroove recordings and their operation were explained by a Columbia Transcriptions representative, who contrasted today's record with that of 20 years ago. Today's microgroove is 10 inches in diameter, weighs six ounces and is .0075 inches wide. That of two decades ago was 18 inches in diameter, weighed two and one-half pounds and was a quarter-inch thick.

McIntosh Engineering Lab and Magnecord shared display space, with the former showing its amplifier and equalizer. Magnecord demonstrated its three-head unit monitor, amplifier and power supply unit, and the new PT63 Magnecorder with three heads which erase, record and play back. The PTC-CC console includes a mechanical unit, console amplifier and cabinet.

Affiliates of Keystone Broadcasting System were entertained by President Naylor Rogers and his associates in a suite next to that of Musicolor, which introduced the "dancing light." Potentially a video aid, Musicolor synchronizes popular and classical music with a pattern of colored lights flashed on a screen. Broadcasting Program Service offered 5,000 reels of tape recorded music for transcriptions, records, films, wired music and TV films. Associated Program Service, auditioning its shows and talent, claimed 700 stations buy its "programming for profit."

Fairchild Recording Equipment Corp. brought out new improvements in its professional moving

(Continued on page 57)
NAB's Conclave
(Continued from page 19)
gates in Chicago and they were re-
warded with a series of earthy dis-
cussions.
Third, those who came to bury FM were stopped short Monday morning when several hundred AM-FM and FM-only managers threw in the pot a crop of ideas on how to make money with an FM facility.
They agreed that FM is on the downstage in a lot of cases but contended the medium has technical advantages that keep alive the hope for a better future and that perhaps could be the savior of aural broadcasting.

Want Business Talk
Success of these three plain-talk work sessions accounted for the oft-heard delegate comment that NAB conventions should be good, solid business gatherings instead of speeches. Prospect of stiff competition among radio media and against other types of advertising spurred this line of thinking.
The upper echelon talks about the responsibility of broadcasters were topped by the Tuesday speech by Chairman Coy. He was not as rough as he has been at some past conventions though there was no avoiding his punch in urging broadcasters to watch their program and advertising standards. Those interested in learning when the TV freeze would be lifted were disappointed. The chairman predicted TV would become the domi-
nant radio medium.
Convention exhibitors were some-
what let down over the volume of traffic in the Stevens Exposition Hall (heavy equipment) and the Magic Fifth Floor,” where light equipment and services were on display. On the other hand, many of the exhibitors said the convention was a success from a business standpoint because traffic was inter-
ested in locating and buying.
Attendance at the eight-day series of meetings totaled 2,245, ac-

noiding to NAB. This comprised 900 registered delegates at the Management Conference—242 at the Engineering Conference—242 at the Independent’s Day—300 ladies and visitors—560 exhibitors and press. The total was about 300 less than the 1949 convention.
The banquet attendance Tues-
day evening was 1,050, about 300 fewer than a year ago. Entertain-
ment at the banquet was provided by BMI on its tenth anniversary. This anniversary, incidentally, was an important feature of con-
vention proceedings as BMI ex-
ploded its decade of success as an industry copyright reservoir.
From the standpoint of time-sell-
ing and efficient management, the three work sessions (FM, Labor and TV) produced little that would help the AM station manager who is concerned about rate-cutting, competition and rising costs. The BMB discussion Tuesday morning yielded a review of

BMR's status and a few inklings on the proposed Broadcast Audi-

ence Measurement Inc. as success-

dor. Delegates interested in know-

ing about BAM left the meeting
disappointed.
Two key agency executives
gently warmed broadcasters they need reliable and uniform coverage during day hours and that they are justified in the ex-
penditure of advertiser’s money on radio (see story page 65).
A new slant on the problem of planning sales service to the in-
dustry developed when a study was approved on the advisability of having separate AM and TV advertising operations. A resolution on such a study was adopted unani-
mosly. As envisioned, there might be a BAB-AM and BAB-TV arrangement, either inside NAB itself as BAB stands at the present or operated outside the fold as separate corporations.
Many broadcasters talked over their individual sales problems dur-
ing the convention with Maurice B. Mitchell, BAB director, who spoke during the Sunday Independ-
ents meeting. Other members of the BAB staff served in consulting capacities during the convention.
Indicative of the desire of AM stations to meet rate-cutting pres-
sures head-on was a proposal to launch a study of showing the extent of auto, outside-the-home and multiple-set listening.

Rate-Cutting Issue
The rate-cutting problem drew little management discussion. Judge Miller replied to a wire from Walter H. Annenberg, WFL Philadelphia president, by saying he felt NAB could not appropri-
ately take a stand on the station’s recent rate adjustment (see story page 29).
Interest was keen in the election by the board of Mr. Ryan to be general manager (see story page 23). Mr. Ryan brings to NAB more than a decade of broadcast management experience as well as a long record of participation in key industry and NAB operations. Judge Miller retains past power and will be free to spend more time in high-level functions.
Mr. Ryan will serve as a general manager operates in any organiza-
tion and will not be expected to function as a speech-maker. He will probably work out a membership campaign to halt the resigna-
tion tide. Most of these resigna-
tions occurred at the time of the April 1 dues increase. In addition he is authorized to hire a field re-
presentative to work on membership. Mr. Ryan has power over the entire NAB organization ex-
cept the president and general counsel.
Those who went to Chicago in expectation of seeing a network revol
to disappointed. The net-
works were there, but their high execu-
tive level, except for ABC were not as expected. Station re-
lations officials carried the convic-
tion ball.
NAB and the networks will meet May 15 to see what can be done about their differences. No one

HOT ROCKEYOE!...

DULUTH, MINN.—“Hot rod? Heck, no!” says Otto Mattick as he prepares to touch off his hot rocket.
“It takes something with super-sonic drive to get me up where I can see the soaring figures of the KDAL Hooper in this prosperous Duluth-Superior Market.” KDAL is way out in front with the audi-

ence in this market—America’s 51st in Retail Food Sales. Why not let KDAL put your food product way out in front in this bonus market?

Getting ahead in the Duluth-Superior Market is easy. Ask Avery-Knodel for availabilities. KDAL does the rest.

Efficiency
SYSTEM of certifying dele-
gates to NAB business session
held last Tuesday at Stevens Hotel, Chicago, was so approved that the officers refused to let Don Petty, NAB general counsel, enter delegate section. When the NAB attorney’s story left the officers could not contain an official delegate’s voting certificate and walked trium-


Phong detail...
HOPE for adoption of a third NARBA rests in the friendly attitude of U. S. and Cuban delegations to Mexico to enter treaty negotiations when they resume in Washington late next summer or early autumn. NAB and government officials were told during the annual FCC-Industry Roundtable winding up the Third NAB Engineering Conference.

Four-day program ended Saturday, April 15, at the Stevens Hotel, Chicago, as a feature of NAB convention week (first three days reported in Broadcasting April 17).

The roundtable went into practical station operating problems, and the trend of FCC thinking along station lines. Stuart Bailey, of Jansky & Bailey, Washington, presided. Future of FM, inadequacy of AM, FM and TV receiving sets sold to the public and interference problems were taken up by a panel consisting of six industry and six commission executives.

T. A. M. Craven, of Craven, Lohnes & Culver, said the industry is not agreed on desirability of a treaty but the government wants one. E. K. Jett, WMAR-FM-TV Baltimore, said a treaty is necessary or stations will be pushed right back into their antennas at night.

Raymond F. Guy, NBC, said a treaty is desirable but not “at any price.” Assignments are in Cuba’s favor now, he added, pointing to Havana as the “most flagrant example” of excessive assignments. Curtis Plummer, FCC chief engineer, said it is difficult to maintain the status quo. James E. Barr, of the FCC, reviewed history of NARBA negotiations.

The FCC freeze was eliminated as a topic because of its controversial nature, but Mr. Plummer gave some general views on the subject. He said the next phase of the video hearings will go into common carrier problems. This should move quickly, depending on cross examination, he said, but there are 200 appearances on general and special allocations and these may take months since the FCC must spend at least two days a week on normal work.

Edward W. Allen, of the FCC group, said the ad hoc industry committee’s Volume I and addenda was to have been taken up April 21 and then released, after which the Commission can proceed with individual allocations.

Cities Next Step

Edward A. Wheeler, WEAW (FM) Evanston, Ill, raised the question of FCC jurisdiction over pulse and superpower emissions in transit radio, storecasing and similar services. The question proved too tough, but FCC spokesmen said a fact-finding hearing will likely be held. FCC has received no complaints of interference or degradation of service, it was added.

The future of FM drew comments from many sources, with agreement that it is not an engineering but an economic problem. Mr. Jett said WMAR-FM is losing $8,000 a month and cannot keep operating indefinitely. John H. Dietz Jr., WSM Nashville, recalled the recent demise of WTMJ-FM Milwaukee, a pioneer station. It was noted that FM’s progress is spotty, with North Carolina one of the bright spots.

C. M. Jansky Jr., of Jansky & Bailey, asked if TV and AM operators violate the duopoly rule. Similar point was raised about AM-FM stations. Several persons commented on the statement by Robin D. Compton, WOIC (TV) Washington, that TV could carry FM piggy-back since they are supplemental and use common plant facilities.

Interference problems were discussed at length after the point was raised that many suburban transmitters that were built in sparsely populated areas are now surrounded by houses. Sharp complaints were made about the quality of receiving sets. Mr. Plummer said many set makers turn out receivers suitable for 90% of locations but not efficient in problem areas.

Makers’ Invitation

Suggestion was made that makers be invited to the 1961 conference. Mr. Barr observed that the licensee must do what he can if complaints are numerous and added that the station must renew its AM license every three years.

The aviation angle of tower sites was bought up but Mr. Plummer said FCC-CAA negotiations had been laid aside.

Monitor receiver for reproduction of picture as it would look on an ideal TV receiver was described by W. W. Downie, General Electric Co. The equipment also provides means for making two transmitters measurements necessary for top performance. These are the transient and double to single side band response characteristics.

George Adair, Washington consultant, presented the first draft of detailed information worked up by NAB to aid stations in complying with the new FCC rule requiring yearly proof of technical performance measurements on AM and FM outlets. The requirement is due before Aug. 1, 1960.

Richard P. Doherty, NAB employee-employer relations director, urged engineers to double up personnel at smaller stations to avoid overspecialization into cases where 40 man hours of time are assigned to a 20-hour job. He urged use of the man on another assignment for the unused hours, and pointed to need for careful “human engineering” at stations. Mr. Doherty said engineering and technical salaries take from 9.5% to 14% of the average station’s revenues.

The eight-day agenda was devoted of knotty issues. There was little of the intense feeling that developed at the 1949 convention over formation of an advertising bureau or over the rocky career of BMB Study No. 2.
Independents
(Continued from page 56)

the strength of advertising itself. He saw no reason why the development of television should put move pressure for rate cuts upon AM than upon other media, and urged broadcasters and buyers to re-evaluate the basic rate structures of the broadcasting media instead of succumbing to rate-cut pressures.

Taking a look at the NAB, Mr. Kobak expressed hope that AM, FM and TV divisions, with each under strong leadership, may continue under one broad association. But he made clear that radio and television are competitors and that he felt NAB’s sales service functions should be separated and operated competitively.

He felt NAB should seriously consider moving headquarters from Washington to New York, where it would be nearer the “business of broadcasting,” while maintaining a branch office in Washington.

Urging stronger selling, he noted that General Managers’ Field Councils, with 65 half-hours for this summer—one of the largest summer orders—pointed out the idea did not come from broadcasters. He cited specific instances in which the advertising or agency rather than the medium itself originated big ideas and big time sales.

Mr. Kobak also suggested a review of research policies, asserting that tripartite control of research in radio has not had too good a history and pointing out that in other fields the policies are controlled by the sellers, not the buyers.

Research Review

In the afternoon session the spotlight was thrown on transcription and record libraries, BMI material, selling techniques, mail order business and international cooperation as “program resources” to be developed and sold, and on the legal terminologies confronting broadcasters in setting up and selling sports programs, particularly baseball and racing broadcasts.

Arnold Hartley, WOF Washington, was in charge of the program resources section and Patt MacDonald, WHHM Memphis, presided over the sports clinic.

The importance of transcriptions and records as program sources was stressed by John Sinn, executive vice president of Frederick W. Ziv Co. and World Broadcasting System; Sellman C. Schulz, vice president of Decca Records, and Charles Green, assistant recording director of RCA Victor Div.

Mr. Sinn noted that transcriptions are a “tremendously important source of radio program material designed especially for radio,” and advised his listeners to “forget all you knew” about transcriptions and get a new outlook from the 1950 product. “A new era is dawning,” he asserted, declaring there is “a transcription answer” to program, sales, cost and revenues problems.

Messrs. Schulz and Green outlined features of their respective catalogs which broadcasters could use, including children’s and dramatic programs, dance bands, etc.

Carl Haeverlin, BMI president, outlined BMI services to broadcasters—including one script service which he said is sold to sponsors by almost 1,000 stations. Other services include additional scripts, pin-up sheets listing top tunes and most popular folk music, a news letter, report, the BMI Music Memo, model music library, disc data, research bulletins, various indices, record labels and basic BMI transcription library.

BAB Director Maurice Mitchell reported that BAB has “radically changed” military policy on advertising, so that radio can get its share, and announced that an “agreement” had been reached whereby at least one of the half-hour recruiting shows will be opened up for commercial announcements, although the show itself may not be sponsored.

Programming’s Position

He urged stronger and more personalized selling approaches, with emphasis on sale of programs rather than spot announcements. He questioned the program manager’s place in top management, and asserted, though conceding he was biased, that “I consider a program as a space between commercials.”

International program cooperation was emphasized by Edward Gruskin, chief radio officer of the Economic Cooperation Administration; Alfred Puhans of the State Dept’s Voice of America, and Pierre Crennes, director of the North American Service of the French Broadcasting System.

Mr. Puhans, acting chief of the program operations branch of the State Dept’s International Broadcasting Div., said the Voice is currently broadcasting 30 hours daily in addition to 1,300 discs shipped overseas each month.

He estimated Russia is spending $200 million on counter-propaganda efforts in the “cold war”—which, he warned, “can turn hot at any moment.”

Mr. Puhans called upon U. S. broadcasters to submit program material—particularly foreign-language programs—for use by the Voice, and said the Voice in return could supply program material on a limited basis and would act as go-between to secure material from overseas stations. In the same theme Messrs. Gruskin and Crennes pledged the cooperation of their respective organizations.

The appeal and advantages of “mail order business” were sketched by Ralph Weil, WOV New York. “I like mail order because it brings in business,” he declared. “I don’t like phone inquiry because I don’t like two prices.” WOV, he reported, sells no mail-order time of less than 10 minutes, three times a week for at least two weeks; receives a right to check copy and products and requires advertisers to make a money-back guarantee to listeners.

An invitation to broadcasters to exchange ideas by reporting their program, sales, promotion and similar innovations to the trade press was extended by Jerry Fraken, Billboard radio editor.

Most of the sports clinic—to a great extent off the record—was devoted to organized baseball’s recent changes, inspired by the Justice Dept. surtaxing a local baseball club’s veto power over local broadcasts of major league games.

Washington Radio Attorneys Ralph Fletcher, partner-owner of WARL Arlington, Va., and Leonard H. Marks made clear that the local club’s say-so is required only during the times the local club is playing at home, and is limited to stations whose transmitters are located within 50 miles of the local ball park.

Strouse Talk

Ben Strouse, of WWDC Washington, discussed the selling of sports franchises—concluding from his experience that the problem is not in selling them but in finding enough to meet the demands of advertisers.

Mr. Fletcher also called attention to the pending Justice Dept. gambling bill which would impose special restrictions on the broadcast of sports and horse racing (see story page 62). He pointed out that Congress is currently considering the bill and suggested that, for the time being, all questions of advertising now is the time to communicate their views to Congress.

NAB General Counsel Don Petty submitted an “interim report” which showed, on the basis of a survey, no uniformity among school authorities with respect to the granting of broadcasting rights to scholastic sports events. With replies received from 22 states, the report said, more than 75% indicated the granting of the rights on a gratuitous, non-exclusive basis was the normal practice. The NAB law department concluded that “more can be accomplished public-relations-wise than by resort to the courts.”

Lang-Worth Additions

LANG-WORTH Feature Programs Inc., New York, in the past two months has contracted with 108 additional radio stations to carry its new eight-inch library.

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

FARM STATION?

Page 56 • April 24, 1950

Broadcasting • Telecasting
SPLIT SALES PROMOTION

(Continued from page 22)

The following television set manufacturers to install FM tuners in all television receiving sets.

WHEREAS the district meetings held throughout the country have been brought to a new and greater usefulness to the membership under the supervision of Judge Miller,

WHEREAS Judge Miller has achieved greater recognition of the interests of the broadcasting industry in the field of international radio and has secured participation of broadcasting representatives at the policy level in international negotiations,

WHEREAS the leadership of Judge Justin Miller has brought greater prestige and respect for the policies and contribution of broadcasting to the American way of life,

THEREFORE BE IT RESOLVED . . . that NAB members heartily commend the leadership and inspiration which have been provided by their president, Judge Justin Miller, and pledge him their continued support in his administration of the association.

WHEREAS the consumption of a fair and equitable television per-program license is vital to the best interests of all radio broadcasters, regardless of the type of license under which they choose to operate,

WHEREAS an industry-wide committee has been appointed to negotiate a fair and equitable television-ASCAP per-program license, and

WHEREAS it appears that due to the complexities of the problem further negotiations with ASCAP are necessary to obtain such a per-program license,

THEREFORE BE IT RESOLVED . . . that the NAB board of directors is urgently concerned with support of the industry negotiating committee.

WHEREAS since the Senate passed the McFarland Bill (S 723) in 1949, it has remained in committee in the House of Representatives,

THEREFORE BE IT RESOLVED that the NAB urge the NAB board of directors and all broadcasters to support the enactment of the McFarland Bill as passed by the Senate.

WHEREAS the association board of directors is employed by William B. Ryan as general manager,

AND WHEREAS Mr. Ryan combines the qualities of expertise in leadership in broadcasting with those of sound business judgment,

BE IT RESOLVED that the convention delegates here assembled commend the board for its action and pledge support of Mr. Ryan in his new and important assignment.

Harold Ryan, WSPD Toledo, presided at the Tuesday morning BMB session as board chairman of BMB. He reviewed history of the first two studies and introduced Dr. Baker.

A year ago, Dr. Baker recalled, the convention air was tense as BMB provided a leading topic. This year the situation has eased, he said. With Mr. 2 study finished and delivered to some 630 stations and 370 agencies and advertisers. Eighty-eight requests for data on the survey were received by MFB. Also at the recent, he said, with interest mounting.

Linnea Nelson, chief timebuyer of J. Walter Thompson Co., New York, and one of the original sponsors of industry coverage service, said agencies need BMB data to convince advertisers we can reach the most people for the least money by use of radio. She said agencies would like to have area reports, as in the first study, and they would like more broadcasters in BMB.

Miss Nelson, noting the small audience (about 150 as she spoke), said the very broadcasters who most need to hear about BMB were not present.

Wants 'Exact' BMB Data

Frank Silvernail, chief timebuyer of Radio Corporation of America, said his agency wants BMB data in the exact form it is submitted to stations. Agencies need radio data in selecting media, he continued, and observed that often they are not especially interested in wide coverage. As an example he cited how a campaign using WLW Cincinnati might include stations within the WLW coverage area. He, too, asked for an area report.

Henry P. Johnston, WSGN Birmingham, chairman of the NAB board and BMB committee studying future coverage polici, said the committee had met several times and had discussed the problem with committees of the Asso. of National Advertisers and American Assn. of Advertising Agencies.

Without some uniform system of measurement, the radio industry will be in a bad shape, he said.

In a question-answer session Dr. Baker said no area report was provided because only 630 of 2,000 AM stations on the air when the study was finished were BMB members compared to 700 out of 900 in 1946. He said subscribers don't want to give nonsubscribers the benefit of reporting BMB's board membership. He also said he was asked May 9, he said. He cited the conditions by which nonsubscriber data can be obtained and regretted some "chisellers" have tried to obtain data without proper payment.

Dorothy Lewis, speaking on behalf of the United Nations information office, told delegates the UN will open its programs for sponsorship on May 1 but asked that broadcasters use discretion in selection of advertisers.

'Shoulders Five'

(Continued from page 58)

oil cartridge, its unitized audio systems and a turret with three separate cartridge. For television broadcasters, Fairchild exhibited the Pic-Sync, a system for recording sound tracks for theatre and video films on quarter-inch tape in sync.

Maclell of Labs displayed its complement of election tubes, including the entire Western Electric line Maclell manufactures and its own broadcast and industrial line. Sharing space with Maclell was Graybar Electric Co., which distributes both tube lines nationally. Ten clocks, with call letter plugs, were on exhibit in rooms of Radio Tele, Vision Publicity Corp. The clocks are stocked in retail establishments as station promotions.

Bruce Eels & Assoc., which maintains a program library service, played transcriptions of its shows, including Frontier Town (52 half hours), Leather Stocking Tales (65 quarters), and The Adventures of Frank Race (52 halves). A tuner with a range of 88 to 108 mc and a 10 w power amplifier highlighted display of Multiples Sales Co., which also exhibited its tuner-tube and supersonic chassis-tube complements.

