"Some station reps bore me to tears!"

“They’re always talking about the power of radio stations. Always showing me coverage maps. What I’m interested in is the results you get per dollar-spent!”

Well, sonny, you’re our man. W-I-T-H in Baltimore is famous for delivering more listeners-per-dollar than any other station in town. And that means low-cost results!

If you want to do BIG things in this rich market with a LITTLE bit of money, buy W-I-T-H. Call in your Headley-Reed man and get the whole story.
Kentuckiana leads the nation...

in farm income gains

More money from crops... more money from livestock... more money to spend. This continuing prosperity throughout Kentuckiana adds up to a real sales opportunity for advertisers.

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TOTAL INCOME FROM LIVESTOCK AND CROPS

WHAS alone serves all of Kentuckiana

with the only complete Farm Programming Service for Kentucky and Southern Indiana

The Kentuckiana farmers depend on WHAS Farm Coordinator Frank Cooley and Assistant Don Davis for up to the minute farm news and market reports. And advertisers have come to depend on WHAS Farm Programming for sales results in Kentuckiana.

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

The only radio station serving and selling all of the rich Kentuckiana Market

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. ★ ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
"... for effective coverage of the State Legislature"

The 1950 George Foster Peabody Radio Award

KXLJ
Helena, Montana

This award is more significant since, in 1949, this station was questioned by the FCC as to the percentage of commercial programs and as to its public service programming. KXLJ gratefully acknowledges receipt of the 1950 George Foster Peabody Radio Award for "effective coverage of the Montana State Legislature." KXLJ has also been awarded first place for "Public Service Promotion in 1949" by Billboard.

A member of the:

PACIFIC NORTHWEST BROADCASTERS

KXL Portland

KXLE Ellensburg

KXLY Spokane

KXLL Missoula

KXLK Great Falls

KXLJ Helena

KXLQ Bozeman

KXLF Butte

KING Seattle
Closed Circuit

BROADCASTING

Tom L. Evans, president and chief owner of KCMO, Kansas City 50,000 watt, last week boarded Presidential train at Kansas City and accompanied Mr. Truman on his whirlwind cross country trip. Mr. Evans, also head of Crown Drug Co., is old friend and colleague of Chief Executive.

UNHERALDED MEETING of nominating committee of Radio Mfrs. Assn. in New York last week yielded nothing tangible on selection of paid president but decision was reached to upgrade dues (to defray increase in overhead). Both matters come before annual convention next month in Chicago. Meanwhile leading prospects for paid presidency will be canvassed, including: both LaFollettes (former Senator Bob and former Wisconsin Governor Phil); former Army Quartermaster Chief Edmund B. Gregory; Lt. Gen. Walter Bedell Smith; FCC Chairman Wayne Coy; CAA Administrator D. W. Rentzel; and former Presidential Counsel Clark Clifford. There's still chance that Ray Congrove, honorary president, will be inveigled into accepting interim presidency.

BELIEF growing broadcasters will get tired of kicking around at hands of organized baseball, with possibility courts will get chance to settle question via test case.

GET-TOUGH attitude toward AM applications is developing in FCC, perhaps out of penitence for way AM spectrum is torn by interference through past disregard for strict letter of engineer's standards in making grants. With spectrum already crowded, it could lead to hearings on virtually all applications that come in.

Lambert & Feasley, New York, has recommended TV spot schedule for Phillips Petroleum Co.'s Phillips 66 gasoline, in addition to present radio network show.

ABC BROKE BREAD with FCC last Thursday night in Washington in its annual off-the-record dinner. ABC's need for more power (presumably through clear channel revision) to offset physical advantages of competitors was stressed, it's understood. Present: All seven members of FCC plus General Counsel Ben Cottone, Asst. Gen. Counsel Harry Plotkin and Chief Engineer Curtis Plummer. For ABC: Chairman Noble, Vice Chairman Woods, President Kintner, Vice Presidents Hinckley and Marx, and Director of Advertising, Promotion & Research Ted Oberfolder.