Wincharger Corp. sales representatives explained operation of the firm's antenna towers, which are nearby a Hughley & Phillips salesman displayed and explained tower lighting equipment. Variations on the new miniature condenser microphone of Aultec Lansing Corp. included types for stand and suspension mounting and chest plate and lapel types. Other products were amplifiers, speech input mechanisms and intermodulation test equipment. Ampexer Electronic Corp. spotlighted its line of AM-FM-TV transmission and rectifying tubes, both fixed and mobile, while Ampex Electric Corp. displayed its magnetic tape recorders, production and playback-only units.

Presto officials demonstrated the PT-900 portable tape recorder and studio model SR-960, along with the 6N recorder and 90R amplifier. Westinghouse Electric Corp. maintained open house for broadcasters, as did Radiotime and RCA Engineering Products. General Precision Lab maintained a suite although its main exhibit was in the Exhibition Hall (see separate story). SESAC had displays at both levels also.

Harry S. Goodman Productions introduced new radio and TV program ideas. Most promotion concerned the new package, Red Ryder, brochures on which were distributed by a blonde cowgirl. A new TV film series, Ship's Reporter, stars Jack Mangan interviewing celebrities aboard ship at the airport in New York.

Principal display of the Gray Research and Development Corp., Div. of Gray Mfg. Co., was the Telop, a four-channel optical system aimed at low-cost production of TV commercial copy.
FM Plans

(Continued from page 85)

presiding, the FM discussion was opened with a greeting by NAB President Justin Miller. Mr. Bonebrake keyednot the meeting with the statement: "There's nothing wrong with FM that a profit won't cure." He said TV and FM possibilities are related "like ham and eggs."

Howard Lane, WJJD Chicago, director of broadcasting of Field Enterprises and NAB director-at-large for large stations, said a mass market exists for a paid subscriber music service. This can be done on a low-cost basis by utilizing an FM station with a cutoff signal for taking portions of the service.

Mr. Lane said the size of the investment depends on the market. He said WFMF (FM) Chicago operates 8 a.m. to 2 a.m. The receiver in a paid subscriber's place receives music only and is silent while news and announcements are on the air. He described the operations of Field's Functional Music Inc.

Musicast Cited

Second example of special-service operation was cited by Edward Davis, executive vice president of Sundial Broadcasting Corp., San Francisco. He said KDFC (FM) San Francisco began operation three years ago and lost money steadily until it went into Musicast. The service is a program dedicated to home listeners, with unobtrusive voice material; to business and professional places who pay for the service. A superhet tone is used to eliminate speech portions of the service where desirable.

Retailers comprise the largest group of subscribers, Mr. Davis said. Restaurants run second and some business and factory establishments use the service to bring greater efficiency among workers.

Chet L. Thomas, general manager of XXXK AM-FM St. Louis and now chairman of the executive committee of Transit Radio Inc., described the third form of special income for FM stations—transit service. He described it as "the first truly complete retail medium using radio as a means of transmission. TR reaches and sells millions of riders daily while these riders are in transit to the point of purchase."

Mr. Thomas' speech appears on page 24.

Mr. Bonebrake described the operation of an 18-station AM network in Oklahoma, fed by KOFY-FM's 32 kw signal. He said he hopes for a $200,000 year on the network. National advertising is coming in slowly, he declared, but many of the regional advertisers are pleased. He described the ease of localizing sponsors' messages on the network.

Storecast Corp. Represented

Stanley Joseloff, president of Storecast Corp. of America, said "many influential people" figure radio is losing audiences fast and ought to start cutting rates. He described FM broadcast service to stores as one of the answers to radio's problem, with some 200 national and regional food products now buying store service and averaging over $25,000 per renewal.

Mr. Joseloff quoted Val S. Baum, National Tea CO. sales manager, as saying 800,000 circulation weekly in its Chicago stores alone and calling it "a potent advertising medium."

He proposed that an organizational job be done under NAB auspices to bring larger numbers of stores and super markets, with millions of customers, into the store service fold. "Don't forget that FM's Nielsen is always 100 at the point of sale," he concluded.

Edward Wheeler, WEAW (FM) Evanston, Ill., and WOKZ-AM-PM Alton, Ill., summarized the FM special service discussion. He said several or all of these services can be operated simultaneously by pulse equipment. He said sale of FM sets can be stimulated by announcements on store and transit services.

Mr. Wheeler said there are more FM homes in Chicago than radio homes in any one of 17 states. He said it costs $2 to add FM to a TV set compared to $18 for AM.

Debate on FM duplication was waged by Merrill Lindsay, general manager of WSOY-AM-FM De-

TRANSIT CASE

D. C. Utilities Group Faces Charges

PUBLIC Utilities Commission of D. C. was named defendant in two appeals filed the past fortnight in U. S. District Court as a result of the commission's earlier decision approving transit radio service in Washington.

The briefs, entered independently by two Washington attorneys April 13 and by Transit Riders Assn., last Monday called on to catur, Ill., and retiring NAB di-rector-at-large for small stations, and J. R. Livesay, WLBJ Mat- toon, Ill. Mr. Lindsay advocated duplication but conceded it will not sell many FM sets except in rural areas.

WSOY started programming separately but later switched to duplication aside from certain sports and local programs, increasing its operating hours at the same time. He contended FM has improved his AM BMB rating, the AM coverage going from three to six counties at night.

Mr. Livesay argued that FM can be made to pay if programmed separately from AM, especially in the case of daytime AM outlets. FM has added materially to the stations' income, he said. Last season 119 basketball games were broadcast, many of them on FM exclusively. Ford dealers demanded FM time, he said, through J. Walter Thompson Co., and want basketball next year.

Dr. Kenneth H. Baker, NAB research director and BMB acting president, described his low-cost formula for local set surveys. He was not optimistic about BMB's ability to show FM coverage reliably. He said the sample is adequate for AM but not as good for FM.

Taking part in the question-an-swer panel were Messrs. Lane, Thomas, Joseloff, Lindsay, Bonebrake, Wheeler, Diehm and Baker along with Everett L. Dillard, WASH (FM) Washington and retiring FM director-at-large.

vacate the PUC's order and in-struct the commission to prohibit music-equipped buses and streetcars in the District of Columbia [BROADCASTING, Dec. 26, 1949].

Guy Martin and Franklin Pollak, who are personally fighting TM service before PUC and FCC, charged that PUC "erred" in "holding it had no jurisdiction to con-sider their complaints and "totally ignoring" their legal contentions, and refusing to reopen a hearing to receive new evidence. Three PU commissioners also were named as defendants.

They accused PUC of ignoring its prior orders and regulations of district commissioners "prohibiting the use of amplifying devices for advertising purposes within the District," as well as "the constitu-tional right to listen or not to listen."

Second appeal was filed by Hector G. Spaulding, of the law firm of Spaulding & Reiter, legal counsel for the Transit Riders Assn., which claims a membership of 500. TPA's brief contains simi-lar charges and in addition to dis-continuance of the broadcast, asks for "such other relief as the court may deem proper."

The organization has another complaint before the court, filed Feb. 8 and seeking a permanent injunction against Capital Transit Co., which owns the vehicles.

Messrs. Martin and Pollak al-ready have asked FCC to designate for public hearing the application of Capital Broadcasting Co. for re-newal of WWDC-FM Washington, Capital outlet for Transit Radio Inc. [BROADCASTING, April 17]. They contend the service is not in "the public interest."
Broadcast Revenues
(Continued from page 21)
$32,100. The 821 which were built before the war averaged $52,000, a 136% drop, while those established since the war averaged $6,700. Expense figures used in compiling this data included the expense of operating FM affiliates but not television expenses.

It was pointed out that the 821 pre-war stations received 94% of the 1949 AM income, while 1,233 built during and since the war shared the remaining 6%.

Network AM revenues (including networks' owned stations) were virtually unchanged—$104.1 million in 1949 compared to $104 million in 1948—while network TV revenues gained $14.4 million for a 1949 total of $192.2 million. The networks' AM income gained 11.3%—probably as a result of economies in network and station operations, FCC authorities observed—reach an aggregate of $10.7 million. Subtracting their $12 million in TV losses, the networks were left with an overall net income estimated at $79.9 million—a 30.1% drop compared to 1948's $113.3 million.

FCC Chairman Wayne Coy, reviewing the figures in his NAB Convention speech in Chicago (see story page 21), pointed out that "for the first time in its history of more than a quarter of a century, aural broadcasting did not contribute all or most of the "new" dollars earned by the industry during the year.

"Most of the new money came from an upstart medium—television," he declared, adding: "AM and FM contributed $18 million of the $48 million of new money, while television contributed $25 million."

Finding no significant TV impact on AM revenues, Mr. Coy pointed out that "virtually unchanged stations in TV communities suffered only a slight decline in revenues (1.8%)," while "in non-TV communities the established stations' revenue was virtually unchanged—an increase of 0.3%.

Mr. Coy cited figures from networks and selected cities in support of his conclusion that "TV has not made significant impact on AM revenues."

"TV," he said, "seems to be attracting new sources of revenue other than increased advertising expenditures by American business or from money herefore spent with other media."

The figures, as asserted, show that television is "still largely supported by its parent, AM," and also that it is "beginning to grow, and is starting to look hopefully for the day when it will be independent of the old man."

Financial data on broadcasting operations in Washington, New York, Chicago, Los Angeles, and Boston were presented by Chairman Coy.

AM BROADCAST SERVICE*
Estimated 1949 Revenues, Expenses and Income

<table>
<thead>
<tr>
<th>Industry</th>
<th>1949 (millions)</th>
<th>1948* (millions)</th>
<th>Percent Change from 1948**</th>
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<tbody>
<tr>
<td>Total Broadcasts</td>
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<tr>
<td>Expenses and Losses</td>
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<td>+ 10.4</td>
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<tr>
<td>Industry Total</td>
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TV BROADCAST SERVICE
Estimated Revenues, Expenses and Income

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<th>Industry</th>
<th>1949 (millions)</th>
<th>1948* (millions)</th>
<th>Percent Change from 1948**</th>
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</thead>
<tbody>
<tr>
<td>Broadcast Income</td>
<td>$81.1</td>
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<td>+ 11.5</td>
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TV BROADCAST SERVICE
Estimated Revenues, Expenses and Income

Convinced of Coverage
EDITOR, BROADCASTING:

... The recent story "Respects, BROADCASTING, Feb. 19" has convinced me, if I had not already been convinced, that everyone reads BROADCASTING. In all truthfulness, I can't see how anyone can make any pretense of being well informed in any phase of broadcasting without being an avid reader of your very excellent publica-

Nielsen's Audimeter
EDITOR, BROADCASTING:

We read with great deal of interest... "Rating Armistice" which appeared in your March 6 edition.

You will be interested to know, I believe, that the word Audimeter, mentioned in your article, refers to A. C. Nielsen Co.'s device which measures radio and television audiences. "Audimeter" is our coined word and is a trademark. As such, it should always be printed with a capital "A."

I am sure the use of "Audimeter" by Mr. Loyd... is simply to call this to your attention because our patent counsel has advised us that we must do this if we want to protect our trademark rights. We are informed that it is fully possible, so could easily result in having our trademark Audimeter transformed into a generic term. ... A. C. Nielsen President A. C. Nielsen Co. Chicago

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Programs-Picture Albums
Printed Promotion-Special Features

If your TV-AM-FM station is using promotional slides sold to produce cash revenue of from $200-$1,000 per week as we have done for over 320 stations from coast to coast during the past 12 years—

Wes, call, or write
Edgar L. Bill — Marve V. Watson
Julian Mantel, Sales Manager

National Radio Personalities
100 Walnut Street
Peoria, Illinois
Telephone 6-4407

Advertising

"Listen to WISN"

Of course, you want MORE AUDIENCE FOR LESS MONEY... Current City Coop-operating prove conclusively that WISN is YOUR BEST RADIO BUY in the entire Milwaukee market!

WISN
5,000 WATTS DAY AND NIGHT
Gaston W. Grignon, General Manager
MILWAUKEE'S CBS OUTLET
REPRESENTED BY THE KATZ AGENCY

April 24, 1950 • Page 39
HEAVY DISPLAYS in the Exhibition Hall at the NAB convention last week in Chicago attracted more interest but less visitors than last year, major exhibitors told Broadcasting. Representatives of radio and television manufacturing firms, however, seemed to prefer the new look of seriousness on convention guests' faces even though the gate was cut down.

Many visitors came back four and five times, exhibitors reported. This was seconded by Arthur Stringer, NAB assistant to the secretary-treasurer, who tabbed 2,064 visitors between 8:45 a.m. and 5 p.m. Sunday, April 18, the day before the Management Conference opened officially. Monday, from 9 until 4, there were 1,860 checked in through the doors by a guard. Mr. Stringer early last week predicted a larger attendance than last year, which was 1,706 over a three-day period (Sunday, Monday, Tuesday).

Lower Level Exhibitors

Nine income exhibitors and one non-income (Broadcast Measurement Bureau of NAB) occupied sections of the 30,000-square-foot hall on the lower level of the hotel. RCA, with tons of AM-FM-TV equipment, rented 2,500 square-feet. It was set in the amount of space occupied by Metropolitan Broadcasting and Broadcast Music Inc., each with 2,000.

Television was the glamour attraction of the show again this year, with RCA, DuMont and General Electric introducing a variety of video equipment. RCA's Vidicon, small video camera with a tube 1-inch in diameter and 6 inches long, absorbed telecasters as it photographed live action directly and through a microscope, with both projected on visual receivers. The portable camera, which weighs only 70 pounds complete with tripod, camera and control monitor, is in the test stage. Thus far its main application is industrial.

The company's new 16mm portable projector, designed for use by small stations for telecasting of commercials at remote sites, weighs 50 pounds and includes two units in addition to the speaker, purchase of which is optional. The device transmits directly to a studio camera also.

RCA also introduced its new super gain antenna with an exhibit of a tower section, on each side by directional elements for variation of a coverage pattern. Addition of other such sections, up to 12, increases radiated power and gives a station regional coverage, a spokesman said. This antenna has been purchased by WCON-TV Atlanta, which will mount it on a 1,063-foot tower, one of the highest in the country.

Studio Monitor Shown

Among the other pieces of equipment were a new, inexpensive studio monitor, which costs about $1,000. Light and utilitarian, it can be mounted into a control rack if necessary. Alongside this were video effects devices, which enable picture combinations, insertions, fades and wipes to help the director. The RCA Genlock permits superimposition of film commercials over remote with simultaneous locking and synchronization of field and studio generators.

DuMont's major innovation was an 8-by-10-inch translucent plastic screen, on which 16mm films are projected via a mirror from the rear, for use as moving backgrounds for live video shows. DuMont has developed the DuMont-Holmes Super Speed Projector, claimed to be the first one which operates fast enough for projection of backgrounds in TV. The same projector can be used for studio work and operates directly into the picture tube. The projector can also relay the film impression to a screen as large as 12-by-15 feet by synchronizing the picture with 60H. Collins Radio Co. exhibited AM and FM transmitters, including its Model 738A, a 10 w FM transmitter for commercial broadcasting. It released an elaborate four-color brochure on the equipment. Among units shown were the power supply box, dual preamplifier, program amplifier, monitor amplifier and the relay unit. Collins plugged its 12Z remote amplifier, which operates on AC or battery, self-contained, has an automatic switchover if the line fails and four input channels.

Raytheon Mfg. Co. introduced two new inter-city TV microwave link equipment pieces, one for fixed installations between TV stations and the other portable for use on remote. The modern number is RTR-1C.

In addition, the company displayed its new console, RCE1, an audio unit designed for TV stations and as a custom AM-FM station equipment installation. Supplemenary to the other TV equipment is the new MTV-12, low-cost station picture monitor with a 12-inch tube.

Eastman Chemical Corp., among its 10th anniversary, exhibited large individual displays featuring hit songs of 27 music publishers. Publisher-members of BMI total 1,300. On display in the center corridor of the Exposition Hall was a “memory book,” signed by hundreds of conventioners in honor of the music companies. Also released a spring-like floral display centering the BMI exhibit were a violinist and accordionist, who entertained visitors throughout the day.

AMP Offerings Displayed

Adjacent to the BMI quarters along the entire east end of the hall were samples of power supplies released by Associated Music Publishers, 22-year-old firm which has operated as its own MAS subsidiary since 1947. Marriott Toy, the associated president and first general manager of BMI, was on hand to outline to guests the extensive project list it offers publishers. The people noted that the biggest single selling point of the equipment was the FM-FM-TV transmitters to TV and UHF relay use and transmission line to tower lighting equipment.

Visitors were invited by SESAC to inspect its catalog of 1,200 bridges, models and themes in 200 categories, and its script service. Portions of the hall were strung with colorful balloons and cardboard cut-outs of rabbits holding real lollipops. Featured recordings include Villa-Lobos, Paul Hindemith, Igor Stravinsky and many classic European writers. Selections in the library represent more than 1,000 years of continuous music publishing.

General Precision Lab displayed its new line of 16mm TV projectors, each operating directly into the image orthicon tube, for use either in a studio, on a remote for commercials, and the like. A studio, connecting with either the iconoscope chain or the orthicon chain. Machine holds 4,000 feet of film, operating 12 minutes, and is controlled remotely. Frequency response is up to 10,000 cycles.

General Precision claims production of the only packaged video recorder thus far, Model VA100. Sample video recordings were exhibited by request every hour during the convention on the “Magical Fifth” floor, where smaller exhibitors displayed their products.

Company also introduced what spokesmen said is the only inverse power law amplifier on the market, a gamma controlling TV mechanism sold separately from the video recorder although used with it.

Not exhibited, but discussed at length because of its speed factor, was the film processor, which develops, washes, dries, washes again, air dries, infra red dries and waxes the film in 40 seconds. It takes slightly less than a minute for the film to be processed from the camera to the projector to the theatre screen for television, and has been used by motion picture theatres.

Dr. Victor J. Andrew, chairman of the board of the Andrew Corporation, personally described the Multi-V FM and TV transmitter antennas. Placed around the display area pointed to the charge of the AM-FM-TV broadcasters using Andrew transmission lines and fittings. Included also was a parabolic antenna for TV relay, one of the new ultra-low loss insulated transmission line for TV and UHF relay use and transmission line to tower lightening equipment.

Learn how to reach... MAIN STREET BUYERS
Where TV does not
Compete for YOUR AUDIENCE
SEE PAGE 87
BROADCASTING • Telecasting
were made by the Trinity Choir of St. Paul's Chapel, New York; The New York Symphony Orchestra, Philharmonic Aeolian Glee Club and the Barbershop Quartet. The script service includes program aids.

Internal and external AM and TV equipment was exhibited by General Electric. One of the features was TT-10-A, a TV transmitter geared for low costs in installation, operation and maintenance. The air-cooled 5 kw low channel model has a low-cost tube complement and low-cost consumption, a spokesman said. GE also introduced its companion piece, a visual demodulator which provides picture and voice from video signals for continuous monitoring. The unit is rack-mounted and has crystal-controlled vestigial-sideband reception.

Studio Setup Shown

Studio setups, also shown, included a block-built console for programming and monitoring and re-designed studio and film camera channels with cables and plugs designed to eliminate interconnecting wiring. Other displays—TV monitors, amplifiers, sync locks, video mixers and control panels.

Broadcast Advertising Bureau as a division of NAB, occupied the only non-income section. Maurice Mitchell, director, and his staff distributed selling aids. Staffers met broadcasters in a booth to explain brochure and film material and to consult on selling problems. The entire exhibit was designed to increase general sales effectiveness among AM and TV broadcasters.

Gates Radio Co. explained and showed operation of its transcription turn-table and console. Flanking the entire section were the BCBQ, an "entirely new" 5 kw transmitter “which increases tube life at one-half tube cost,” the 1 kw transmitter and equipment for the 250 w station.

PHILCO Corp. introduces two new radio receivers. One is portable featuring novel "Magnetec" long-distance aerial, the other, an AM-FM table radio with new double-sensitive circuit.

Competitive Winds

(Continued from page 81)

smoke, to stay out late and even starting to use naughty words.”

He called upon broadcasters and telecasters to remember that their programs go into the homes of their listeners.

“There is no open entrance to the homes of the families that are exposed to the radio programs that are on their sets. It is of the utmost importance therefore that these homes in which the programs are sent must be made worthy of the reception of such programs. The presence of the station in a community must be secure to the public that the station is not a menace to the public welfare.”

He concluded:

“For example, has he made a recent survey to determine if he is truly serving the public? Is he making an affirmative effort to find out what the community needs are and how he can best serve them? Judging from our renewal applications, some stations are operating in a paradise where there are no problems of education, racial understanding, citizenship, health, housing, or recreation. But if then it were a paradise, they would not have senders and receivers. So it must be a desert they are operating in.

...We have one applicant who in- cludes in his modest, nay, minute portion of local live programming his ‘sign-on’ and his ‘sign-off.’

Local Applications

Mr. Coy felt it is “praise- worthy” to carry “an elaborate network documentary on juvenile delinquency, or on housing, or on health.”

“...But, he wanted to know, “what about the broadcaster’s own community. Is he indulging in escapism by ignoring conditions right in his own front yard?”

He called attention to a recent NAB report which held that good programming in itself will not continue to satisfy sponsors and that commercial radio is “founded upon programs which appeal to the listening public and which sell merchandise.” Mr. Coy said his answer was this:

“The American system of broadcast- ing—which is a commercial system, and I repeat that I hope it continues to be and that I know of no one in the government who wants to change that—is not founded simply to appeal to listeners and sell merchandise. This concept completely brushes aside the valuable, the indispensable role in a station’s total program structure of the program that may appeal only to listeners and not to sponsors—of itself I may not sell one penny’s worth of merchandise.”

He cited religious programs and forum discussions of community issues as broadcasting which may not attract sponsors—or may be kept sustaining at the wish of the station—but which are among the “most appealing programs of the schedule” from the public’s standpoint.

Such programs, he said, “play a stellar role in keeping listeners in the habit of looking to their radio set for the most significant and most vital events of the day. Sponsored programs owe as much to them as they owe to sponsored programs. And that points up why a broadcaster cannot serve the public interest unless he has at his command a reasonable amount of sustaining time to allocate to such programs.”

He reported “a growing revulsion against lapses of good taste and against excessive and indiscriminate crime and horror programming.” If crime programs do not pay in terms of what they do to promote suppression of juvenile delinquency, he observed, “then they do not pay in terms of radio’s future as an institution for community betterment.”

If a broadcaster is in doubt about the effect of his practices upon the community, Mr. Coy suggested he turn to, “of all people,” his public.

On the handling of controversial issues, he pointed out that the licensee is “a trustee for all the people with many divergent viewpoints. So the standard must be fairness to all such viewpoints.”

He emphasized what the Commission had pointed out in its letter to WBIX New York “interpreting” the Mayflower Decision—if a broadcaster editorializes he must do more than “sit in his office and wait for someone to show up and demand time to present the other side.”

“It is up to him,” he said, “to pick up the telephone or to put on his hat and coat and go out and make a conscientious effort to enlist some responsible representative of the other side.” The broadcaster might, he added, use his broadcast facilities to invite the presentation of differing viewpoints.

Chairman Coy told his listeners that broadcasting “has a great role to play” in national security, where “our first line of defense is an informed people who will act instantly and unitedly in any crisis.

“The service that broadcasting can render has a high survival value in these troubled times. As we face the latter half of the Twentieth Century, no group in our society has greater power or potentialities for building and guarding America than you American broadcasters.”
FCC's alternative proposals on the Justice Dept. bill designed to curb broadcast, telecast and other interstate transmission of gambling information is expected to command top attention of a Senate subcommittee meeting for a second week on Capitol Hill.

Sessions are expected to resume early this week—either today (Monday) or tomorrow. FCC Chairman Wayne G. Cooper appears last week as scheduled. He may present the Commission's views to the Senate Interstate & Foreign Commerce communications subcommittee sometime this week, although no arrangements had been set late Wednesday.

In addition, it was believed that members of the radio and television industry also would offer further comments as the hearings progress, though again no schedule was revealed.

The subcommittee, headed by Sen. Estes Kefauver (D-Tenn). is eliciting views on a bill (S 3358) introduced by Sen. Edwin C. Johnson (D-Colo.) "by request" of the Senate data, the attorney-general, the study. (Neither Senator Johnson nor FCC has expressed favor for the legislation.) Last Monday, the group heard Senator General J. Howard McGrath and two other Justice Dept. officials.

At the same time the Senate Democratic Policy Committee cut props from under a similar but broader study of organized crime by refusing to take up a resolution by Sen. Estes Kefauver (D-Tenn.). Plan would set up a joint committee comprising two members from the Senate Commerce Committee and three from the Senate Judiciary group.

A dispute over jurisdiction of the respective committees arose last week when Sen. Howard Capenart (R-Ind.), pointed out that the Senate Commerce subcommittee already had begun hearings. He also suggested that the Commerce committee, under the Kefauver proposal, be expanded to 11 members, six of them from the Commerce group.

Senator Kefauver asserted that if his original resolution had been adopted two weeks ago, the Judiciary Committee would be exploring the same ground at present. He urged consolidation of the hearings, conceding that the Commerce subcommittee will have "a great deal of information which will be of value to the special committee when it gets started."

FCC Chairman Coy is expected to present an FCC draft, already passed on to the Justice Dept., which would make the output of broadcast telecast common carrier transmission of gambling information dealing with bets, wagers, odds and prices paid. FCC would impose no new restrictions but merely require it a diminution of horse races, and would also levy no prohibition against broadcasts or telecasts of sports events (Bill S 3358, April 17).

The Justice Dept. bill would outlaw interstate transmission of gambling data on sports events." the spokesman for the hearing, said after the runs are made, and permit limited stations and networks to one horse race broadcast per day.

Generally, too, the Commission feels the Justice Dept. measure is too general, all-inclusive and complicated, and would increase FCC's administrative burden.

The FCC bill also would set up provisions for similar lottery statutes enforceable under the Criminal code incorporating criminal sanctions against stations which would violate the provisions of the legislation, it was understood.

Legality Questionable

The FCC version is expected to elicit careful attention of legislators and the Justice Dept. itself, whose officials reportedly are not too hopeful of the legal scope of the bill as it stands now. Attorney General McGrath last Monday told the subcommittee:

"If there is not simple precise formula, resting upon a demonstrable factual basis as a solution for the illegal transmission problems, without undue interference with press and radio, I am more than willing to join in supporting it." He said his "mind is open" on the question of criminal penalties.

Senator McFarland announced, at the opening of the Monday session, that "if we postpone hearings we would, in effect, kill the bill. The Senate is awaiting the Senate committee to hold hearings."

Also heard were James M. McNerney, assistant attorney general, Criminal Div., Justice Dept., and Herzel Plaine, of the solicitor's office.

Sitting in on the Monday session, in addition to Senator McFarland, were Sens. Lester C. Hunt (D-Wyo.), Johnson, Capenart, and Kefauver.

In his statement to the subcommittee, the Attorney General asserted "it is quite evident that the money-making operations of gambling are completely intertwined with communication systems of this country . . . and to deny the use of the facilities of interstate communication to the organized gambling fraternity would be a knockout blow to their operations."

Attorney General McGrath noted, however, that information on horse races and sports events considered essential to bookmakers and gamblers is "equally legitimate news to which the public is entitled by means of the usual press and radio dissemination." The importance of maintaining the constitutional guarantee of press freedom must be fully taken into account in evolving any legislation, he cautioned. Such a "guard" is clearly provided in the bill, he felt.

With respect to the proposed hour time lag in broadcasts following conclusion of the race, the Justice Dept. official said it was peculiar only to horse races and is "necessary in order to frustrate its illegitimate use, but without destroying its value or currency as news to the general non-gambling public. We feel that only the gambling interests, or those who stand to gain from the relationship of such broadcasts to gambling, will be hurt or complaisant...

"Let anyone raise the charge that the brief time lag proposed for the broadcast is censorship of the radio or television," Attorney General McGrath observed, "may I hasten to point out that since 1934 Congress has flahily prohibited, not merely delayed for an hour, the radio broadcasting of information concerning lotteries, which is a form of gambling with some wider commercial implications than horse racing.

...There is no limitation whatsoever on broadcasting information concerning all other sporting events. In total, the safeguards for the press, for the press services, and for radio and television broadcasting, are specific, detailed and complete," he emphasized.

Expressing belief that the broadcast phase was the lesser "significant" in this problem, the Attorney General conceded that his Crime Conference, whose meetings last February similarly as to the legislation, found difficulty in defining "gambling information." But he added:

...Ultimate use for printed news publication or radio or television broadcasting is regarded as good; any other use is presumed to be bad, unless it can be shown that such other use is not in circumvention of the purposes of the bill." Sports news is transmitted by communications for either of two purposes—as legitimate news or for gambling—he noted.

Senator Capenart asked whether it is not true that the proposed bill puts the "burden of proof" on radio station licensees or communications carriers. Mr. McGrath agreed but said a licensee would be subject to FCC action only if "after it has been called to the licensee's attention, he repeats the practices."

Bill's Provisions Explained

In the afternoon session, Messrs. McNerney and Plaine explained provisions of the bill and said it is based on the premise that gamblers need communications and that enforcement still would lie with state authorities.

Queried by Senator Capenart, Mr. McNerney said radio and television stations would "know whether they are violating the law from the very nature of the information as defined in the bill." In further reply, he felt that placing liability on both sender and receiver of such information would be "bad"—would throw the federal government into state domain "on both feet."

The Indiana Republican suggested that "might be better than imposing the responsibility on radio companies."

Mr. McNerney revealed to the congressional group that the Justice Dept. had considered an alternate provision defining gambling explicitly as data covering odds, wagers, etc. Such a provision, he added, would not prohibit radio-TV broadcasts.

For instance, he elaborated, winners could be announced on either media "without odds". Mr. McNerney thought that "maybe the committee could satisfy itself" on this alternate suggestion.

SPEAKERS' TABLE guests at the opening luncheon of the NAB Convention last Monday included (l to r) Chat Thomas, general manager KXOK St. Louis; William Hedges, vice president in charge of planning and development for NBC; Sidney Kaye, vice president, Broadcast Music Inc., and John Elmer, president and commercial manager of WCBM Baltimore.

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

We GRD Grand Rapids, Michigan

Page 62  April 24, 1950
Big Show Costs Blinding
You to the Facts?

See Daylight
with Du Mont
Daytime
Television

Now you can have T-E-L-E-V-I-S-I-O-N at rates
you can afford. In fact, D.D.T. (that’s Du Mont Daytime Television)
gives you so much sales power per penny,
you can’t afford to do without it. Make us prove it.
Network or local—time and talent are modest—results are big.
We thought it up. We can make it work. For You.

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What's New in Television? Take a Look at WPTZ!

On The Air Three Weeks . . . 

Average Rating - 27.1!

"Hollywood Playhouse", WPTZ's full length daily feature picture, had been on the air just three weeks when the first American Research Bureau survey was made. Preliminary reports from ARB show the program pulling down an average rating of 27.1. This means that better than one-quarter of the 435,000 television equipped homes in Philadelphia are tuned to "Hollywood Playhouse" every day!

What makes this terrific record even more eye-opening is the fact that WPTZ's entire afternoon schedule also is only three weeks old and breaking established competition.

"Hollywood Playhouse" is now sold out! However, the waiting list is forming at the right with a few availabilities scheduled to open up the middle of May.

If you're interested in participating in WPTZ's new 6-for-1 "Hollywood Playhouse" package, drop us a line here at WPTZ or see your NBC Spot Sales Representative. Don't delay; it's already later than anyone thought!

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.
Telephone: LOcust 4-2244

WPTZ FIRST IN TELEVISION IN PHILADELPHIA NBC
TV MUST SELL

ADVERTISERS no longer are using television "just to get their feet wet." They pay off TV "only to get merchandising results."

Marion Harper Jr., president of McCann-Erickson, voiced this opinion Wednesday at the closing session of the NAB convention. He declared:

"Just as any medium that is regarded as a major advertising medium, TV must pay off in—(1) proved ability to take its place as a major medium in consumer regard; (2) ability to provide sufficient coverage to support mass-produced and consumed package items and to be marketable, and (3) ability to accomplish specific advertising and marketing objectives."

He urged stations and media owners to "provide adequate descriptive data on the medium in relation to the market and collect result data on successful local use of TV."

Cites Sales Increase

Showing TV's net gain in audience on a series of slides—ill based on McCann-Erickson's 23 TV-using and AM-using clients—Mr. Harper reported that sales of products in four TV markets, as compared to sales in 20 TV markets, are up from 19 to 37%.

"But in spite of this increase, television did not pay off for these advertisers the first year due to costs," he said. "It is to be expected that TV will pay off in its second year if it holds the business and continues getting new business at the same rate."

The McCann-Erickson president disclosed that a recent contest for an agency-handled beer account had drawn 49,700 entries in six weeks, in a market with 52,000 receivers, at a cost of 1 cent per entry.

Jim Moran, head of Courtesy Motors, Chicago, and John M. Outler Jr., WSB-TV Atlanta, represented the advertiser and station, respectively, on the subject, "The profit motive in TV."

Relating the story of how his Hudson dealership had risen from "2,000th to first place" in the nation for TV, Mr. Moran asserted he entered the medium "to regain public confidence."

"And since buying TV, I wouldn't spend 10c on radio," he added.

The "Courtesy Man" told how the offer of 50 toy Hudson autos on one TV program brought 12 police squads to his establishment the next day to handle traffic. Street parking was piled up for two miles, he recalled.

Mr. Moran recommended "being honest with the public—giving them everything you promise to give." His total TV expenditure by top 1950 will be $350,000, he said. He is opposed to long commercials and looks forward to the day when Courtesy will program without them, believing that "the public likes it better this way."

Mr. Outler noted that it was an "interesting commentary on the system of free enterprise that the money paid for TV pioneering should have been spent deliberately and with measured intent." He suggested telecasters begin with the "natural premise of profit to the customer—then the approach would be easier."

"The advertiser is going to buy only so long as the price is right and he gets acceptable return for his dollar," said WSB-TV's manager. "There's a lot of romance selling in the earlier days of a station's life, but inevitably comes the day when the honeymoon fades and the man wants his money's worth."

Video Must Hold

He reminded the delegates that "the whole trick in profit is in circulation—and your audience won't stay with you very long, after they've grown used to TV in the home, if your programs are mediocre."

"The general experience has been that set population grows faster when there is a balanced program ratio which includes a network service—and locally produced shows," he continued. "Locally produced shows, however, exact a heavy toll on personnel. So it's a decision that must be made—and Mr. Outler recommended that the fullest usage be made of the time and efforts of intelligent personnel—"or there's waste and extravagance that keeps mounting with each additional hour or each additional program."

Concluding the TV phase of the convention, Mr. Harper warned to Robert C. Tait, president of Stromberg-Carlson, licensee of WHAM-TV Rochester, N. Y., that programming standards of good taste, acceptance and decency must be developed quickly as a safeguard against criticism and possible future government regulation.

"Mr. Tait noted that some criticism already is evident among "professional do-gooders." "This cannot be ignored," he said, "since television enters the living room, with the benefit of mass psychology. Television must become more and more intimate. There is an intimacy here that we must guard jealously."

He noted that the trend of TV (Continued on Telecasting 18)

GRID TELECASTS

LIVE TELECASTS of Big Ten football games were banned for "at least one year" last week when athletic directors of the Intercollegiate Conference meeting in Chicago termed TV "adverse" to gate attendance. Such action by the directors, forecast periodically as coaches complained of declining TV set population, may set a precedent for other college and university groups, also members of the National Collegiate Athletic Assn., and was extended to include other sports.

Although official decision is not expected for many weeks, Pacific Coast Conference as a group or its member colleges as individuals, are expected to follow the Big Ten's action in banning live telecasting of football games in the West.

"Almost unanimous agreement" for banning live telecasts of regular football games was reached by the Big Ten directors in a two-day conference April 15 and 16 at Chicago's LaSalle Hotel. At that time, men from Michigan State, Ohio State, Illinois, Indiana, Iowa, Michigan, Minnesota, Northwestern, Purdue and Wisconsin discussed all angles of the telecasting of college athletics with non-Conference representatives from Pittsburgh, Notre Dame, South Carolina and Marquette. In addition, the NCAA sent its three-man TV study committee.

That group, headed by Tom Hamilton of Pittsburgh, is making a survey on the same subject for reference to the NCAA convention in Dallas next January. At its convention this year, NCAA members voted to limit contracts for live TV to one year.

Film Approval

Western Conference Schools next season, although refusing to permit simultaneous telecasts, will allow complete films of the games to be shown after 6 p.m. the following day (usually Sunday). Post-game film highlights on film have also been approved.

Conference agreed almost unanimously that: (1) TV telecasts will have an adverse effect on attendance, affecting the contest being televised as well as other contests in the reception area. (2) TV does have a possible public relations influence, including the live telecast, the post-game film and high-light films. (3) The TV rights, particularly for football, is variable and debatable. The so-called "meter" plan (Phasevision or some similar system) for set owners might, in the future, be a solution for determining the true values of these rights. (4) Both Conference and non-Conference institutions conclude that live telecasting of football games will be more harmful than helpful to college athletics in general and college football in particular.

(5) Football coaches have an equity in TV, in considering scouting responsibilities, and visiting institutions have an equity in TV inasmuch as it is agreed TV will have an adverse effect on attendance.

(6) Institutions do have a definite obligation and responsibility to neighboring and sister institutions because, in the final analysis, institutions are completely dependent upon each other in the conduct of intercollegiate athletics.

Fritz Cisler of Michigan, chair (Continued on Telecasting 17)
Telefile:

Crosley's Pioneering WLWT Passes Two-Year Milestone

JUST as Cincinnati's TV receiver circulation has risen from a scant 100 sets in mid-1947 to a reported 106,000, so has Crosley Broadcasting Corp.'s WLWT (TV) grown in stature as the city's pioneer television outlet.

Last week Crosley officials drew second breath and scanned its passing TV parade since April 18-23, 1948, when WLWT held a week-long open house to commemorate the grand opening of its studios.

Actually, the WLWT story has been 13 years in the making—years of painstaking experimentation and development which hark back to April 1937 when AM-grounded engineers, under R. J. Rockwell, began developing equipment necessary for getting a TV signal on the air.

The result of their collective labor was a transmitter, three cameras and miscellaneous equipment vital to getting experimental outlet W8XCT in working order. Two of the three iconoscope cameras built then are in use now for films and slides at Crosley's WLWD (TV) Dayton; the other was loaned to Dr. Allen B. DuMont for his early video work, according to Crosley engineers.

T-Day

T-Day officially came to the Queen City on Feb. 15, 1948. And when WLWT celebrated its second birthday anniversary two months ago, Crosley officials proudly cited it as another demonstration that, just as AM parent WLW had served as the "cradle of stars," too, could WLWT lay claim to some spectacular TV developments in the Buckeye State.

Behind this initial development and laying of the groundwork for WLWT's role in an all-Ohio TV network lay extensive and far-seeing planning by two of radio's most prominent personalities—James D. Shouse, chairman of the board, and Robert E. Dunville, president of Crosley Broadcasting Corp.—and an original investment of approximately $700,000.

Under their deft supervision, the station has devised a programming balance designed to hold regional as well as local interest. Heading up that job is John T. Murphy, the company's director of television operations.

Others who devote their time and efforts to the day-to-day problems of putting WLWT on the air include Lin Mason, WLWT program director, and Bernard Barth, program coordinator for the three Crosley video operations.

In its two years plus of operation, WLWT has celebrated a number of milepostes, starting with T-Day in February 1948 when the station featured a special video show and live excerpts from its current AM teleminded shows. A week earlier, call letters had been changed from W8XCT to WLWT.

* * *

STILL another occasion for rejoicing was a special network telecast, NBC Salutes WLWT Television, which highlighted the inaugural of coaxial cable service to Crosley's three TV outlets—WLWD WLWT and WLWC (TV) Columbus—last Sept. 25.

Crosley's own three-station Ohio network involves a complex system of interconnection facilities enabling WLWT programs to be received and rebroadcast by the Dayton and Columbus outlets. Both microwave and coax transmissions are used.

In addition to network service, the Crosley outlet currently is programming approximately 40 hours of "live" studio features each week. Total weekly programming comes to 66 hours and 36 minutes.

A cross section of its originated programs reveals a schedule of weekly hour-long program under sponsorship of the Bavarian Brewing Co. The program, using rural talent, has achieved recognition, not only for its entertainment value, but also as a vehicle for home brew, barn dances, education in the arts, etc., and it has worked out to the advertiser's advantage. Twenty months with the same sponsor—"in view of TV's high costs—must be reckoned noteworthy.

* * *

OTHER shows include General Store, a comedy telecast which has attracted sponsors from its inception six months ago with ad-lib routines between two not-so-bright residents of a small backwoods town, and Melody Showcase, sponsored by Crosley distributors.

There are also two new shows: WLWT logs, program has drawn acclaim for its production numbers and stage effects; and the Atlanta-based Smith Bros. has a good going with a show favorably with similar network telecasts.

Beck Show

Homemakers receive help from Catherine Beck on Magic Tele-Kitchen, the first daily feature originated in WLWT's Mt. Olympus studios. Its selling power has been demonstrated by numerous examples, a one-minute spot an- nouncement for a Juiling meat recipe book flooded the station and calls within 30 minutes after the show signed off. Sponsor acknowledged receipt of 280 replies at his place of business.

Similarly, a local contractor found that chiseling the pros and buyers the telecast in his office resulted in 95% specifying Kelvi- nator equipment (that used on the Kitchen Club, former title for Beck's set) in little homes.

These results appear typical of shows on WLWT's entire after- noon schedule started last September when daily telecasting of the Crosley Cincinnati-Dayton-Columbus circuit were first offered for as 20- and 40-minute time segments.

Rates have increased since May 1948, three months after it began commercial operation, when WLWT, which has set itself a profitable pattern with 36% of a 30-hour week sold.