FCC'S UNSETLEMENT on color TV extends all way to question of when decision can be issued. Some authorities think decision could be out by about Aug. 1 (60 days from time record will be closed), while others feel (Continued on page 86)

Upcoming

May 18-20: Georgia Assn. of Broadcasters Radio Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.
May 22-23: North Carolina Assn. of Broadcasters, Chapel Hill, N. C.
May 31-June 2: Advertising Federation of America Convention, Statler Hotel, Detroit. (Other Upcomings on page 43)

Business Briefly

DE SOTO SPOTS to BBDO, New York, planning intensive national spot series for Chrysler's De Soto cars. Final decision expected late this week.

LINING UP LIST to Saraka (proprietary) through Abbott-Kimbali, New York, preparing station list for transcribed The After 10 Club.

RADIO PROSPECT to Chelsea Milling Co., Chelsea, Mich. (Jiffy Mix), names Clark & Rickard, Detroit, as agency, planning regional radio next fall or winter.


KRUEGER SURVEY PLAN ADOPTED BY HOOPER

SEPARATION of radio and television audience surveys so true picture of all media in individual areas will be shown, as recommended by Herbert Krueger, WTAG Worcesters, Mass., in the May 8 Broadcasting, will be adopted by C. E. Hooper Inc. as pattern for future reporting of radio and TV audiences.

Mr. Krueger contended surveys tend to show TV impact on radio without showing effect on other media.

Writing to Mr. Krueger, C. E. Hooper, president of research firm said:

"Your article, "Who's Winning by TV?" page 27, May 8, 1950, Broadcasting, has been the subject of a two-day-long conference among the principals of our organization. As recommendations are being adopted as a blueprint for our future reporting of radio and television audiences.

This is the most emphatic way we could tell you that we consider your contribution an outstanding example of good thinking, down to earth reasoning and perfect timing on a fundamental industry problem.

Sports Attendance Not Hurt by TV

TELEVISION does not hurt attendance at sports events after first year of set ownership when novelty has worn off, according to exhaustive study conducted by Jerry N. Jordan, son of Clarence L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia. Detailed results were to be given today (Monday) at Milwaukee meeting of National Assn. of Newspaper Promotion Managers.

Completed findings confirm tentative results disclosed last winter by Mr. Jordan [Telecasting, Jan. 23]. Cooperating in two-year project were N. W. Ayer & Son, Atlantic Refining Co., Radio Mfrs. Assn., major and minor league baseball clubs, Princeton, U. of Pennsylvania, and others.

Attendance at some forms of entertainment shows increase, Mr. Jordan found. Major factors influencing attendance, he said, are higher incomes and shorter working hours, management, performance of teams and publicity. TV is not major factor, he found, citing long lists of figures compiled from 460 baseball clubs, 122 universities, 32 high schools, 100 arenas and other sports sites, with 572 cities covered in every state and 124,000,000 paid admissions.

Fifteen of charts showed detailed effect of TV on sports attendance, with analyses of various factors affecting attendance.

Mr. Jordan found habits of TV set owners return to original pattern one year after set is acquired, with attendance at some forms of entertainment showing increase.

Main conclusions follow:

Higher percentage of colleges in TV areas increased attendance in 1949 than colleges in non-TV areas, especially small colleges.

More colleges telecast in Western Conference areas last year than any other section, and they had higher percentage gain in attendance than any other section.

Sixteen of 281 major league baseball clubs increased or decreased attendance in direct relation to improved or inferior performance.

Thirteen of 280 local league minor clubs increased or decreased attendance in direct relation to performance in Pacific Coast League.
STOP GUESSING!

WGAL-TV — The ideal station for testing your TV sales campaign

The only television station located in, and the only station that reaches this large, prosperous section of Pennsylvania which includes—Lancaster, York, Lebanon, Reading, Harrisburg and the adjacent area. This market ideally fulfills all the basic requirements for reliable TV sales testing because of:

- Comparative isolation—not deeply penetrated by any other television stations
- Stabilized economy
- A well-balanced population of average cultural level
- Widely diversified industries
- Ample facilities for distribution and sales
- Compactness which permits fast, accurate checking of results
- Reasonable advertising rates

Viewing is unusually high and consistent because of interesting local programming and the top shows of four networks—NBC, CBS, ABC and DuMont. A number of alert advertisers are now making TV sales tests on WGAL-TV. Such a test can mean the difference between profit and loss in your TV selling.

Write for information.