Present rate card lists Class A time during any day (Sunday) at $250 per hour, $280 for 40 minutes, $210 for 30 minutes, $175 for 20 minutes, $140 for 10 minutes, $125 for 5 minutes, $90 for five seconds and $45 for one minute. Class B time ranges from $210 per hour and $130 per half-hour to $70 for 15 minutes and $20 per minute spot. Class C time: One hour, $75; 40 minutes, $140; 30 minutes, $105; 20 minutes, $87.50; 15 minutes, $70; 10 minutes, $62.50; 5 minutes, $48; 1 minute (or less), $20.

V ISITORS who converged on studies of the Queen City's first commercial television station two years ago glimpsed the finest examples of近代 two Gebäuded in the studio, measuring 50 ft. x 75 ft. x 35 ft. and 30 ft. x 60 ft. x 15 ft. and located on the first floor of the four-story building; two RCA studio cameras; three field cameras for the mobile unit (two of which now supplement the studio equipment); four film facilities as two 16mm, two 16mm, one 8mm, two slide projectors, two film cameras, one Houston film projector and one aurion film camera.

The latter is a converted, air-conditioned 32-passenger ACF-Brill Motor bus, carrying 1,500 feet of cable, two sets of portable microphones and all other studio equipment needed for early programming of WLWT and figured prominently in several TV "firsts," including the telecast of a Cincinnati Symphony Orchestra concert with Jose Iturbi in April 1948—two months after the station.
aired its first commercial program.

Other notable firsts include the TV debut of Boston Blackie in August 1948; one of the first paid political telecasts, with Alben Barkley and local Democratic leaders in November 1948; and a pick-up from under the Big Top of the Cole Bros. circus, among others.

Commercially, WLWT premiered the Flash-O-Graph, now widely used for newscasts, in connection with a commercial for Dodge Dealers of Greater Cincinnati. Station also pioneered in the method of presenting a sponsor's message during a football or other sports program without interfering with the progress of the event.

Stress Sports

Cincinnatians like their sports about as well as 3.2, and the Crosley outlet probably has placed as much emphasis on sports as any other of the 103 TV stations on the air today. And sports figured in another first for the station when WLWT's telecast of the Carthage Fair Harness races played a part in a successful Stratovision transmission of a program to the East Coast.

Other sports telecast by WLWT have included horse racing, bowling, billiards, boxing, wrestling, basketball, baseball, table tennis, an ice show and midget auto racing. Under Vernon (Red) Thornburgh, who was named sports director by Mr. Shouse in September 1947, W8XCT telecast the first major league baseball game in Ohio involving the Cincinnati Reds. Station telecast Reds games during the 1948 season.

A telecast of the Golden Gloves boxing tournament in February 1948 seems to have indicated even at that early date, that box office proceeds do not necessarily suffer adversely from coverage by television. Attendance totaled twice as many as the previous year when the matches were available only to sports fans at the actual scene of the event.

Today WLWT carries such sports events as wrestling from Dayton (through WLWD) and boxing from New York's Madison Square Garden (NBC-TV).

WHILE its application was pending before FCC in April 1939, Crosley Broadcasting Corp., leased the 48th floor of Carew Tower, Cincinnati's claim to skyscraper fame, and gave the first Ohio demonstration of television over a closed circuit—with equipment designed and constructed in Crosley's Broadcast Engineering Labs. Observers didn't think it too successful.

But two years later in April, after continued improvement of equipment was interrupted by the war, another demonstration provided good air transmission and reception. Then Crosley engineers transferred to the company's manufacturing plant to work on war projects.

The government authorized test transmissions in May 1946 and 14 months later W8XCT embarked on a regular one hour weekly program schedule. Its officials, with eyes on future acceptance of video, set forth to awaken public interest without overrating "things to come."

Public Service

Enthusiastically they focused cameras on every phase of public life—religious services, bridge games, swimming exhibitions, baseball, football and even programs based on popular parlor games. Fewer than 100 screens in the Cincinnati area received the fave—but programming jumped from 3½ hours in August to a 20-hour week by the end of 1947.

The Crosley outlet was granted its commercial license in January 1948, but the first sponsored program was not telecast until Febru-

ary. Wiedemann Brewing Co., always a leading advertiser, picked up the tab for the Golden Gloves boxing tournament and a department store followed suit with Luncheon at the Sinton. The advertiser, H. & S. Pogue, is still buying time with the station.

IN March, its new type high-gain antenna completed, WLWT became the most powerful in the world, operating on a power equivalent to 50 kw and reaching an area within a 50-mile radius of Cincinnati. The five-bay turnstile antenna weighs three tons, measures 85 feet and its top towers 571 feet above the ground. Completion of the antenna climax'd another phase of WLWT operations.

Programs 40 Hours Live

WLWT studios and tower are set high above Cincinnati's business district and belies the busy activity which provides approximately 40 hours of "live" programming weekly for Queen City viewers, in addition to network service. Site has become known as Mt. Olympus.

Although company engineers have to describe it as "freak reception," WLWT's signal since the early days of programming has been received repeatedly in distant spots normally beyond the station's coverage area. Reports of reception have flowed in from such states as Iowa, Minnesota, Florida, Texas and Tennessee, as well as from points within Ohio—ranging from 100 to 200 miles from Cincinnati.

Crosley engineers have offered their own pet theory for such a phenomenon—ionized air layers and wave guide effects, with stratified air guiding the WLWT signal to such faraway places. In any event, they caution letter-writers in far away places not to expect "regular, dependable service from WLWT."

TYPICAL of WLWT production numbers winning widespread acclaim is this setup of lights, cameras and settings for station's weekly Melody Showcase featuring variety acts. Sponsored by Crosley distributers, the program is a relative newcomer on WLWT's schedule and illustrates use of stage effects in its local studio programming.

WLWT's role as affiliate of the NBC-TY Network and as the key outlet of the all-Crosley, three-station Ohio link, comprising outlets in Cincinnati, Columbus and Dayton, was planned by two Crosley Broadcasting Corp. officials—James D. Shouse (seated), chairman of the board, and President Robert E. Dunville. WLWC Columbus and WLWD Dayton also are owned by the company, and participate regularly in exchange of programs among the three outlets.
CONTRACT Mutual's entry into the television network field, MBS President Frank White announced last week that Mutual will make its key TV stations available for network advertisers who wish to teleteach their programs.

The announcement followed the annual meeting of Mutual stockholders, held April 15 amid growing reports that MBS authorities are looking to unite TV network operations along the lines of the Mutual AM network, when more TV stations become available.

Detailed plans for overall TV service will be announced shortly, the network said.

Mutual network advertisers, it was announced, will be able to teleteach programs over Mutual stockholders' key TV stations—WOR-TV New York, WGN-TV Chicago, WNBC-TV New York, WORIC (TV) Washington and KTSF Los Angeles. More than half of all television sets now in use are concentrated in these market areas, it was pointed out.

Authorities said it was anticipated that same telecasting service eventually will be extended to Mutual affiliates which operate television stations.

The network's stockholders meanwhile re-elected all officers and directors, and the directors in a special surprise session approved an increased budget to expand Mutual's programming and promotional activities. The network currently numbers 1,400 stations.

President White also announced that the directors "have authorized me to say that no offers for the purchase of the Mutual network are being either entertained or sought." There have been recurrent reports that Mutual might be sold.

Mutual would be the fifth television network, joining the ranks of NBC, CBS, ABC and DuMont. A clue to Mutual's possible tack on television had been reported indirectly a week earlier in an FCC hearing on intercity television facilities (see story below).

William H. Watts, New York Mutual vice president and manager of Western Union, testified on interviews with networks on their possible use of Western Union facilities, asked J. R. Poppele, Mutual board member and WOR vice president and chief engineer, about the TV network plans of "WOR or Mutual..."

"Mr. Poppele stated that...they plan to eventually expand on a national basis when the FCC authorizes additional stations, and it is expected those stations will largely parallel the present Mutual network," Mr. Watts testified.

He said Mr. Poppele thought improved service and more economical rates would result if Western Union entered the network facilities field as a competitor of AT&T. Western Union has a reversible channel between New York and Philadelphia but its use has been limited by AT&T's refusal to interconnect telephone company facilities with it. The FCC hearing is to determine whether AT&T should be required to interconnect with Western Union links, as it has been required to do in the case of privately owned facilities.

Western Union Order

Mr. Watts quoted the WOR executive as saying that if Western Union could prove service was more economical AT&T's interconnection ban and should offer "microwave service on the basis of quality of service and price advantage," then Western Union "would be reasonably assured of an order from WOR for facilities, at least in the beginning, to such key positions as Washington, Boston, Pittsburgh and Chicago."

In the stockholders' voting, President White was re-elected along with T. C. Streibelt of WOR board chairman and Thomas F. O'Neill of Yankee Network as vice chairman.

Other Mutual officers re-elected were: A. N. Hilt, vice president in charge of sales; William H. Feshibehr, Jr., vice president in charge of programs; A. A. Schecher, vice president in charge of news, special events and publicity; Robert B. Donnelly, vice president in charge of advertising, research and promotion; and M. Johnson, vice president in charge of station relations and advertising.


MUTUAL ENTERS TV NETWORKING Plans Along AM Line

OPENING date of regular programming by WJM-TV Lansing, Mich., is set for May 1, according to Harold F. Gross, president and general manager of WJM (Casting April 10). WJM-TV is owned and operated by WJM Inc.

Station has been on test pattern since March 17. Plans are to house the station in a modern 3BC TV plant and when possible WJM-TV will add various local shows to its daily schedule of network and film programs. Network broadcasts are to be beamed by microwave from Detroit to transmitting equipment at Milford, Mich.

WJM-TV also becomes the 30th interconnected affiliate of NBC-TV. Contract for the network affiliation was arranged by Sheldon B. Hickox of NBC station relations, and Mr. Gross. Station also is affiliated with CBS-TV and ABC-TV.

Opening of Mutual TV

INTERCITY network television facilities may interlock from coast-to-coast as soon as 1951. This report confirms earlier informal estimates of a probable completion date [TELECASTING, March 27].

The hopeful but tentative timetable was charted last week by the acting chief of the Long Lines Dept. of American Telephone & Telegraph Co., in his detailed testimony etched before the FCC during hearings held in Washington on April 14. They resume on May 1.

During the sessions which probed the question of interconnecting the facilities of the Bell System and Western Union Telephone Co., Mr. Cowan filled in spaces as to possible additions to the Bell System intercity TV network to be made in 1951. He also discussed tie-ins in the planning, provision and operation of such networks.

Outlines Plan

In the 1951 network program now under consideration, Mr. Cowan said, Bell System intercity network facilities would total about 24,000 miles of channels by the end of next year. At that time, Mr. Cowan roughly estimated that the network would comprise about 50,000 miles of radio relay and about 5,000 miles of coaxial cable. This would enlarge the network (which is expected to provide about 15,000 miles of facilities at the end of this year) by some 8,000 miles in 1951, about 5,000 miles of the additional channels being in radio relay and about 2,500 miles in coaxial cable.

The linking of the East and West Coasts by these network facilities may be included in the 1951 program, Mr. Cowan testified. He remarked that it is difficult to be absolutely precise this far in advance of a construction plan of such magnitude, and that the network might not be completed until 1952. However, even if the project were delayed, he conjectured that possibly the coast-to-coast link would be finished by the spring of that year.

Mr. Cowan said that Bell System plans contemplate extending the network by the construction of two radio relay channels between Omaha and San Francisco, one in each direction. At first these facilities would be equipped for telephone purposes, he said, but television channels would be made available if there were commercial demand for them.

The tentative 1951 Bell System television network program also includes an extension to Miami and the linking of Binghamton, N. Y. Other channels would be formulated relating to the addition of channels on various portions of the network as it will stand at the end of this year.

In addition to the link to the west coast, other possible extensions by means of radio relay in 1951 would be: One new channel from New York to Chicago; one additional channel southbound from Detroit to Toledo; one eastbound channel from Omaha to Chicago and one westbound between Des Moines and Omaha. The connection with Binghamton, N. Y., would be made by an extension from the present network either from Syracuse or New York City.

Southern Link

Extensions by means of coaxial cable to the Bell System television network would include the equipping for television purposes of a channel extending from Memphis to Birmingham, and eastward on to Atlanta. A second channel—in addition to the one to be equipped for television from Charlotte, N. C., to Jacksonville—would be similarly equipped in 1951. A single coaxial cable also would be equipped for television between Jacksonville and Miami, so that the latter city can be added to the network. An additional channel—on a westbound channel would be equipped for television from Toledo to Dayton.

Earlier in the proceedings on the interconnection issue, which continued all week after sessions resumed before the FCC on April 10, M. G. Wallace, eastern area commercial manager of the Long Lines Dept., told representatives of customers using Bell System interconnection services (Continued on Telecasting 16)
COLOR HEARING SPEEDUP

Lag Feared

REHASHING of old familiar controversies—plus introduction of some new conflicts between principal color TV proponents, RCA and CBS—marked the third week of cross-examination in FCC's color hearing last week.

Concern that the now over-drawn proceeding could lapse into a mere battle of words was evidenced by the Commission's 23rd day when it delayed start of the week's hearings while it met in special session to consider the color TV situation. Although no report was made concerning the brief meeting, it was understood hearing procedure and scheduling of witnesses topped the agenda in an effort to wind up the color phase as soon as possible without trimming off vital evidence.

FCC Chairman Wayne Coy delayed his departure to the NAB convention en route to New York City to attend the meeting and it was understood Comr. George E. Sterling cancelled entirely his plans to attend the convention because of the hearing situation.

Highlights of last week's hearing through Wednesday included:

- Efforts by RCA counsel in cross-examination of CBS witnesses that the color policy of CBS has been inconsistent and that its management policy has conflicted with the firm's own engineering policies were underscored by the meeting.
- Observation by CBS President Frank Stanton that his stand for non-compulsion in color set making and telecasting has been "somewhat shaken" by earlier testimony of certain manufacturing witnesses. But he indicated he believed competition would force reluctant firms to cooperate in set production if the CBS system were adopted.
- Testimony by Dr. Stanton that if manufacturers, however, did refuse to make sets capable of receiving CBS color, the network might interest a group of businessmen to form a new firm for that purpose. CBS would not put money into it, he indicated.
- Re-affirmation by Dr. Peter C. Goldmark, inventor of the CBS color system, that he didn't believe RCA's color system could be further improved and hence it not be field tested. He believed RCA's picture quality had about reached its ultimate and was just "tolerable."

CBS Witnesses

Earlier it had been presumed that Brig. Gen. David Sarnoff, RCA board chairman, or RCA President Frank Folson would appear last week to testify on RCA's plans to make CBS-type sets if that system were approved. But since Gen. Sarnoff was unable to attend because of other commitments, CBS and other witnesses were called for cross-examination. Gen. Sarnoff now is slated to appear May 3.

His testimony was requested by FCC counsel, Harry Plotkin, when Dr. Elmer W. Engeaton, RCA Labs vice president, told FCC his firm hadn't decided whether or not it would make sets capable of receiving CBS signals [TELECasting, April 17].

FCC has indicated it is very concerned over the issue of set makers' cooperation and possible need for compulsion should any non-compatible system such as CBS be adopted. The Commission has said it will "go down the line" of witnesses and question them on all aspects of this matter. Of the hearings is expected to continue pursuit of its inquiry into patent matters with those witnesses where the patent issue is pertinent.

The color hearing continues Tuesday (April 25) in Washington and on Wednesday will move to New York for the record demonstration of CBS' new technique of dot interlacing. Further sessions then are scheduled May 1-5, when it's now hoped nearly all examination will be concluded except for the Color Television Inc. demonstration of its system on the West Coast.

Cross-examination of Dr. Stanton was begun Monday morning by Dr. John T. Cahill, RCA counsel and board member, who is senior partner in the New York law firm of Cahill, Gordon, Zachry & Reindel.

Dr. Cahill observed Dr. Goldmark earlier had testified he felt the RCA system could not be improved and asked the witness if he agreed with this statement. Dr. Stanton replied Dr. Goldmark's statement was engineering testimony and that as a layman he couldn't disagree with it. Asked if he had noted improvement in RCA's picture at the Laurel demonstration in February, Dr. Stanton replied affirmatively but added the first RCA color pictures last fall "didn't qualify as pictures."

Mr. Cahill reviewed CBS management policy during the past 10 years. Dr. Stanton, who took active management in 1946, affirmed the company policy always had been based on engineering facts and advice and that the latter has never been made to accommodate policy. Dr. Cahill indicated he had been promised originally to FCC as CBS policy in 1946 by Paul Kesten, at that time executive vice president of CBS and then retained as a consultant at an annual retainer of $25,000.

Stanton Recommendation

Dr. Stanton told Mr. Cahill he was aware when he recommended the CBS system for adoption that it had 45% less horizontal and 23% less vertical resolution than existing monochrome, as admitted by Dr. Goldmark during the hearing. He indicated the public doesn't see just resolution when it looks at a picture, however.

The RCA counsel proceeded to observe Mr. Kesten in 1941 told FCC the 441 line, 60 field TV standards then proposed by the RCA Mfrs. Assn. were "twice as good as anything" because of development potentials, and that Adrian Murphy, now CBS vice president and general executive, the same year told FCC 525 line pictures were "very satisfactory." He contrasted this with a statement in 1944 by Joseph Ream, CBS executive vice president, that 525-line standards were not good enough for postwar TV.

Mr. Cahill also noted that while Robert Sorrell, then a CBS engineer, in early 1944 as a member of a Radio Emission Board committee voted in favor of 525-line, 6-mc standards, Mr. Ream in October of that year urged some 30 changes, because, he be provided in the UHF and that all VHF channels be withdrawn as soon as UHF service was sufficient. Mr. Cahill stated the Ream proposal after another RTPB group had declared the UHF unusable in the foreseeable future due to lack of laboratory and field data.

About this same time, Mr. Cahill recalled to Dr. Stanton, Dr. Goldmark had gone on record as saying CBS would propose no change in TV standards after the war.

The RCA counsel reminded Dr. Stanton that in April 1944 CBS had informed a booklet to "policy" people in several fields asking if prefarr TV would be good enough after the war and then proceeded to note technical advancements that twice the detail in postwar TV pictures, plus color. He indicated the booklet emphasized need for bigger pictures and greater detail—practical since twice the bandwidth was possible—and pointed out limitations of present TV "squeezed" into 625 lines.

Mr. Cahill contended the present CBS picture is not as good as the prefarr CBS color picture cited in the booklet as an example of coarse detail and stated he was in favor of new developments.

Upon questioning, Dr. Stanton testified CBS' interest in color TV was as a broadcaster and not as a color system proponent. He said the CBS position was not affected by its investment to date of more than $4,000,000 in the field sequence before this "drop in the bucket" to what could be earned by the network in the long run with color.

Dr. Stanton agreed that the CBS system at first would have practically no circulation and this in part was why CBS planned mostly off-hour color programming at first. He indicated other factors also were involved, though. He acknowledged there would be no programming restriction in case of adoption of a compatible system.

Ask if a compatible system would speed up public acceptance of color, Dr. Stanton replied, "That depends on what the manufacturer does." He indicated convertibility of a system also has importance comparable to compatibility and expressed doubt that the RCA or CTV systems have convertibility.

Dr. Stanton introduced an exhibit estimating the effect of broadcast color conversion and adaptation of TV sets followed by the FCC's research on their system. The report estimated that by April 1949, 25,000,000 sets, only 3.1% (786,000) would be 525 to 625 line, 9,200,000 would be 625 to 625 line, 6,600,000 would be 625 to 720 line, 7,250,000 would be dual standard 645 or 625 to 720 line and the future 525 to 625 line receivers adapted to receive black-and-white and color by the use of color filters. The 3.1% estimated 97.9% (14,305,506) would be (Continued on Telecasting 8.)
Color Hearing

(Continued from Telecasting 7)

Reproduction of color on monochrome sets, plus sets converted. Some 14,500 new RCA color receivers had been ordered as of this writing and it would be a year or more before all of them would be completed.

By John Zeigler

Mr. Cahill was asked about the present status of RCA's color system. He replied that RCA had just finished a very successful demonstration of its color system at the Laurel demonstration. Mr. Cahill also said that the RCA color system would be used in the new color television sets.

Dr. Goldmark, under cross-examination by Mr. Cahill, stated that RCA had completed a very successful demonstration of its color system at the Laurel demonstration. He also stated that the RCA color system would be used in the new color television sets.

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BROADCASTING  
April 24, 1950  
Page 8
THE TV IMPACT

Hecht Head Reviews Retail Role

By SAMUEL M. HECHT
President, The Hecht Corp.

THIRTY YEARS ago when KDKA Pittsburgh began its experimental work in broadcasting and made radio time available to American advertisers, the nation's foremost businessmen stood up, took notice, and wrote the following memo on the calendar:

"Someday this little giant in communication will grow up, and someday somebody will find out how to use it."

It did not take the retailer very long to realize that "something new had been added" to the publicity and promotional picture, and we all stood by and watched the national advertisers step into the picture and take over, all the time wondering "what in the world are they going to do to handle, control and develop this lusty new infant?"

From time to time we all dabbled timidly and cautiously with this intriguing new medium without knowing whether we were attempting or how much it would cost to make it practical or profitable, even if we were lucky enough to discover a technique.

Of course, a technique never was developed completely for the retailer as a merchandising and promotional medium. Most of the money was spent into the millions—was spent on blind faith with the hope that somehow, someway, and under some circumstance, somebody might stumble upon the practical utility of radio advertising.

Cites 'Score'

The score-board shows that during all of these years, nobody got very far beyond first base, and while we couldn't exactly measure the effectiveness of what was being done, we were still reluctant to give it up, principally because there was a general conviction of the hidden power in this vast and important transmission of ideas from one human mind to another.

All of this, of course, may seem a little bit pseudo-scientific, but I think the big point is that millions of dollars were spent by retailers who were attempting or how much it would cost to make it practical or profitable, even if we were lucky enough to discover a technique.

But the other problem still remained: What are we going to do with it? How are we going to use it? Where do we find a merchandising ingredient that will sell merchandise over the retail counter, in commercial quantities, and at a reasonable profit?

Neither an industry nor a national television can live unto itself alone. We have found that out the hard way. And, therefore, the retail industry as a group began to recognize its responsibility in helping to develop this new technique in human expression.

We were almost in the same position as those who resisted the early inroads of air transportation on the railways and shipping lines. But during the war many of us learned that even a retailer could learn to fly a four-motoried ship over the Burma hump, and do it with accuracy, consistency and dispatch.

The analogy may seem somewhat far-fetched to the casual reader, but there is little basic difference between our transition from ground to air travel than our transition from radio to television.

Many of us advertising men have expressed themselves to me in this vein and as one who has lived through both the transitions, I cannot escape the feeling that in both, on a lend-lease basis, not temporarily, but as an integral part of the science of business communication.

Technical Future

I would certainly not attempt, at this early date, to forecast the many and varied techniques which may be developed by wise, intelligent and imaginative merchants because it is a picture that we leave the technical aspects of television to those who have studied advertising, publicity and dramatics, and the relationship between good merchandising and good publicity.

I would only like to make the essential point, and that is: Television is essentially a medium of those who study the art of making a sale to develop business by advertising. As far as the merchants are concerned, one who has already adapted himself to the distribution of television and expertly into our business consciousness so that we cannot escape the fact that there has been, and will continue to be, less demand for certain types of goods and greater demand for other types of goods.

This has already been made evident in the growing demand for home decoration, and merchandise for the home. The motion picture has shown the need and demand for living room furniture and furnishings.

Effect on Home

More television at home, of course, will mean more family life-home. This, of course, will mean more people in the living room, more children, more relatives, more friends and neighbors.

The impact will extend far beyond an ordinary sale of an electric appliance, because, by its very nature, television will keep more people at home, and together, and if family life is an important part of our democratic system of living, then, I believe, we must confess that television will be a tremendous influence for good, in its relationship to family life.

Retail advertising has developed in the past few years a combination of newspaper and printer's-ink into a fantastic combination of motion, color, sight and sound. Newspapers and periodical publications gave us advertising by sight. Radio gave us sound.

Television gave us both of these and added a third ingredient: MOTION. So now in one medium

we have at our disposal three of the important factors in modern publicity: Motion, sight and sound. All that remains is COLOR, and we are assured by the best research minds that we will have the color within the next few years.

Leaving the latest element (color) out of the picture for the moment, we still have, in one medium, a combination of the other three which has already adapted itself to the merchandising of many types of goods.

Certainly color will be an important future factor in the presentation of fashion merchandise, but in the meantime the fashion story has been told on television with great credibility, by virtue of presenting merchandise on living people, in authentic surroundings and in relationship to the customer's actual needs, wants and desires.

The analogy here, of course, is very general because the term "fashion" encompasses not only dresses, coats, suits and accessories, but even such things as bathing suits. And here again the motion or action would be most important because a bathing suit shown on a hanger is just another bathing suit, but on the proper model flying from a springboard, the picture becomes almost sufficiently complete for the customer to visualize herself in the identical environment and in the identical fashion and if the price tag makes sense, then the whole story is wrapped-up.

Neither can we ignore the profound influence of television on child education, even in these early days of television development. It seems clear that retailers and other sponsors of television programs (Continued on Telecasting 16)
Howdy Doody's three-way network lead... top-rated of all children's shows,
all daytime shows, and all multi-weekly shows in television

The little guy means business.
Who else could make 240,000 sales with only 2 announcements?
And who else but this incredible "Milton Berle of the Lollypop Set" (Winchell) could get a quarter of a million urchins to part with a dime each, plus a Three Musketeers candy wrapper... for a cardboard cutout of himself?

For the record, that's $36,000 in returns from two brief demonstrations on NBC Television.

Idolized by an audience of nearly 6,000,000 a week in 24 important NBC Television markets, HOWDY DOODY means business, fantastically good business for his sponsors.

That's why he's No. 1 Sales Representative in Lilliput for advertisers like Colgate, Mars Candy, Ovaltine and Poll Parrot Shoes... on America's No. 1 Television Network.

A few quarter-hour segments are immediately available.

NBC TELEVISION America's No. 1 Network
A TOTAL of 2,842 advertisers used television as a medium during the first week of March, a gain of 444 or 15.8% over the February total of 2,598, according to the March Rorabacher Report on Television Advertising.

Network TV advertisers in March numbered 80 companies sponsoring 98 programs, up from 73 numer and 86 network shows in February. March TV spot advertisers totaled 527, compared with 438 in February, while the number of local video clients rose from 1,890 in February to 2,255 in March. Figures are based on reports from all four TV networks covering the entire month and from 93 of the 98 comparable markets on the air the first week in March.

New Third Dimension TV Technique Developed by RCA

THIRD dimension effect can be given television images created by the industrial television system developed by RCA, according to techniques outlined in Boston a fortnight ago by Dr. V. K. Zwyerkin, vice president and consultant of RCA Labs.

Speaking before the Boston section of the Institute of Radio Engineers, Dr. Zwyerkin said that this extension of the system’s usefulness would be valuable in specialized applications, and could be accomplished with a minimum of additional equipment. Dr. Zwyerkin said the stereoscopic effect could be produced by mounting two cameras side-by-side to view the object from slightly different angles, in the same way that the spacing of human eyes produces the effect of depth. The TV signals, corresponding to the two offset scenes, would then be transmitted to two kinescopes, each through the air or by suitable cables. The separate images would be combined visually through special filters to give the three-dimensional effect, Dr. Zwyerkin explained. Development of the industrial television system was first disclosed by RCA research scientists and engineers on March 7 at the IRE convention in New York.

* * *

Federal Reserve Surveys Set Buying Plans

“CONSIDERABLY MORE” than twice as many consumers intend buying television sets this year than planned such purchases last year, according to preliminary findings of a survey sponsored by the board of governors of the Federal Reserve System.

Tabulations were computed from about 5,000 interviews made during January and February in 36 sampling areas throughout the country. They were compiled by the U. of Michigan’s Survey Research Center. An additional 500 interviews will be available in June, the governors said.

Consumers were queried on their own financial positions and economic conditions in general at the beginning of 1960. Especially notable is the fact that, while twice as many consumers have TV-buying plans this year, personal income expectations for 1960 remained almost constant.

By contrast, house-buying plans were only slightly larger, while automobiles and selected durable goods (furniture, refrigerators and other appliances) remained about the same in point of intended buying.

There also was sharp divergence between consumer expectations for prices in general and for prices of durable goods. Although only a third of the spending units looked for a price decline, more than half thought reductions would take place in the TV and other hard goods lines.

**ART AWARDS**

Cite Agency TV Commercials

THE Art Directors Club of New York on April 18 presented for the first time three special distinguished awards for television commercials to agency art directors at a luncheon at the Waldorf-Astoria Hotel in New York.

Ray Mauer, art director, Campbell-Ewald, New York, received a certificate for the “Mr. Guber” TV commercial for the Chevrolet Dealers Assn. John Cook, art director with J. Walter Thompson Co., New York, was awarded a certificate for the P. Ballantine & Sons TV commercials. Richard Lundy, art director with Geyer, Newell & Ganger, was presented a certificate for the Kelvinator Corp. video commercials.

**Hope Hooper 49.4**

THE SPECIAL Bob Hope television show sponsored by Frigidaire on NBC-TV East Sunday got a Hooperating for 49.4 in a special Hooper survey of four cities, the network announced last week. Mr. Hope’s rating in New York, Chicago, Cleveland and Washington was second only to the major set by the Texaco Star Theatre, according to NBC.
**Color Hearing**

(Continued from Telecasting 8)

for various type of sets and said Webster was prepared to go into the production of color camera chains for the CBS system.

Melvin Kohn, electrical engineer directing color work for Webster-Chicago, recommended use of a pedestal-type color converter for large TV. He revealed the firm has received orders for color converters from Westinghouse, Philco, RCA and Crosley.

**HIFAM RENEWAL**

Protects WFBM-TV Channel

CONTINUOUS operation of HIFAM—a method of high frequency AM broadcasting—is assured at least for a time as a result of FCC approval of an application by Sarkes Tarzian for license renewal of his experimental station KS2XAP in Bloomington, Ind. FCC's decision, rendered April 14, approved further renewal of the license until June 1, subject to condition that the station not operate on its frequency of 87.75 mc during the time WFBM-TV Indianapolis is in operation. WFBM-TV, assigned Channel 6 (82-88 mc), is 46 miles from Bloomington.

While ordinarily such probable interference with an assigned frequency would be cause to bar a grant, a FCC said, the rules were waived because: "... the program of research, which the applicant proposes, is intended to develop a service to be operated on frequencies other than those allocated such service in the Table of Allocations."

HIFAM is projected by Mr. Tarzian, a consulting engineer and radio manufacturer, as an economical and frequency-saving system [BROADCASTING, May 3, 1948]. Mr. Tarzian has been experimenting with his method of broadcasting for nearly four years since his station first went into operation in May 1948. In June 1949, Examiner J. Fred Johnson Jr. recommended in an initial decision a grant of Mr. Tarzian's application for renewal [BROADCASTING, June 27, 1949]. His license had been renewed or temporarily extended since 1945. Mr. Tarzian and his wife own and operate WTTS and WTTV (TV), both in Bloomington.

**McCOLLISTER WILL**

Estate Is $237,000

HOWARD J. McCollister, Los Angeles TV-radio representative, and his wife Helen, killed with their two children in a plane crash on April 17, left an estate estimated at $237,000 according to statement filed in Los Angeles probate court last week.

Regional station representative business which Mr. McCollister operated with his brother Paul W. McCollister, will continue under direction of latter.

**TV WESTERN**

Autry Forms Film Firm

GENE AUTRY, film and radio singing cowboy star, with Armand Schaefer, president-producer of Gene Autry Productions, and Mitchell J. Hamilburg, head of his own Hollywood talent agency, have organized Flying-A Pictures to produce a series of TV western films. Mr. Autry will be starred in the series.

Production is scheduled to start about May 10 on the first six of the half-hour series. Wm. Wrigley Jr. Co., Chicago, sponsor of the CBS Gene Autry Show, will also sponsor the video series on TV stations of that network starting in July.

Mr. Schaefer will act as executive producer with Lou Gray, associate producer, on the series. Films will be made simultaneously on location, with full cast and production crew, according to Mr. Schaefer. New company is entirely separate from Gene Autry Productions, which makes pictures for theatrical release.

To clarify its status, Columbia Pictures Corp. announced that it was in no way associated with Mr. Autry in production of the television series. Its policy on television remains the same and the film company is not entering the TV field in any way. Studio officials stated that Columbia Pictures was not in partnership with Mr. Autry for the production of television films, and the proposed series will not be made on its Gower St. lot.

Mr. Autry also is principal owner of KOPO Tucson and KOOL Phoenix, and recently sold his stockholding in KOWL Santa Monica. He also is president of Hollywood franchise of the Screen Producers Guild, thus making the latter sole owner.

**SELLING POWER**

TV Moves Crosley Products

CONVINCED of TV's selling power are executives of J. N. Cezan Co., Los Angeles distributor of Crosley refrigerators and Crosley custom home freezers, and Electra City, cooperating Hollywood dealer, who sponsor weekly Music in the Morgan Manor on KECA-TV Los Angeles.

Within a few hours after program went off the air on March 29, Electra City sold 22 freezers at an average price of $250 each, and nine refrigerators at an average of $300 each, according to Jimmy Fritts, vice president of Ted H. Factor Agency, Los Angeles, servicing the distributor account. Buyers said purchases were made after seeing the merchandise on TV.

As a result of that telecast, 25 prospective customers also came to Electra City to inquire about further details of both units. More than 300 phone calls were also received at the store for additional information, thus giving the firm new leads.

On March 1st of this year, WMCT joined the Cable . . . the first television station in the South to bring top shows direct and live from New York and Chicago to the Memphis market area.

There is a tremendous television interest in Memphis today, as reflected by the more than 25,000 sets now in use.

As the only television station in Memphis, WMCT has an audience in the Nation's twentieth largest wholesale market — an audience that represents the cream of this two billion market.

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

THE KATZ AGENCY, INC.

NEW YORK  CHICAGO  DETROIT  ATLANTA
KANSAS CITY  DALLAS  SAN FRANCISCO  LOS ANGELES

as its national advertising representative,

EFFECTIVE APRIL 1, 1950
TO SAN FRANCISCO'S PIONEER STATION
KPIX GOES SAN FRANCISCO'S Top Award for Achievement in Television
the 1949 "Emmy" of the Academy of Television Arts and Sciences

KPIX gratefully acknowledges its indebtedness to its contemporary stations and associates for the high honor bestowed upon it...and for five additional awards in as many program classifications.

Carrying on the traditional leadership of KSFO, one of San Francisco's outstanding radio stations.

Wesley J. Dummm, President
Philip G. Lasky, Vice-President and General Manager

REPRESENTED NATIONALLY BY THE KATZ AGENCY

KPIX CHANNEL FIVE SAN FRANCISCO
CBS and Dumont Television Networks

Page 77 • BROADCASTING • April 24, 1950 • TELECASTING • Page 15
Coast-To-Coast Video

(Continued from Telecasting 6)

city television facilities on the proposal that these network channels be interconnected with those of Western Union Telegraph. From recent interviews in the New York headquarters of ABC, CBS and NBC, Mr. Wallace summarized the following opinions as given by the Long Line Dept. officials by these users of Bell System TV network services:

1. They expressed no special interest in the proposed interconnection of Bell System channels with those of Western Union.

2. They said that this would be their position as long as they reserve adequate facilities from Bell System to meet their service requirements, and such facilities compare favorably with those of Western Union.

W.U.'s Position

Western Union further developed its position in the interconnection case through the testimony of its executive in charge of its fields of sales, sales and plant engineering. After reaffirming the claim that Western Union is not interested in leasing its present video facilities or to proceed with its plans for expansion unless interconnection is permitted, witnesses voiced certain fears of their service including the possibility of reversing direction of transmission in a brief time and the termination of the channels on the customer's premises. Western Union also reported favorable opinions of Western Union proposals had been voiced in talks with representatives of broadcasting organizations.

Both Bell and FCC questioning of Western Union witnesses was directed toward assessing how flexible Western Union would be with the completion of the various tentative network plans it had previously offered.

In his testimony, Mr. Cowan gave a detailed account of such factors in network operation as planning, design features, and day-by-day operation, by describing the layout and activities of the Bell System television operating center at Philadelphia, a focal station on the network.

Mr. Cowan stated that a well planned and smooth running network should permit ready rearrangement of all sections and satisfaction of the constant demand of both video and audio portions of the system. He said that each part of the network must be arranged to fit into the whole service operation and that good transmission quality results from both basic characteristics of the equipment and the ability to readjust it daily. He added that precise adjustments required were more demanding as the network expanded.

TEST pattern schedule of WKY-TV Oklahoma City expanded to include 11 additional hours per week.

CBS-TV SPORTS

Buys Garden Series Rights

CBS has acquired exclusive television rights to a schedule of Saturday evening sports events at Flemington Race Track beginning Oct. 7 for a 26-week period.

Some of the events to be telecast by CBS-TV will be the rodeo, professional and college basketball, National Horse Show and five top track meets. Boxing bouts and hockey games, however, are excluded from coverage.

The TV Impact

(Continued from Telecasting 9)

have a magnificent opportunity to help mold the juvenile mind into proper channels for good citizenship and even though the emphasis has been placed on melodramatic material, I believe that more and more responsible advertisers, retail and otherwise, will devote serious thought and effort to the problems of over-viewing juvenile programming and setting up the type of entertainment which will not only attract and interest the rising generation but help to pipeline the potential power of our youth into sound, constructive, educational areas.

This point must be considered in its broadest aspects, not merely for the immediate benefit of child's goods but for the eventual consumer goodwill which must accrue to the good advertiser of goods for good citizenship.

This is no less true in the presentation of household merchandise, and we already have seen evidence of television's ability to show and demonstrate kitchen gadgets and other household equipment before the camera with terrific force and vitality, and with selling appeal which could not possibly be accomplished in a stationary setting regardless of its beauty or merit.

Effects on Cooking

We have all noted the interest in home activities (and more especially in actual cooking classes) and the effect that this type of program will have on the nutritional and eating-habits of the nation. New scientific devices for cooking and meal preparation are constantly being forced into the public consciousness and I believe it must be agreed that the majority of this programming is helpful and beneficial to the development and well-being of the average American family. Television provides the medium and the implementation for a great advance in the national health program, and many of our great food distributors have already found this to be true. It is a safe prediction that other new and attractive means of developing this important side of television will be constantly sought and found.

I have cited only a few possibilities which would occur to the average mind, but the implications are infinite.

"Merchandising in Action" will be the keystone of our new advertising and merchandising philosophy, and the advertising man of the future must be well grounded in the basic knowledge of showmanship as well as in the knowledge of merchandising and selling.

On the practical side, we must also note with some satisfaction that millions and millions of our families will feel the need for improvement of their living room quarters. This has already evidenced itself in the selling of furniture, study tables, chairs, occasional furniture, carpeting, draperies and scores of other necessary items.

Another thought which may seem to be a projection too far into the future, but by no means beyond the realm of reason: That many homes will have more than one television set, just as many homes have three and three and four radio receivers, besides the one in the automobile down in the garage.

As this study has been carefully made, it should be carefully noted and carefully watched so that we will be in position to assure ourselves that the demand will not run away with the supply.

Rapid Charges

We should all realize that we're not living in the same world we lived in 20 years ago, or 10, or five, and it certainly won't be the same world tomorrow. Our living habits and human conduct inevitably change the flow and nature of merchandise, and the retail distributor must shoulder the responsibility of making available the needed merchandise, in ample quantity, at the right time, at the right place and at the right price.

He must do this, also, with a view to intelligent, businesslike and profitable operation. We may reasonably pride ourselves upon being a little bit altruistic; in helping to develop a new medium, but it is only common sense to keep a weather-eye on the eternal question: "Who is going to be willing and glad to contribute that profitable dollar?"

I sincerely believe the world in general, and retailing in particular, will be vitally interested in development and expansion of television, and in helping to project a public service that will mean more and more to people everywhere.
Grid Telecasts
(Continued from Telecasting 3)

man of the Big Ten directors, estimated the Conference may lose $500,000 in revenue as a result of its ban. He reported that a survey by Ted Payseur of N. Y., showed that video did not affect attendance last year, when all Big Ten schools except Michigan State, Iowa, Indiana and Purdue telecast games.

He added, however, that directors agreed unanimously that TV would have a deleterious effect on gate receipts this year. He referred to all college athletics, but gave special mention to football, which he termed "our family jewels" because it has to "carry all our athletic loads."

Cities Attendance Lag

Mr. Crisler, noting that attendance dropped an estimated 20% on the West Coast, asserted this was true also in the East. He pointed out that Mr. Payseur's study, though showing no adverse effect on Big Ten games, found that smaller schools "suffered." He said that football crowds at Otterbein, in Ohio, once averaged 2,500, and that this figure dropped dramatically, one time to 172, after Ohio State sold telecast rights.

"We're trying to avoid killing the goose that lays the golden eggs. All our athletic departments have to be self-sustaining, and football must carry the load for all sports. If our crowds decline, we might have to cut down our athletic programs."

Because directors realize TV is "a new, complex and puzzling medium," they know also that its effect today may change. Mr. Crisler said, "Possibly the 10 members are unduly alarmed, but we feel we have a definite obligation to maintain our existing programs, which at the present time provide for more than 46,000 students at our 10 schools."

An official statement issued after the two-day session conceded that the "conference has an obligation to the public and alumni to make available via TV athletic contests, of which apparently football is the most interesting to the most people."

Action was taken against live showings only because "conclusive evidence" shows that video "has an adverse effect on attendance at football games and that telecasting of major football games will have a drastically adverse effect on attendance at small college and high school football games."

PCC to Analyze

The West Coast situation will be gone into very thoroughly prior to and at the PCC annual meeting in Vancouver, B. C., June 12, according to Commissioner Victor O. Schmidt. He refused to say or predict what stand PCC would take. Athletic officials of member schools either oppose strongly or are lukewarm toward continuing telecasting.