Represented by

ROBERT MEEKER Associates
Chicago
San Francisco
New York
Los Angeles

A STEINMAN STATION
WGAL-TV
Channel 4—Lancaster, Penna.
Clair R. McCollough, Pres.

NBC • TV AFFILIATE
THE "Right" Hats ARE IN OUR RING

THE "Right" Hats ARE IN OUR RING

There's a Good Reason Why WFBM Dominates the Lush Hoosier Market!

- Twenty-six years of top performance in Indiana have built a listener-loyalty for WFBM that you seldom find for any single radio station. In fact, the latest Hooper shows this Indiana pioneer station's audience way ahead again—with an even larger proportion of listeners in the total rated time period than any other Indianapolis station.

And there's another point worth noting about WFBM. The "right" people... those who prefer good radio just as they prefer, and can afford, the best of everything they select to buy or enjoy... prefer the "quality radio" that has always distinguished WFBM.

Remember—if you want to make sales, you have to make calls—and WFBM calls on the most important part of the Hoosier market morning, noon and night. You could have no better sales contact!

First IN INDIANA ANY WAY YOU JUDGE!

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.,
Washington 4, D. C. Telephone ME 1022

IN THIS BROADCASTING

More Local Billings Seen in 'Trends' Study
New I&M Spot Campaign Technique
T. S. Lee Holdings Put on Sale
WAB Area Reports on Complete Station Coverage
Senate Right Seen on Truman FCC Plan
The Plant that Built But—A Fantasy
Timeswappers Want Listener Count, Not Percentages
FCC May Decide What's Political, What Isn't
Bonnoter Hits FCC Editorializing Policy
485 Madison Ave. Becomes New Radio-TV Center
NABRA Meets Sept. 6 in Washington
Huffington Named NAS Field Director
Electronics Industry Pools Ideas in Capital Meet
RMA Reorganization Set for June 5-6 Meet
Truman Urges 'Control' for Mobilization Program
FCC Budget Cut Seen
Crime Probe Plans Set

Telecasting Section Page 51

DEPARTMENTS

Agencies
Allied Arts
Commercial
Editorial
FCC Actions
FCC Roundup
In Public Service
Management
Network Accounts
New Business
News
On All Accounts
Open Mike
Our Regards To
Production
Programs
Radio Week
Technical
Upcoming

WASHINGTON HEADQUARTERS

SOL TAISSOFF, Editor and Publisher

EDITORIAL: ART KING, Managing Editor; J. Frank Beatty, Assistant Editor; Fred Pitugrad, News Editor; Tyler Nomura, Jo Halley, Assistants to the News Editor. STAFF: David Beelyn, Lawrence Christopher, Mary Glenn, Tom Hynes, John Ard, Ardelina Williams, EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalcky, Doris Lord, William D. McCarthy, Jean D. Statt; Eleanor J. Brumbaugh, Assistant to the Publisher.

BUSINESS: MAURICE A. LONG, Business Manager; Winfield N. Levi, Assistant Advertising Manager; George L. Dart, Ad Director; Production Manager: Mary Stevens, Classified Advertising Manager; Eleanor Schad, Phyllis Steinberg, Judy Martin; B. L. Taissoff Treasurer; Irving C. Miller, Auditor and Office Manager; Evelyn Weston.

CIRCULATION AND READERS' SERVICE: JOHN P. CORBOVE, Manager; Bill Gabriel Jr., Elaine Haskell, Grace Motta, Lillian Oliver, Al Riley, Warren Sheets.

NEW YORK BUREAU
543 Madison Ave., Zone 17, P.Laza 8-4455: EDITORIAL: Edwin W. James, New York Editor; Herman Brandschek, Asst. to the New York Editor; Florence Small, Features Bureau.

BRUCE ROBERTSON, Senior Associate Editor.

ADVERTISING: S. J. PAUL, Advertising Director; Eleanor R. Manning.

CHICAGO BUREAU
360 N. Michigan Ave., Zone I, CHICAGO 115: William L. Thompson, Manager; Jane Pinkerton.

HOLLYWOOD BUREAU
4610 Hollywood Bldg., Hollywood 9, Calif., Brava 3181; David Glickman, West Coast Manager; Ann August.

MONTAGNES: 1417 Harbour Commission, Elgin 2115; James Montagnes.