Wilbur Johns, UCLA director of athletics and chairman of the PCC television committee, believes it a question for each school to decide. He reminded that the TV committee has already held one meeting on the subject without coming to a definite conclusion and said that another is scheduled for just prior to the Vancouver conference. Material gathered by the Big Ten, and several other surveys, including one currently being made by the Los Angeles Chamber of Commerce, will be utilized by the TV committee in helping to make final decisions, he revealed.

Football's Support

"We want and need spectators at our football games," Mr. Johns said. "Under the present TV setup, we aren't getting them. While we would like to see the television program work out to everybody's satisfaction, it must be remembered that football supports our entire athletic program. We can't afford to jeopardize it."

It was pointed out that gate receipts at UCLA and USC games fell off markedly last year and the $77,000 reportedly received from ABC for TV rights was far less than revenue lost in ticket sales.

Al Masters, athletic director of Stanford U. at Palo Alto, Calif., let it be known that his college would oppose continued telecasting of its games. He declared that television kills gate receipts unless the game is a sellout.

Brutus Hamilton, U. of California athletic director, has no firm opinion about advisability of allowing telecasting of UC games. He expressed belief that there has been no real test of the effects of TV on gate receipts at his college. He pointed out that when two UC games were telecast last year there were only an estimated 12,000 receivers in the San Francisco bay area.

Besides Mr. Johns and Mr. Masters, on the TV committee are Harvey Cassill of Washington University, Edgar Rugge of University of California, Andrew G. Baird of University of Washington, and John F. Phillips of Oregon State.

Why Hair Turns Gray

CLIFTON UTLEY inadvertently has shown on TV why agency men grow harried in a hurry. Mr. Utley, who presents the news graphically nightly from 10:15 to 10:30 on WNBQ Chicago, was commenting on the Federal Trade Commission complaint against cigarette advertising [Broadcasting, April 10]. At the close of the show, he picked up cigarette packages from a desk.

Displaying Lucky Stripes, Camels and Pall Malls, he pointed out the "no throat scratch" advertising which FTC criticized. After a brief station identification, a film commercial popped up showing an enthusiastic smoker puffing away on a Pall Mall. Ad pointed out the non-scratch features.

Floating Action!

"BALANCED" TV TRIPOD

(Pat.Pending)

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars
TV Must Sell
(Continued from Telecasting 8)
toward “nothing but entertainment” already is “beginning to fail.”

“It is high time we gave some serious thought to the development of other kinds of programs, not mere entertainment, although educational programs can be entertaining, too,” he added.

Mentioning recent critical comments on surveys showing that school work suffers from television viewing, Mr. Tait observed that “this is not a broad sociological problem, but a parental problem.”

One of the largest turnouts of the convention was on hand for the Television Session Wednesday morning, which opened with a closed circuit showing of the Gar- roway At Large program, originated as WBNQ Chicago, and an on-stage performance by “Kukla, Fran and Ollie” of Kukla, Fran and Ollie. Dave Garroway presided over the sessions.

Appearing as a local addition to the program, Motion Picture Producer Hal Roach speculated that motion picture producers in general will offer little aid to television “in some years to come.” But, he said, special movies for television can be had “at prices advertisers can afford to pay,” and “they can be made now.”

Mr. Roach urged telecasters to develop local talent, use imagination in building local shows, and profit from the early experiences of the motion-picture industry. He also cautioned TV stations to “keep it clean” in their programming, warning that censorship could be rigorous.

SRT Sales Manager of Kukla, Fran and Ollie outlined his staff’s approach to the problem of “a show a day.” He said that “in a sense I have always seen there was service held off a little longer,” pointing out that thus there would have been greater opportunity for the development of individualized programs.

Eugene Thomas, manager of WOIC(TV) Washington and an NAB director-at-large for television, mentioned in his address offering by NAB, including reports, analyses, sales aids and a forthcoming part of a BAB handbook on television advertising.

Mr. Thomas urged his listeners to give NAB the benefit of their views on television and to call upon the association for help with their problems.

Speaking as a local TV station operator on a panel on “The Show’s The Thing,” Robert D. Swezey, general manager of WDSU-TV, also an NAB director-at-large, stressed the “essential importance of doing a sound and fairly extensive live local programming job.”

“Local live programs designed specifically to meet the particular needs and interests of the community are musts, in any TV operation worthy of the name,” he declared.

He felt that talent and material for good local programming can be found in any present TV market and in “almost any community in the U. S.” Local programming, he asserted, should be done with “elbow grease and imagination.”

Local Clients

Mr. Swezey told his listeners that “local advertisers will support this kind of programming” agreeing that in a year WDSU-TV has sold “some 40 different local program formats covering a wide range of subject matter,” in addition to building some 30 other formats, some of which are potential commercial material.

Two local TV station operators that they “must resist the natural inclination to restrict their thinking and their efforts to this month’s profit-and-loss statement.” These TV fare heretofore has emphasized entertainment and amusement, he said, “it will be no time at all before increasing demands will be made upon the new industry to bring to its audience constructive programming.”

The importance of good taste and constructive programming also was stressed by Jack Malby, radio and television editor of The Chicago Daily News. Television, he said, is a “tremendous” influence which should “do something to save the minds and the morals” of the nation.

He advised telecasters to approach their program questions by considering TV’s influence and asking themselves—“would you like your child to grow up like Milton Berle?”

Network Spotwork

Approaching the program question from the standpoint of a network producer, NBC Producer Ernest Walling characterized television as “a cooperative form of expression.” Production, he said, requires advance planning and “split-second teamwork.”

Mr. Walling reviewed the steps taken by NBC in production of the Lights Out drama series, pointing out that in one week the staff has seven shows in various stages of production. Camera rehearsal, he said, generally consumes eight to 10 hours for each half hour of Lights Out broadcast.

CBS Contract

“Buys GTE Film Series

CBS in contracts signed last week with Gordon Levoy, head of General Television Enterprises, Los Angeles, purchased exclusive fraternal rights to telescape GTE’s 62 quarter-hour Strange Adventure film series. Network paid $225,000 in cash for rights.

After CBS has earned back this sum from telecasting series, both parties will split future revenue from it. Contract covers four year period with 10 years options following. GTE anticipates films will gross $600,000 for first four years: $400,000 for second two, and mimimum of $100,000 a year for next 10 years. Contract provides stipulation that if GTE fails to make $50,000 per year on deal, they may cancel out.

Series was originally made by GTE for Froster & Gamble last year, running as Froster & Gamble Lights on 24 NBC-TV stations. Since then GTE has sold series on city to city basis for both first and second national networks in 20 TV stations throughout the country. With this new deal Mr. Levoy, who originally put out approximately $200,000 for producing the series, has recovered its total production cost within a year.

NABET Slowdown

Montgomery Show Cancelled

A SLOWDOWN by NABET technicians arising from a dispute over who should take orders from whom in a television production April 10 forced the cancellation of the Robert Montgomery dramatic show for American Tobacco Co. on NBC-TV.

The dispute was resolved late the same day, but only after cancellation of the program. Basic cause of the incident was an unsettled question of procedure in which NABET technicians had insisted on following orders leading to the technical director on the show, also a NABET member, it was reported.

Landsberg Named

Is Paramount TV V. P.

KLAUS LANDSBERG, West Coast director of Paramount Tele- vision Productions and general manager of KTLA (TV) Hol- lywood, has been named vice president of Paramount Television. He also announced last week.

Mr. Landsberg has been active in radio since 1926 and has been in television since 1935, having started in Europe. In this country he has been associated with Pars- worth Television in Philadelphia, NBC television in New York, and DuMont, also New York.

Since 1941 Mr. Landsberg has served as managing director of Paramount Television on the West Coast, first putting KTLA (TV), then known as KEXW, on the air in September 1942. In 1944, the Television Broadcasters A A S N. award went to Mr. Landsberg, for adaption of motion picture tech- nique to television. He has received other awards have been the 1945 American Television Society citation for “continued excellence in television production” and the 1946 Television Broadcasters A A S N. award for public service.

Fox Takes Baseball

PETER FOX BREWING Co. Chicago, for Fox De Luxe beer, is sponsoring 58 daytime home games of the Chicago White Sox (American League) baseball team on WGN-TV Chicago through Schwiim- mer & Scott, same city. WGN-TV, which started telecasting Sox games April 18 for the first year on an exclusive basis, also is handling the 77 home-game schedule of the Chicago Cubs in the National League. Jack Brickhouse handles commentary on both.

SRT SRT SRT SRT SRT

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PROFITS Depend on Efficient Personnel

Our Graduates are

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Appointed and Entertainment
Appearance and Personality
Integration, and Showmanship
Trained.

Network Professionals
Trained in...

Do more than one job well;
Do your share of the problems
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Complete TV and Radio
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SRT- SRT SRT SRT SRT
NEW RCA TUNER
‘Printed-Circuit’ Developed

DEVELOPMENT of the television industry's first 'printed-circuit' tuner, designed for home-receivers, has been announced by the RCA Tube Department.

RCA said the tuner provides greatly improved performance, including superior reception in fringe areas as well as in receivers operated with built-in antennas. As a departure from conventional wound transformers, the tuner utilizes a photo-etch process to reproduce the critical circuits, it was explained.

The process, RCA pointed out, eliminates the complicated method of mechanically winding coils, and at the same time produces precision circuits of superior performance. The component, already subjected to extensive field tests, is now available to manufacturers of TV receivers and will be available for replacement purposes through RCA parts distributors, RCA said.

WPTZ(TV) Buys Films

WPTZ(TV) Philadelphia has announced the purchase of over 200 feature films from Associated Artists Productions. The movies purchased are largely Monogram and Eagle-Lion productions made between 1938 and 1946. They were contracted to insure an uninterrupted film flow for WPTZ's Hollywood Playhouse, seen Monday through Friday from 2:30 p.m. Program went on the air March 20 and since then has been 55% sold after having been offered to advertising agencies for only three weeks, Rolland V. Tooke, assistant general manager, said.

PROGRAMS of KTTV (TV) Hollywood are listed in Fresno (Calif.) Des. Fresno is approximately 233 miles north of Los Angeles.

ALEXANDER FILM CO.
5000 Top Quality Commercials
FOR 50 LINES OF BUSINESS
A Low-Cost Rental Service
WRITE COLORADO SPRINGS

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EXTENSIVE LIBRARY OF FILMS
INCLUDING CARTOONS
AVAILABLE FOR TELEVISION
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WALNUT 2164
FILM ASSOCIATES, INC.
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GRAY — O'REILLY
COMMERCIAL SPOTS
FOR TELEVISION
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NEW YORK
PLAZA 2-1581

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COMPLETE VIDEO
PROGRAM SERVICE
NEW SHOWS READY BOOK
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NEW YORK 19, N. Y.
LU 2-1700

RKO PATHE, INC.
625 MADISON AVE.
NEW YORK, N. Y.
PLAZA 8-3600

SARRA, INC.
TELEVISION COMMERICALS
MOTION PICTURES
SOUND SLIDE FILMS
NEW YORK - CHICAGO

TELEFILM, INC.
COMPLETE FILM PRODUCTION
FOR TV SPOTS - PROGRAMS
All Production Steps
In One Organization
6039 HOLLYWOOD BLVD.
HOLLYWOOD 28, CALIF.

TELESCRIPTIONS
ANIMATED AND LIVE ACTION
FILM SPOTS
20 SECONDS AND 1 MINUTE
823 VICTOR BUILDING
WASHINGTON, D. C.

STERLING 8450

VIDEO VARIETIES CORP.
TELEVISION PROGRAM FILMS
TELEVISION COMMERICALS
BUSINESS MOVIES
SLIDE FILMS
-THERE FROM SCRIPT TO FINISHED PRINT
OWNERS AND OPERATORS OF WEST COAST SOUND STUDIOS
26 W. 47TH STREET, N. Y. C.

BROADCASTING - TELECASTING
FILM & PRODUCTION SERVICES
DIRECTORY IS PRINTED THE LAST ISSUE OF EACH MONTH
GUARANTEED PAID CIRCULATION EXCEEDS 15,000
HERE'S WHY. Type TA-5C removes 60-cycle hum and other low-frequency disturbances from the video signal—and suppresses switching transients. It reduces high-frequency noise components substantially—and cleans up the blanking pulses. It will restore the sync—or reduce it as required. It will maintain constant sync level—or amplify this level to any value up to 50 per cent. It makes it easy to extract a pure video signal from the composite signal—and provides video gains as high as 25 db.

With this stabilizing amplifier you can switch between remote (composite) signal and local video signals. You can adjust video gain control without disturbing the sync. You can control gain, sync level, and sync clipping remotely—by means of external controls provided for the purpose. And with the TA-5C, separate output monitoring is independent of line characteristics.

For highest fidelity of video signal, cleanest output, and highest sync gain, nothing beats the TA-5C. Call your RCA Broadcast Sales Engineer for details. Or write Dept. 19-10, RCA Engineering Products, Camden, N. J.

Check the performance of the TA-5C . . . and compare!

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<th>Characteristic</th>
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<th>STAR AMP &quot;A&quot;</th>
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Highest signal fidelity

Cleanest output signal

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

In Canada: RCA VICTOR Company Limited, Montreal
FINAL entries totaling 403 have been received for judging in the spring 1950 annual radio script contest of the Assn. for Education by Radio, it was announced last week. The final entries were selected from more than 1,000 original scripts by students from colleges in 26 states, officials said. Winners, who will be announced in May, will receive cash prizes.

Sponsors of the contest, who have contributed toward expenses and who have supplied awards for the winners, are: Audio Devices Inc., Protestant Radio Commission, School Broadcast Conference, Webster Electric Co., World Book Encyclopedia, WJD Chicago, and Freed-Eiseemann Radio Corp. The 1950 spring contest has been under the direction of Sherman P. Lawton, U. of Oklahoma, who also supervised the contest for the Assn. for Education by Radio in the two previous years.

SCBA Home Survey

TWENTY per cent increase of radio homes in Los Angeles County and 18% in 11 Southern California counties has been shown since the war, according to recent estimates of Southern California Broadcasters Assn. Percentages are based on BMB 1949 percentages and 1950 statistics of Regional Planning Commission on number of occupied dwelling units. Number of county radio homes is 1,300,060 or 98.7% of total. Figure for Southern California is 1,795,268 or 98.4% of total. Total estimated sets in Los Angeles County, including extra radios in homes, auto sets, portable, and receivers in offices, is 3,292,573. These figures are based on BMB percentages and recent Pulse car-listening survey.

ELEVEN hours and 45-minutes of material were tape recorded by WRAL Raleigh, N. C., at five-day trial of Raymond D. Hair, charged with first degree murder. Station received permission to broadcast trial and used concealed microphones throughout. Most broadcast of trial records were made in late evening hours, station reports, with some excerpts aired on regular newscasts. Jury’s verdict was heard by WRAL audience 17 minutes after it was returned.

Tornado Warnings

SYSTEM of warning listeners of approaching tornadoes set up by WKY Oklahoma City in cooperation with U. S. Weather Bureau. Direct telephone link to weather bureau and city’s municipal airport from WKY control room in downtown section has been set up. System of warning bells can be utilized to put weather bureau forecaster on the air in matter of seconds, in case of emergency.

Band Talent Search

QUEST for talented young musicians for Band of Tomorrow will be launched via television on KTTV (TV) Hollywood late this month or early in May by Freddie Martin, orchestra leader. Open to non-professional musicians and soloists who possess not only musical ability but versatility. Auditions now being conducted at schools and colleges in Los Angeles area by Martin talent scouts. Those selected will compete for seats on the Band of Tomorrow program which will run for 13 weeks on KTTV. Selected Band at end of that time would continue playing in area, with Mr. Martin then going to other areas of country to select other orchestral groups for final competition for national Band of Tomorrow to be telecast from area yet undetermined city and station. Mr. Martin is now making arrangements for other TV stations to engage in program. Future plans also include possibility of kinescoping KTTV program to be run as trailer in other areas so as to spread interest in venture.

Historic Dedication

REBUILT and restored McLean House at Old Appomattox Courthouse was dedicated amid great fanfare April 16. Highlight of event was presence of Gen. Ulysses S. Grant III and Robert E. Lee IV in reenactment of Civil War surrender. Event was carried by WWOD and WLVA Lynchburg, WRLN Richmond, WTON Staunton, WDVA South Boston, WSVS Crewe and WFLO Farmville, Va.

Double Deal

“ECHO CHAMBER” effect being used by Fred Hasekine, m.c. of The Alarms Clock Club on WRNL Richmond, Va., with great effectiveness in radio reports. Two copies of same record are played not quite simultaneously, giving tune home, echo-like effect. Old ballads are best adapted to this new twist for disc show, Mr. Hasekine reports.

Sponsor Tie-In

NEW show on WBAL-TV Baltimore has both audience participation appeal and sponsor tie-in. Weekly program, Prosperity Parade, is sponsored by Ed die’s Super Markets, food stores in Baltimore area. Questions in Quiz format are connected with food. Show is set against back-ground of super market stage settings. M. C. Jay TWLIP is attired in garb of salesman, and winners collect their prizes in basket publishers. Prizes are food products. Highlight of show is “Mystery Pantry.” Cupboard stacked with brand name food products is shown on screen for few seconds. First 18 home-viewers writing in on blanks obtained at Eddie’s stores identifying products, receive food baskets. Idea is copyrighted by George Roman of Roman Advertising Agency, Baltimore.

Two In One

LISTENERs to WLIZ Bridgeport, Conn., will receive both music and late baseball developments during coming baseball season, station reports. Station is carrying no direct broadcast or re-creations, but will build its usual musical format around “baseball scoreboard.” Scoreboard will take the air at 1:45 p.m. and continue until 5:30. When news of scores, pitcher changes or home runs are received via Western Union ticker at WLIZ, they will be flashed on air without interrupting music.

When you can get RCA “Know-How” ... why take anything less?


**April 12 Decisions**

**ACTIONS ON MOTIONS**

By Examiner R. B. Hutchinson

W.K.A. Bcstg Co., Inc., PIX 913, Scranton, Pa.—Granted joint petition in connection with proposed Docket 5133. Docket 5133, reopened for further considerations. See notice of order of rehearing, dated April 2. Also, see notice of order of rehearing, dated April 2.

W.S.C. El, Phoenix, Ariz.—By FM Paso on the request of the W.S.C. to grant it additional hours of operation. See Docket 1290.

**KXOA-FM, Sacramento, Calif.—License to cover CP reinstated new FM station.**

**EXP. TV Relay**

Leonard B. Herbel, partner, Porter, Inc.—CP new exp. TV relay on Group C bands with 10 kw vis. and 5 kw unlim. fee for use with intercity relay of WLA TV—Grand Rapids, Mich.

**April 12 Applications**

**ACCEPTED FOR FILING**

WMID Peoria, Ill.—Mod. CP Am station to increase power, install DA-DN on condition of limited, to be renewed on expiration date.

WGTR Paxton, Mass.—Mod. CP to make changes of new FM station for extension of completion date.

WJBL-Lexington, Ky.—Mod. CP new FM station for extension of completion date.

License for CP

License for CP new FM station: KDTH-FM, Los Angeles, Calif.; NO-FM York, Pa.

License Renewal

WAJR Morgantown, W. Va.—Request for license renewal, FM station.

Modification of CP

KLNA-Lexington, Ky.—Mod. CP new commercial TV station for extension of completion date.

**April 13 Decisions**

**BY COMMISSION EN BANC**

Hearing Designated

KETE El, at 4950 E. 2nd Street, for consolidated hearing at El Paso on May 17 application for renewal of license of KETE, as licensee of 4950 E. 2nd Street. See application for renewal of license of KETE, as licensee of 4950 E. 2nd Street.

Action Vacated

KWRZ Flagstaff Bcstg Co., Flagstaff, Ariz.—CP application for hearing on the request of KWRZ for a new license for a new FM station at 2250, 250 kw.

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ALL-AMERICAN RETAIL ROUNDPUP
Sattler's of Buffalo Plans All-Out Drive

Sattler's Inc., Buffalo, N. Y., dry goods store which last year won the National Retail Dry Goods Award of Merit for the best coordinated retail promotion of the year, has come up with a 1950 promotion predicted by the firm to top anything it has done previously.

It's called Sattler's All-American Retail Roundup, planned for a two-week period in May. The roundup is designed to follow the Sattler custom of sharing the impact of its professional effort with a public service cause. Devoted to the country-wide promotion will be radio and television time, newspaper advertisements, window and interior displays and the store's public address system.

The hundreds of radio spots planned will feature congratulatory messages from governors and state and civic leaders. Sattler's also has arranged special radio and video programs during which celebrities and public figures will be interviewed. During the entire nine days of the All-America Roundup the firm will keep up a continuous barrage of promotional advertising in all three Buffalo daily papers.

In addition, the story will be told by 24-sheet billboards and each of Sattler's 25 show windows will carry a story of the state or county receiving the special promotion. Maps of the United States, picturing the products of different sections, will be shown in the interior store displays together with regional exhibits and travel posters depicting famous American resorts and natural beauties.

Sattler's has reported that governors and state and civic leaders throughout the country have pledged their support and many states are planning to send exhibits and personnel.

Last year's promotion for May was the Bargain Air-Lift which won for Sattler's the NRDGA Award of Merit. This event drew the support of six major air lines, Army and Navy Air Forces, the Royal Canadian Air Force, the New York State Dept. of Commerce, city officials and air-minded organizations.

This promotion, Sattler's stated, resulted in not only the biggest air show ever seen by Buffalo, but a 25% increase in sales for the store.

Commenting on this year's promotion, Robert Cornellus, vice president of Sattler's, said: "...the commodity which will co-star with Sattler's famous bargains is far greater than transportation. It is the United States of America itself—a reassuring chunk of substance in today's shaky world of hydrogen bombs and flying saucers."

CANADA RATINGS
American Programs Lead

AMERICAN network programs lead in the national Canadian ratings for March issued by Elliott-Haynes Ltd., Toronto. Of 40 evening network programs, first 10 were: Charlie McCarthy with 35.1, Radio Theatre 33.5, Fibber McGee & Molly 33.1, Amos 'n Andy 32, Our Miss Brooks 29.2, Bob Hope 26.1, Twenty Questions 25.6, My Friend Irma 25.2, Aldrich Family 25.6, and Mystery Theatre 21.9.

Daytime programs were led by Big Sister 17, Road of Life 15.4, Happy Gang (Canadian program) 15, Ma Perkins 14.4, and Pepper Young's Family 14.2. French-language programs, all of Canadian origination, were led by Un Homme et Son Peche 40, Radio Combin 36.2, Metropole 31.1, Rainule du Rire 28.3, and Ceux qu'on voit 28.1. Evening programs were led by Jeunesse Doree 28.9, Rusr Principale 28.9, Maman Jeanne 23.5, Grande Soeur 23.3, and Pantie Lucie 23.1.

FCC Rules Change

AMENDMENT to Sec. 1.584 of FCC's rules has been announced by the Commission to specify procedure for correcting transcripts of oral arguments. No such rule existed heretofore. Allow 10 days after transcript filing for the entering of motions for correction and an additional five days for any reply.

Radio at Sea

PASSENGERS on new luxury liners of two U. S. lines now will be able to plug portable radios into built-in antenna outlets and obtain clear AM and shortwave radio reception for the first time in cabins and staterooms at sea, RCA has announced. The two ship lines are American President Lines and the American Export Lines. To by-pass signal-shielding effects of steel hulls and bulkheads, new marine RCA antenaplex systems will be installed, feeding more than 200 individual outlets from a single whip antenna mounted above-decks.

Permit for WBU D Tren ton, N.J., to broadcast commercially sponsored sporting events from the Trenton public schools has been granted by the Board of Education, according to officials of WBU D.

This action, it was stated, reversed the board of education's previous decision that commercially sponsored programs should not be permitted to originate in the schools. In making the request, WBU D reported, it took the initiative for all the radio stations in the Trenton area. Dr. Paul Loser, superintendent of schools, was asked to contact other boards of education and WBU D contacted other radio stations. At the April meeting, Dr. Loser made his report regarding other school boards all of which were favorable, WBU D stated.

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ASSN.'S VIGILANCE  
Aids Radio's Pocketbook

VIGILANT eye of the Washington State Assn. of Broadcasters has
paid off to a total of $2,000 annual savings in industrial insurance fees
for the industry, according to the WSAB.

After receiving word from the Dept. of Labor and Industries that
the industry would pay a $4 base rate during 1960 instead of the
1 1/4% base rate paid last year, R. O. Dunning, association's presi-
dent, and other officers asked the agency to restudy radio's experi-
ence in the past nine years.

When the study was completed, the agency found that radio
not only deserved a much lower rate, but also an entirely new classifi-
cation (from 13-3 where it shared category with phone companies
to 45-1 also occupied by the theatrical industry). This transfer au-
tomatically lowered radio's base rate from $4 to 4 mills, retroactive to
January 1960. The agency's di-
rector has reported most stations
which had no accidents in recent
years in the state automatically
received an earned rate, that is
40% of the base rate—substantial

KSLH (FM) On Air

FORMAL opening of a $98,000 St.
Louis Board of Education station, KSLH (FM), was marked April
11 by tribute of civic and school
leaders. The outlet will supple-
ment classroom activities in St.
Louis public schools. Studios in-
clude a main broadcast, observa-
tion, three smaller broadcast rooms, a library, office and repair, and
reception rooms. A 350 ft. an-
tenna-transmitter sends a 3 kw
signal (12.5 kw effective radiated
power) on 91.5 mc. Marguerite
Fleming is in charge of the sta-
tion; Catherine Dillon, advisor for
elementary programs; Mrs. Ger-
trude Hoffsten, advisor for high
school programs; Ernest Vogel, en-
gineer.

REPRODUCTION

NEW STANDARDS covering magnetic tape reels, designed to permit
operation of any reel on any magnetic recorder, were approved April
5 by the NAB Recording & Reproducing Standards Committee, meet-
ing at the Stevens Hotel, Chicago. The standards require ratification by the
NAB board, normally a routine
procedure.

Neal McNaughten, NAB engi-
neering director, presided at
the committee's meeting with dis-
cussion led by Robert M. Morris, of
ABC, committee chairman. The
standards become a part of pre-
vious standards adopted at the
1949 convention. They represent
the work of subcommittees over a
long period.

In addition, the committee ap-
proved mechanical standards cov-
ering wow factor (reproducing),
turntable platen (reproducing) and
concentricity of center hole. Text
of the standards follows:

MAGNETIC

Magnetic Tape Reel

2.45 It shall be standard that the
hob carrying magnetic tape shall be in
accordance with Figure 4.

2.50 Primary Standard: It shall be standard where flanges are used that the primary standard flange shall be
in accordance with Figure 5.

2.50.01 The primary standard flange provides for the accommodation of suffi-
cient magnetic tape of standard thick-
ness for a nominal 30 minutes of recording.

MECHANICAL

Wow Factor (Reproducing)

1.11 It shall be standard that the
instantaneous peak deviation from the
mean speed of the reproducing turn-
table when reproducing shall not ex-
ceed ±0.25% of the mean speed.

Turntable Platen (Reproducing)

1.21 It shall be good engineering
practice that the diameter of the tran-
scription reproducing turntable platen
be substantially the same as that of the
largest diameter records for which the
turntable is intended.

Concentricity of Center Hole

1.38 It shall be good engineering
practice that the record center hole be
centric with the recorded groove
spiral within 0.002 inches.

Nebraska Meeting

EIGHTEENTH annual meeting of the
Nebraska Broadcasters Assn.
will be held May 5 at McCook, Neb.,
according to John Alexander, gen-
eral manager of KODY North
Platte and president of the associa-
tion. Representatives from the state's 21 AM and TV stations are
expected to attend the meeting. Mr.
Alexander said. Host station for the
meeting is KBRL McCook.

PORCELAIN white clock-radio, de-
signed especially for kitchen, added to
General Electric line of receivers.

THE BMB STORY ON THE SOUTH  
See Centerspread This Issue  
ON THE AIR EVERYWHERE 24 HOURS A DAY  
S. B. Wilson  
WCKY  
CINCINNATI  
50,000 WATTS OF SELLING POWER
WANTED: Salesman for Texas $300.

WANTED: Salesman $2000, $100,000.00.

Announcers—Sportscaster, excellent reference. Details Box 985E, BROADCASTING.

Announcer—Sportscaster, excellent reference. Details Box 984E, BROADCASTING.

Announcer—Sportscaster, excellent reference. Details Box 986E, BROADCASTING.

Announcer—Sportscaster, excellent reference. Details Box 987E, BROADCASTING.

Announcer—Sportscaster, excellent reference. Details Box 988E, BROADCASTING.
Situations Wanted (Cont'd)

Chief engineer with extensive and above average experience in AM and FM transmitters, directional antenna and studio construction, maintenance and operation, available immediately for energized established employer. Excellent record with personnel. Recommended by well respected consultants in position to past and present employers. Box 8060, BROADCASTING.

1st phone, experienced transmitters, remote, maintenance, 5 kw directional AM, 38 kw FM. Young, married, east coast. Available immediately. Box 890E, BROADCASTING.

Engineer—1 year broadcast with 1 kw, dir, and 3 kw FM, 3 years radio service. Will go anywhere. Box 882E, BROADCASTING.

Engineer, permanent position in metro. area. Over 10 years experience. First class background. Box 898E, BROADCASTING.

Engineer, first phone, veteran, 27, 18 months transmitter, remote experience. Technical school, grad. AM, FM, TV. Interested AM station. Travel. Box 890E, BROADCASTING.

Engineer, 29, first phone license, 6 months experience; graduate leading radio school. Prefer southwest; available immediately; best references. Box 897E, BROADCASTING.


Engineer—First class license, 13 months residence school. 1 year college level experience. Permanent position. Box 890E, BROADCASTING.

Engineer, first phone, class A ham, do not drive. Single, Richard Roeder, 432 Marlin Avenue, Highland Park, Ill.

Engineer, 1st phone, single, RCA graduate, 1 year college, 2 years Navy. Some experience on transmitters. Can be home. Tom Sparkman, R.P.D., Carle’s Green, Tennessee.

Engineer—Experienced, studio and transmitter, electrical background, age 49, single, sober. Claude Thomas, Vandalia, Vandalia, Illinois.

Seven years training in radio and electronics. BS in EE, graduate of Navy electronics school and National Radio Institute. First phone. Seek engineering position. New York or South west. Robert B. Wilson, Lake Cormanor, Miss.

RCA graduate, 1st class, graduate college. Electrical experience, 9 months. J. T. Jett, Perham, Minnesota.

RCA classmate, 1st class, now in TV. Some experience in television; operating capabilities, wishes permanent radio operation position. Box 876E, BROADCASTING.

Radio technician, 1 year experience general and studio work. Home on fourth of July. Name Witherspoon, 444 Wyeon Street, Brooklyn 7, N. Y.

Production-Programming, others

Woman commentator. Director, Versatini, with all phases of radio. Seeks connection offering bona fide opportunity with suitable background, personality, record, background just right for personality work—a strong public service line. Box 717E, BROADCASTING.

Experience as program director, announcer—experience and knowledge all phases of station operation. 250 to 5 kw. air a must. MC and special events. Seeking position looking for progressive station. Married, presently employed. Box 816E, BROADCASTING.

Male copywriter, fast producer of clear, clean copy, with all phases of radio. Finances accounts wants new position with salary, more than $500. Box 843E, BROADCASTING.

TV and radio news personality wants greater opportunities and advancement. Experienced in all phases of television, newspaper and radio news. Three years radio news, including origin of news stories. Excellent television newsreel work. Journalism grad, 28, married. Want another step up the hill. Box 801E, BROADCASTING.

Help Wanted

GAG WRITER WANTED

Prominent Greeting Card Company, in Midwest, needs versatile humor specialist to assist Humor Editor. Must have least professional technique and keen commercial perspicacity. Some Greeting Card experience helpful, but not essential. Tri-weekly arrangement for working at home on definite assignments. Must have opening position. Good spot for help writer with ideas. Address reply to Box 892E, BROADCASTING, giving personal data and enclosing samples of material. Salary discussed after material is submitted.

Situations Wanted (Cont’d)

Program director or announcer. Three years experience commercial broadcasting for net and independent. Interview, audition, in eastern and midwestern areas. Box 898E, BROADCASTING.

Copy assistant, experience, knows radio. 19. Chinook, Route 2, Lewiston, New York.

Television

Salesman

AM—ten years, definitely started on booth. Is able to furnish best technical and studio construction, maintenance and operation positions in your area. Box 899E, BROADCASTING.

Technical

Attention television stations. Experience as Live television workshop. Worked in studio, film and remote television. 1st phone, married, car. Box 894E, BROADCASTING.

Production, Programming, others

Assistant TV director. Experienced remote studio and programming and station operations. Background. Box 715E, BROADCASTING + TELECASTING.

For Sale

Stations

Stock available, possibilities to 39% independent AM northwest major market. Prefer participating investor commercial experience. Box 896E, BROADCASTING.

Equipment, etc.

Complete setup for FM station, including 1st Western Electric transmitter. Box 762E, BROADCASTING.

For sale, Magnecord tape recording equipment. Complete setup, two recorders, one rack amplifier, one portable amplifier, one meter, one PTP, one PTR. Like new condition. Cost $1,960, first payment $650. Box 810E, W.B.写上A. D. Gillette, WCKY, Cincinnati, Ohio.

General Electric BC 1A 2 channel console. Never used, cost $1,560. Will sell for $1,250 cash. Wire or write WELL, New Haven, Conn.

Disc recording equipment for sale, all Presto. Two SN recorders. $135.00 each. One 4A amplifier, $185.00; one 15A microphone, $65.00; one 165B equalizer, $175.00. Birdige, P.O. Box 510, Southbridge, Mass.

For sale: 446B BEL FM receiver, perfect for FM relay pickup. Originally $1,250. Available at $850. Write Chief Engineer, WHAM-PT, Rochester, New York.

RCA 208-A field intensity meter, loop for broadcast band and power supply. Recently recalibrated. New meter price $2,700. Will sell for $1,600. Albert Johnson, P.O. Box 2711, Phoenix, Arizona.

Have several used guyed Winchorough towers will sell erected. Tower Company, Box 238, Fowl St., Sioux City, Iowa. Phone 5-2861.

Wanted to Buy

Equipment, etc.

Am not disappointed in FM and am in the market for a 10 kw amplifier for my Gates 3 kw transmitter. Must be in top condition. Box 802E, BROADCASTING.

One kilowatt FM transmitter, prefer Electromagnetics. Reply Box 909E, BROADCASTING.

Wanted to buy. Good used studio equipment and television and radio microphones, also a transmitter. If interested call or write Frank C. Carman, KUTA, Salt Lake City, Utah.

CROSLEY BUSINESS

Prospects Favorable—Emmanuel

CROSLEY Broadcasting Corp.'s WLW Cincinnati is maintaining a high level of business while operations of Crosley's WINS New York are improved over last year, according to Mr. Emanuel, president and chairman of Avo Mfg. Corp., parent company of Crosley.

Mr. Emanuel, in his report to the annual stockholders' meeting, said Crosley's three Midwest television stations currently are operating at a loss, but pointed out that long-range prospects are quite favorable. He told the stockholders that Crosley's business will be improved in the company's general economic picture and volume for the balance of the year ending Nov. 30 should also continue at satisfactory levels.

HOT SEAT

WANN Broadcasts From Jail

LOCAL Democrats in Annapolis, Md., may have missed a bet to throw the switch on Tom Carr, vice president and manager of WANN and GOP candidate for state senate, when he broadcast from an electric chair.

Mr. Carr claims he made the first broadcast in radio history from a "hot seat" when Sheriff J. Edward Slavin's "jail-on-wheels" visited Annapolis from New Haven, Conn., in the interest of preventing juvenile delinquency. Mr. Carr's broadcast was aired as a public service feature in line with WANN's own crime prevention campaign.

Admiral Earnings

ADMIRAL CORP, television and appliance manufacturer, had net earnings of $4,165,049 on sales of $46,722,471 for the first quarter of 1950, according to Ross D. Siragusa, president. He said earnings are the equivalent of $2.08 a share on the present common stock outstanding as a result of a two for one split last December. The figures, Mr. Siragusa reported, compare with a net profit of $1,536,217 on sales of $23,513,097 in the first quarter of 1949, the equivalent of 77 cents a share on the then current stock.

FORDHAM UNIVERSITY

PROFESSIONAL RADIO AND TELEVISION

SUMMER INSTITUTE—July 5 to August 11

SIX WEEKS OF NEW sack NLECTORS,
PRACTICAL RADIO-TV COURSES,
WORKSHOP EXPERIENCE IN THE STUDIO

Write for: Folder "B", Radio-TV Dir, Fordham U., N. Y. 58, NYC

April 24, 1950
RADIO EDUCATION
Teachers Hold Meeting

DONLEY FEDDERTON, director of radio and television at Northwestern U. and co-director of the NBC-N. U. Summer Radio Institute, was elected president of the U. Assn. for Professional Radio Education at the group's second annual meeting last week.

The association, comprised of 15 university radio and television directors, met April 15 and 16 at Chicago's Stevens Hotel in conjunction with the NAB convention. Other officers who will serve with Mr. Fedderton during the next year are Thomas Rishworth, Texas U., vice president; Leo Martin, Alabama U., secretary, and S. B. Gould, Boston U.

Ralph Hardy, government relations director for the NAB, gave the opening luncheon address, discussing general directions in the radio industry in terms of professional education.

Techniques of graduate study were stressed at a panel session featuring Messrs. Martin, Gould, and Chapman. Projected studies concerned audience and impact research and pilot and national surveys which could be conducted in colleges. The closing session was conducted by G. Emerson Markham, TV director for the NAB, who outlined the pattern for professional TV training. Appearing with him were Kenneth Bartlett, Syracuse U.; Mr. Rishworth, Mr. Fedderton and Sidney Head, Miami U. Each of the speakers has worked in television at his school.

KPOA, KOLU Join MBS

KPOA Honolulu and KOLU Hilo, now under construction and both owned and operated by Island Broadcasting Co., effective July 4 become affiliates of MBS-Don Lee Broadcasting System, according to Patrick W. Campbell, vice president of the latter network. Simultaneously Mr. Campbell revealed severance of affiliation between MBS-Don Lee and the Aloha Network (KHON Honolulu, KAPI Hilo, KTOH Lihue, KMWV Wallaulu) as of July 3.

NCCM SESSION
Pass Radio-TV Resolutions

RESOLUTION calling on the FCC not to use, as its basis for determination, the first clause of the first Amendment to the Constitution in considering pending applications for the assignment of a part of the FM spectrum for the use of religious and other non-profit organizations, has been passed by the National Council of Catholic Men.

This and several other resolutions relating to the radio-television industry were passed at the final session of the 30th annual NCCM meeting in Washington April 16.

The council also called on the television industry to form and adopt a set of standards and practices which will bind the entire industry to produce no programs which will be detrimental to the best moral interests of especially the family group and children of the family. The council urged the adoption of a code of standards and practice by the industry itself before such a code is imposed from without. NCCM also

Pacific Nielsen Ratings*
(TOTAL PACIFIC AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOUSES)
(FEBRUARY 1950)

<table>
<thead>
<tr>
<th>Current Rank</th>
<th>Program</th>
<th>Current Rank</th>
<th>Program</th>
<th>Current Rank</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Young Widders Brown (NBC)</td>
<td>4</td>
<td>Young Dr. Malone (CBS)</td>
<td></td>
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<tr>
<td>2</td>
<td>When A Girl Montres (NBC)</td>
<td>5</td>
<td>Guiding Light (CBS)</td>
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<td></td>
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<tr>
<td>3</td>
<td>Straight Arrow (NBC)</td>
<td>6</td>
<td>Pappar Young's Name (NBC)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Young Widders Brown (NBC)</td>
<td>7</td>
<td>MCM (CBS)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>When A Girl Montres (NBC)</td>
<td>8</td>
<td>Big Train (CBS)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Young Dr. Malone (CBS)</td>
<td>9</td>
<td>Aunt Jenny (CBS)</td>
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<tr>
<td>7</td>
<td>Guiding Light (CBS)</td>
<td>10</td>
<td>Aunt Jenny (CBS)</td>
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<tr>
<td>8</td>
<td>Pappar Young's Name (NBC)</td>
<td>11</td>
<td>RKO Western (NBC)</td>
<td></td>
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<tr>
<td>9</td>
<td>MCM (CBS)</td>
<td>12</td>
<td>Road of Life (NBC)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Our Gang (CBS)</td>
<td></td>
<td></td>
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</tbody>
</table>

NOTE: Number of homes is obtained by applying the "Nielsen Rating" (%) to 4,467,000—the 1949 estimates of total radio homes in the Pacific Time Zone.

(*) Households listening all day or any part of the program, except for homes listening only 1 to 5 minutes.

McCONNELL TALK
Will Keynote NNP A Meet

JOSEPH H. McCONNELL, president of NBC, will give an analytical talk on "Television Today—Its Past, Present and Future," to open the fourth annual convention of the National Newspaper Promotion Assn. to be held May 14-17 at the Schroeder Hotel, Milwaukee.

Mr. McConnell's address will highlight the opening morning session which will be devoted to a discussion of newspapers' relation to television activities "because of the growing number of newspapers identified with television activities."

A two-year study of television's effect on sports attendance, said to be the first released publicly, will be given by Jerry N. Jordan of the U. of Pennsylvania. Other discussions will include an analysis of TV's effect on newspaper circulation by Belden Morgan, promotion manager for Corp., effect of TV on newspaper advertising by Jerome Stoloff, vice president and director of TV operations for the Cramer-Kraeltz Agency, Milwaukee; methods of launching and promoting a new TV station by Fred Lowe, promotion director of the Norfolk (Va.) Newspaper and NAPPA president, and using TV to promote newspaper circulation by George Morris, promotion director of the New York Daily News.