BROADCASTING '50 Magazine was founded in 1931 by Broadcasting Publications Inc. using the title: BROADCASTING—"The News Magazine of the Fifth Element of the Arts of Journalism" was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

Copyright 1950 by Broadcasting Publications Inc.

Subscriptions Price: $7.00 Per Year, 25¢ Per Copy

BROADCASTING TELECASTING
San Franciscans wake up laughing when KCBS' Bill Weaver spins his whimsical stories.

But if funnyman Weaver lives by his wits, ace salesman Weaver lives by results. As when he appealed for sewing materials for the Bay Area's homes for the aged. And pulled thirty-five barrels full!

That's the kind of drawing power that keeps everybody happy. And gives KCBS the highest average daytime local-program ratings of any station in San Francisco.*

If your sales need needling in America's seventh market, Weaver's your man. He's got the city's best and sellingest morning program.† And he's got time for you.

Why not sew it up right now?

San Francisco
Columbia's Key to the Golden Gate
Represented by Radio Sales

*Pulse, January-February 1950
†"Waitin' for Weaver," Monday through Saturday, 6:15 to 7:00 a.m.
Artid outlet Oklahoma in Oklahoma market reports complete, authentic only. City's the agricultural and livestock receipts in KOMA 1:00 only. Farmers Oklahoma, representative KOMA or has broadcast comprehensive ONLY market reporter. Monday. market broadcasts followed by the latest Neumann, Oklahoma livestock are KOMA through state nearest Avery. Haytham, with Inc., New York, as an year association. ELLIOTT, Detroit pointed merchandising department, 33rd quarters at Newhall Bldg., 300 California St. Telephone remains Yukon 6-4478.

Ellen Stern, former promotion and publicity director of KPIX (TV) and KPBS San Francisco, joins Emil Megal Co., New York, as assistant to president. She will be in charge of radio and television functions of agency.

Vic Piotrowski, with Kroger Co. for past 17 years as grocery merchandiser, joins Dancer-Fitzgerald-Sample, New York, as vice president in charge of merchandising department, effective May 22.

Phil Gordon Agency Inc., Chicago, moves to larger quarters at Finchlay Bldg., 23 E. Jackson Blvd.

Jack T. Sharp, formerly sales representative at WJMO Cleveland, joins Ohio Adv. Agency, Cleveland, as account executive.

Donald C. Foote Jr. appointed assistant to Victor Seydel, director of radio and television for Anderson, Davis & Platte Inc., New York.

Sander Heyman, formerly of Schenley Industries, joins Al Paul Letson Co. He will serve in an executive capacity in agency's New York office.

Sara M. Kelly purchases entire interest of John E. Fontaine in Nelson Cheesman Co., Chattanooga, Tenn. Business will be continued under same name and policies. James R. Fox appointed to direct handling of all accounts and supervisor of all creative and promotion work. He has been with agency a year, and was formerly with McCann-Erickson, New York.

Howard W. Newton resigns as vice president of Dancer-Fitzgerald-Sample, New York, to devote fulltime to his placement agency for creative and executive advertising personnel.

Robert J. Hakken, formerly with Benton & Bowles, New York, joins copy staff of Kenyon & Eckhardt, same city.

Lee Todd, formerly with Buchanan & Co., Los Angeles, joins Brisscher, Wheeler & Staff, that city, as radio and media director. She replaces Charles Chaplin, resigned.

George Stege, former sales director for Pepsodent Division of Lever Bros., joins Leo Burnett Co., Chicago, as account executive. He worked at Pepsodent six years and was director of advertising and merchandising there.


Arthur C. Ling, formerly with Benton & Bowles, New York, joins Maxon Inc., New York, as director of media estimates and contracts. Thomas E. Haytham, with agency for six years as director of marketing and media, appointed director of markets and media research.

Elliott, Daly & Schnitzer, San Francisco, dissolve partnership after two year association. Mr. Schnitzer opens new agency under his own name, Bernard B. Schnitzer Inc. Other partners, Wallace F. Elliott and John C. W. Daly, are joined by Robert Sherman, formerly of Sherman & Shore, in new firm named Elliott, Daly & Sherman. Staff of dissolved partnership will be retained by latter firm. Accounts have been divided on mutually agreed basis. Offices for both agencies will be maintained at 256 Sutter St., San Francisco.