Ray Reeve Located

RAY REEVE, sports director of the Tobacco Network who had been reported missing [BROADCASTING, April 3], has been located in Florida. He is expected back at work within a few weeks, according to a spokesman for the network, which serves South Carolina, Georgia and Virginia. Mr. Reeve, reported missing since March 16, is now under the care of a physician, network officials said.

One Station Market

Isolated small farm station—money maker—TV-proof for years ahead—stable farm income earning fair profit under absentee ownership—can be extremely profitable with owner-manager combination. Price $45,100.00. Terms easily arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.
James W. Blackburn
335 N. Michigan Ave.
Chicago, Ill.
Sterling 4341-2
Harold R. Murphy
(Continued on page 91)
April 14 Applications

ACCEP TED FOR FILING

KUNO Corpus Christi, Tex.—SSA on 1400 AM 250 w, until for period of 120 days beginning April 20.

AM—1460 ke

Kettle-Moriah Assn., Bect, Hartford, W.C.—CP new AM station 1590 ke 500 w day AM/1525 ke, to request 1940 ke, CP to retransit CP.

KXAW-Milwaukee, Kan.—CP to retransit CP for new FM station.

License for CP

KOB-TV Albuquerque, N. M.—CP new commercial TV station for extension of completion date.

April 17 Decisions

AC TIONS ON MOTIONS

By Commissioner E. M. Webster

David M. Segal, Idaho, Okla.—Petition for dismissal without prejudice on remand of petition denied without prejudice to petitioner’s filing within 30 days of date of order, that is, on June 16, for extension of time for presentation of additional evidence in pending action.

WWRQ New York—Petition for extension of time to April 24 to file exceptions to initial decision issued in proceeding upon applications of Mid-Island Radio Inc. and Stuyvesant, N. Y.

KKPC Pasadena, Calif. and KOFF Los Angeles—Petition granted for extension of time to April 21 to file replies to objections to initial decision issued in proceedings re application of Pasadena Presbytery Council.

By Examiner J. D. Bond

KWOC Poplar Bluff, Mo.—Petition granted for extension of time to file application for approval of station and granted petition to accept late appearance in proceeding re application. Statement of appearance of applicant is accepted.

By Examiner R. P. Cooper

FCC General Counsel—Granted extension of time to file proposed findings of fact in proceeding re application Lubbock County Bect, Co. and KVLY F.M. New York—Time extended from April 14 to May 5.

By Examiner J. D. Cunningham

FCC General Counsel—By petition requesting final date for filing proposed findings of fact in proceeding re approval of station, petition and granted petition to accept late appearance in proceeding re application. Statement of appearance of applicant is accepted.

By Examiner F. N. Litvin

BCA Commissioner—Granted extension of further hearing to April 18 for time to file memoranda in support of joint petition filed for review of examiner’s order of March 28 granting petition of W. E. Williams and U.S. Air Corps, Inc., licensee to W. E. Williams, licensee granted until close of business April 13 to file such memoranda; no action is taken on joint petition for review, which is addressed to the Commission en banc.

By Examiner Elizabeth C. Smith

KMNO Marshall, Minn.—Granted continuance of hearing re application from April 21 to June 26 in Washington, D. C.

JKJ-FM Pasco, Calif.— Granted request that official notice be taken of change in license and call letters of inventorir Poole in proceeding previously filed at COF from KWKK (Southern California Bect, Co.) to KAL in (John R. Poole).

By Examiner J. P. Blume

Brazeria County Bect, Co., Freeport, Tex.—Granted continuance of hearing re application from April 14 to May 15.

By Examiner Elizabeth C. Smith

KJAN Bect, Co., Baton Rouge La.—Granteed leave to amend application to make changes in engineering data; amendment accepted.

WLC Batallion, Baton Rouge, La.—Granted leave to amend application to make changes in engineering data; amendment accepted.

April 17 Applications

ACCEP TED FOR FILING

Medication of CP

WKNA-FM Charlotte, W. Va.—Mod. CP new FM station for extension of completion date.

KWUW Milwaukee—Mod. CP new non-commercial educational FM station for extension of license.

License Renewal

KKCW Santa Monica, Calif.—Request for license renewal.

April 18 Decisions

BY THE SECRETARY


Martie, Inc., Cleburne, Texas—Granted licenses new remote pickups KA-3797, KA-2654.

F. C. Whiting, Inc., Fort Worth, Tex.—Granted new remote license to KRAI-3894, KA-3960.

Baptist General Convention of Texas, Dallas, Tex.—Granted licenses for new remote picks KBBX-2148.


Herman Anderson, Tulare, Calif.—Granted license new remote pickup KKA-579.

Shamrock Bect, Co., Houston, Tex.—Granted license for new remote pick KBBX-4922.

WBBM Inc., Portsmouth, Va.—Granted license new remote pick KKBB-824.

F. C. Whiting, Inc., Cleveland—Granted license new remote pickup KA-452.


KXAI Bect, Co., Colorado—Granted license new remote pickup KA-3965.

KFAB Bect, Co., Omaha, Neb.—Granted license change of frequencies from 170.15, 170.30 to 169.70, 169.90.

KFMB Bect, Co., San Diego, Calif.—Granted license to change frequencies from 10,000, 10,025 to 10,025, 10,050.

KFAY Bect, Co., San Diego, Calif.—Granted license new remote pick KBBX-329.

KFBI Bect, Co., Austin, Tex.—Granted license new remote pick KBBX-4950.

KQXR Bect, Co., Fort Worth, Tex.—Granted license new remote pick KBBX-2300.

KAMC Bect, Co., Austin, Tex.—Granted license new remote pick KBBX-3976.

KQFA Bect, Co., Austin, Tex.—Granted license new remote pick KBBX-4922.

KTVN Bect, Co., Portland, Ore.—Granted license new remote pick KBBX-2600.

KXOS Bect, Co., San Diego, Calif.—Granted license new remote pick KBBX-2984.

KFBK Bect, Co., Sacramento, Calif.—Granted license new remote pickup KBBX-2700.


KTRK Bect, Co., Houston, Tex.—Granted license new remote pick KBBX-2600.

KDAH-FM Des Moines, Iowa—Granted license new remote pick KBBX-2300.

KBGR Bect, Co., Denver, Colo.—Granted license new remote pick KBBX-2500.

KELD Bect, Co., Idaho Falls, Idaho—Granted license new remote pick KBBX-2700.

KFSM Bect, Co., Newport Beach, Calif.—Granted license new remote pick KBBX-2700.

KTPW Bect, Co., Peoria, Ill.—Granted license new remote pick KBBX-2500.

KGLI Bect, Co., Dallas, Tex.—Granted license new remote pick KBBX-2700.

KNTV Bect, Co., San Diego, Calif.—Granted license new remote pick KBBX-2700.

KCTV Bect, Co., Des Moines, Iowa—Granted license new remote pick KBBX-2700.

KFMB Bect, Co., San Diego, Calif.—Granted license new remote pick KBBX-2700.

KTRK Bect, Co., Houston, Tex.—Granted license new remote pick KBBX-2600.

KAMC Bect, Co., Austin, Tex.—Granted license new remote pick KBBX-2600.

KQFA Bect, Co., Austin, Tex.—Granted license new remote pick KBBX-2600.

KTVN Bect, Co., Portland, Ore.—Granted license new remote pick KBBX-2600.

KBOF Bect, Co., Idaho Falls, Idaho—Granted license new remote pick KBBX-2600.

KTRK Bect, Co., Houston, Tex.—Granted license new remote pick KBBX-2600.

KDAH-FM Des Moines, Iowa—Granted license new remote pick KBBX-2600.

KCTV Bect, Co., Des Moines, Iowa—Granted license new remote pick KBBX-2600.

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KBOF Bect, Co., Idaho Falls, Idaho—Granted license new remote pick KBBX-2600.
FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO APRIL 18

Summary of Authorisations, Stations On The Air, Applications

<table>
<thead>
<tr>
<th>Class</th>
<th>On Air</th>
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<tr>
<td>AM Stations</td>
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<tr>
<td>FM Stations</td>
<td>118</td>
<td>118</td>
</tr>
<tr>
<td>TV Stations</td>
<td>103</td>
<td>103</td>
</tr>
</tbody>
</table>

404

128

150

Two on the air.

CALL ASSIGNMENTS: KIHR Hood River, Ore. (Oregon-Washington Broadcasters, Inc., new station on 1,040 kc, 250 w unlimited; WRCI Midland, Tex. (Jack Cecil, owner) was granted a new station on 1,040 kc, 250 w unlimited; WARJ Attleboro, Mass. (changed from WMJ) has been granted a new station on 1,040 kc, 250 w unlimited; WLLN Lenoir City, Tenn. (Arthur Willhoffer lumber Co., 73 kw, 1,040 kc, 250 w unlimited; WTHL Mayaguez, P. R. (Mayaguez Radio Corp., 1,300 kc, 1 kw unlimited).

1. See story this issue. Decision April 14.

WINK Pressley, West Burbank, Calif. (dismissed April 14, 1950.)

FCC Actions (Continued from page 91)

Applicant for filing for new station on 1,075 kc, 1 kw, during yearly operation of that license at its favorite frequency. Decision April 17.

INHINC.

Herein granted are applications for licensed for new station, new station on 1,075 kc, 1 kw, at its favorite frequency.

1. See story this issue. Decision April 14.

WINK Pressley, West Burbank, Calif. (disabled April 14, 1950.)

FCC Actions (Continued from page 91)

Applicant for filing for new station on 1,075 kc, 1 kw, during yearly operation of that license at its favorite frequency. Decision April 17.

INITIAL DECISIONS

Belvedere Bestg. Corp., Baltimore, Md., by permission of the Chairman of the Federal Communications Commission, grants new station at Baltimore on 1,040 kc, 250 w unlimited. Call KFWB.

 Initially granted are applications for licensed for new station, new station on 1,075 kc, 1 kw, at its favorite frequency.

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1. See story this issue. Decision April 14.

WINK Pressley, West Burbank, Calif. (disabled April 14, 1950.)

FCC Actions (Continued from page 91)

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Radio Station Inc., from Dorothy Schiff to J. Elrey McCaw and John E. Monsen. Mr. McCaw is 51% owner KPOA Hollywood, 18% owner KXON Denver, 33% interest in KEA Centralia, and 46% owner WAPI and both own 56% interest in recent grant for Hawai- i station KFCA. McCaw will pay $75,200 on May 1, 1960, and $24,800 on May 1, 1961. McCaw intends to operate the station as a full-time station.

WVXS, Inc. - Granted assignment of station to Ray Hunt, licensee, from George W. McFarland, for $75,200. Mr. Hunt owns 50% of KUKI Fort Lauderdale, 15% interest in KDWA and 50% interest in KEKA Centralia, and 50% interest in KDPO and both own 56% interest in recent grant for Hawai- i station KFCA. Hunt will pay $37,600 on May 1, 1960, and $37,600 on May 1, 1961. Hunt intends to operate the station as a full-time station.

WVXY, Inc. - Granted assignment of station to Jesse V. Williams, Jr., to WVNB Inc. Mr. Williams will devote his time to his law practice and sell for $50,000. WVXY Inc. includes Johnson, Inc., which owns the station, with its wife and owner of Forde & Co., with president 56% of Station WADC Kansas City, vice president and 56% owner Bronner Boggs, secretary-treas. and 56% and Charles Gulliford, secret- ary, with president 56% of Station WADC Kansas City. WVXY Inc. will own 100% of the station on May 1, 1960. WVXY Inc. will operate the station as a full-time station.

WYCB, Inc. - Granted assignment of license from Robert S. Wheeler, Jr., to WYCB, Inc. on behalf of chairman of the board of directors of the company, with president 56% and Herbert E. Hawley, secretary-treas. and 56% of WYCB. Hawley is presently station manager of KOFO, holds 56% of KOFO, and operates with 250 w on 1220.

DELETIONS

SIX FM authorizations and two AM were granted during the past week by FCC Deletions since Jan. 9, 1959, include:

KGMJ Denver, Col. - Gifford Phillips.
WKNJ Kalamazoo, Mich. - WKNJ Inc.
WEWS-FM Cleveland - Scripps-Ho- ward Radio Inc. License Manager.
WEBS-FM Westfield, N. Y. - Cham- paign Valley, Corp. CFP. March 12.
WIKS Shaker Heights, Ohio - Science Education Foundation Inc. CFP. April 11.
WSAF-WKWB, Wis. - The Mil- waukee Journal, License. See story BROADCASTING story.

New Applications

North Bend, W. Va. - For FM station WSBM, Inc. to LPFM, Inc. The station is to be operated by LPFM Inc. under the management of WSBM Inc. on behalf of the L. B. B. Foster, president of WSBM Inc. The station is to be operated on 95.3 MHz. The station is to be operated on a full-time basis.

APPLICATIONS

1340 kc. - Grantees of construction $15,791.50. Mr. McCaw was owner KWGB Globe, Ariz., from 1938 to 1959. He is presently CP holder, for KUKI Upland, Calif. Filed April 14. Joseph S. Paglin, corpor., with Kenneth M. Bestg. & Television Co. Inc., 800 Main, Las Vegas, Nev. Filed April 19. Mr. Paglin is to operate his station with a construction cost of $130,000. All permits.'

Transfers

WBNX Jamaica, N. Y. - Transfer of grant to beb. from J. L. Marquis, licensee, to American Broadcasting Co., Ch. 7. License holder is to be Trustee of KXUA Inc., owner.

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HEAD TABLE at April 14 session of NAB Engineering Conference (1 to 1): Top photo - Cyril M. Baum, FCC; Delight V. Schmuck, Regent, California Engineering College; and Donald B. DeLorme, WABC, New York City. Left to right are: Leo W. Hansen, NBC; Justin Miller, NAB; Neil McNaughton, NAB; A. James Ebel, WMHD Peoria.

Bottom photo - Emerson Markham, NAB; John Y. Augusto, NAB; W. Hubert Allen, ABC; Bishop, radio engineering consultant.

For In-crease SPOT Billings

BROADCASTING • Telecasting

April 24, 1959 • Page 93
At Deadline

CBS TEST POSSIBLE ON RCA TRI-COLOR TUBE
POSSIBILITY that RCA's new single-tri-color kinescope may be tested soon in CBS' field sequential color TV system appeared Thursday during further in-camera examination of Dr. Peter Goldmark by FCC Commissioner Robert F. Jones in Commission's color TV hearing. (See early story page 69). The CBS system inventor Thursday advised that "in two weeks" to arrange for showing of RCA's tube with his system, if such tube were made available.

Dr. Dean B. Judd, Bureau of Standards color expert, told FCC he had seen picture on an RCA color set, being tested for Senate Interstate and Foreign Commerce Committee's Condon Committee on color TV, and that it worked. He reported Thursday he had seen. He said he found CBS color rendition "uniformly good" while RCA's and CTI's have been "occasionally good and occasionally bad". He said he is satisfied that all necessary RCA and CBS systems are being compared by Condon Committee but he wasn't authorized to release data. He indicated results may be available about May 15. Dr. Judd said he found CBS color "flushing" circuit caused "slight to appreciable" improvement to appear optically in that system.

Dr. Goldmark, in answer to further cross-examination by RCA Counsel John T. Cashill, asserted public would prefer color disc to no color TV at all. He indicated data on CBS crisispining circuits had not been supplied to industry so far. He said it was still being refined, but all necessary information would be given on record. Further hearing Tuesday is to be devoted to cross examination of Dr. Allen B. DuMont and Dr. Thomas T. Goldsmith, DuMont Labs, research director.

SAG-TVA BATTLE LOOMS FOLLOWING 4 A BOARD MOVE
JURISDICTONAL dispute looming Thursday after international board of Associated Actors and Teachers, parent body of all actors' unions, voted to test control over video performers in Television Authority. Action expected to set off warfare with screen guilds.

Following 4 A's green light to TVA, Screen Actors Guild issued statement, describing action as "authorization of the labor dispute against SAG and Screen Extras Guild." SAG said it would ignore 4 A's directive. Both film: guilds issued press releases Tuesday on board. Officials believe issues may be resolved in court. SAG scheduled to consider such recourse at Hollywood board meeting today (April 24).

ST. LOUIS TV BID
PARK PLAZA HOTEL, St. Louis, has applied for new commercial TV station there, FCC reported Thursday. Facilities sought are Channel 54 with ERP of 48.6 kW visual, 24.5 kW aural, and antenna height 509 ft. above average terrain. Park Plaza is one of Koplar family group. Transmitter would be atop 85-story hotel with station proposed to draw upon extensive entertainment activities and talent featured at hotel.

FCC BEGINS HEARINGS ON 'UNIFORM POLICY' TODAY
SIXTEEN licensees, applicants, and other radio groups to participate in FCC's "uniform policy" hearing scheduled today (Monday), correspondents were told Thursday. Question involves establishment of uniform FCC policy with respect to non-radio law violations by broadcast applicants, with participants expected to ask for right to "bargain" on anti-trust violations. Most feel case-to-case approach is "better" than any "uniform policy" [Broadcasting, April 17].

Myers' ...participants would be heard in following order, each attorney to have 20 minutes maximum (attorneys listed in parentheses): Allen B. DuMont Labs (Roberia & McIlwain); Charles Judd; DuMont Labs, research director.

FCC STAFF study of transfer radio, once "completed" and submitted to top staff officials, reportedly is now back in FM law section for further work, including incorporation of data requested from FM broadcasters on (1) "television service" and (2) "television station" as defined in pertinent brochures and press releases. As originally submitted, report is understood to have questioned whether transit-, store-, and factory-casting, etc., are strictly "broadcasting" and whether such specialized programming is in public interest.

INCREASED interest of Charles R. Denny, NBC executive vice president, in supervision of radio program department suggests network may not be able to offer program job vacant since transfer of Thomas McCray to West Coast. Mr. Denny has taken charge of programming, in addition to acting as pro-tem chief of radio network.

EXHAUSTIVE study of buying habits in some 1,100 homes, showing sales impact of television, has been made in New York, and a report is to be issued in few weeks by NBC-TV. Study will be basis of full-line sales presentation.

AUTOGRAH Souvenir Baseballs, New York, through Huber Hoge & Sons, New York, looking for availability of five minutes before and after baseball broadcasts and 15-minute spots shows in as many markets as obtainable. Campaign will start April 24 in some market.

ANDERSON JOINS SSSC&B
G. WILLIAMS ANDERSON, Jr., formerly account executive with WTLV-FM, Providence, New York, joins Sullivan, Stauffer, Colwell & Bayles in similar capacity. Mr. Anderson previously served with Foote, Cone & Belding on lunch accounts but in Colwell Home Permanent accounts, and with CBS.

FRTZ JOINS AGENCY
EDWARD C. FRITZ JR., former account executive-salariesman at WBBM, joins W. E. Long Co., Chicago agency and management consulting firm, as radio-television director. He will develop radio-TV business for agency's wholesale bakery clients, six of which currently use radio or television.

Disclosures are on page 4.

Closed Circuit
(Continued from page 4)

rights, though officially "suspended" when based on some of CJC's terminations, have been quietly resumed, on basis of recent complaints. One complaint deals with differential major league clubs have established in their charges. Example: Chicago Cubs report recently that they seek right to broadcast their games on stations more than 50 miles from minor league club, but $750 per game if station was within 50-mile radius.

ANNUAL radio-television festival based on all-facility broad cast at cottage near Los Angeles was announced and posed to NAB board by Bob Richards, public affairs director. Extravaganza would include community-level observances as feature of Radio Week, and designed to show people benefits of American radio system.

TEXAS is buzzing with reports that former Sen. W. Lee O'Daniel will run again this summer for governor following withdrawal of major candidate. "Pappy" O'Daniel's comments had folks guessing. If he runs, he is expected to revert to hillbilly musical campaign which first carried him from radio into politics.

Why WCAO is a better buy in Baltimore---

★ The greatest audience in WCAO history.
★ All programs transmitted simultaneously by WCAO-FM... extra coverage at no extra cost.
★ Full Basic CBS network programming.
★ No rate increase since 1946.
★ 28 years of broadcasting service to Maryland.
★ Local promotion of your show.

WCAO
"The Voice of Baltimore"

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER
...you can't cover California's Bonanza Beeline without on-the-spot radio

Are you getting the results you're after on the Bonanza Beeline? It's a 3-billion-dollar market, you know... with more food sales than Philadelphia... with twice the retail sales of Boston.

But don't count on reaching this inland market on outside stations. That's an on-the-spot job... for the five BEELINE stations located right in inland California and western Nevada. Because Beeliners—well removed from coastal influence—naturally prefer their own stations to outside stations.

Here's what you should know about KWG and STOCKTON

Oldest and best-known station in Stockton—the trading center for nation's 4th wealthiest farm county. 250 watts, 1230 kc, ABC. Serves 68,992 radio families in 2-county radius—an area with nearly 1.4 billion in annual retail sales.

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA  •  PAUL H. RAYMER CO., National Representative

KFBK  SACRAMENTO (ABC)  50,000 watts  1530 kc.
KOH  RENO (NBC)  1000 watts  1450 kc.
KERN  BAKERSFIELD (KSB)  1000 watts  1470 kc.
KWG  STOCKTON (ABC)  1500 watts  1230 kc.
KMJ  FRESNO (NBC)  50,000 watts  1400 kc.

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