Wahren H. Wilkes named vice president and director of Tandy Adv. Agency Ltd., Toronto. Robert C. Morgan appointed secretary and director of agency.

Howard M. Roskow, formerly account executive at Wain & Baruch Inc., public relations firm, joins S. B. Leon Co., New York, to manage publicity and research activities.

Maxon Inc., with offices in Detroit, Chicago and New York, will open new San Francisco branch in near future. George A. Thuss, agency staff member, will direct opening.


W. W. MacGruder Inc., Denver, changes name to MacGruder, Bakeswell, Kostka Inc.

LEY & LIVINGSTON, San Francisco, moves from 11th floor to penthouse atop Newhall Bldg., 260 California St. Telephone remains Yukon 6-4478.
Broadcasting 8 hours a day, 5 days a week, it would take nearly 17 months to air the 11,337 non-network quarter-hours WNAX has carried for Procter & Gamble since June, 1939. Nearly 2,000 of these were for Ivory alone...3,000 for Oxydol.

Procter & Gamble is just one of the major national selective advertisers who use WNAX year after year to reach a Major Market which can be covered in no other way. Twenty-seven per cent of WNAX non-network accounts have used the station for ten years or more. Blue chip business, this 27% accounts for 39% of total WNAX billings.

Big Aggie Land, served only by WNAX, is one united Major Market, embracing 267 counties of Minnesota, the Dakotas, Nebraska and Iowa...the world’s richest agricultural area.

In 1948 folks in Big Aggie Land enjoyed a buying income of over $4½ billion—greater than Los Angeles, Washington, D. C., or St. Louis. They accounted for nearly $3½ billion in retail sales—greater than San Francisco, Philadelphia or Detroit.*

Convert your Sales Potential into Sales Results. Ask your Katz man to show you how WNAX can produce good will, increase sales of your product or service.

*Compiled from 1949 Sales Management Survey of Buying Power.
RUBSAM & HORMANN BREWING Co., New York, begins intensive advertising campaign for R&B Light Beer in New York area. Included are radio and television. Paris & Pearl is agency: Remus Harris, account executive.

BELMONT RADIO Corp., Chicago, owned by Raytheon Mfg. Co., Boston has released two one-minute and one 20-second TV commercials, promoting Raytheon AM-FM-TV-phonograph combination and its entire line, to dealers and distributors nationally for co-op sponsorship. This is firm's first use of such TV package. Belmont also released six one-minute transcribed radio spots for similar sponsorship. New agency is Henri, Hurst & McDonald, Chicago, although this business was placed through Beaumont & Hofman, same city.

PURITY BAKERIES Corp., Chicago, for Taystee bread, sponsoring 10 one-minute and 20-second TV ads weekly in Cincinnati, Louisville, Detroit, Houston and Dallas for 13 weeks. More expected to be added later. Young & Rubicam, Chicago, is agency.


KAYE-HALBERT Television, Los Angeles, to introduce new television set models, going into national television about mid-June with 13 week placement of quarter-hour transcribed "Gorgeous George's Gossip Column" featuring the wrestler on TV stations in 17 markets throughout country. Cities include: Detroit, Chicago, St. Louis, Kansas City, Cleveland, Indianapolis, Dallas, San Francisco, Seattle, Portland, Atlanta, Philadelphia, Memphis, Boston, Phoenix, San Diego and Minneapolis. Price of package is approximately $5,500. Agency: Knight & Russell Inc., Los Angeles.

Network Accounts...

GEORGE A. HORMEL Inc. (meat and dairy products) will sponsor Music With the Hormel Girls, half-hour musical show featuring orchestra and chorus consisting of former WAGS, WAVES, SPARS and girl Marines, beginning next Saturday (May 20) on CBS from 2:20-3:00 p.m. Initial 13-week contract placed through BBDO, New York. Company sponsors same show on ABC, Sunday, 6:30-7 p.m.

WANDER Co., Chicago (Ovaltine), sponsor of portion of Howdy Doody on 27 interconnected NBC-TV stations, adds 14 stations which will carry show via kinescope recordings. Agency for Wander is Grant Adv., also Chicago.


Adpeople...

J. P. SEIBERLING, president of Seiberling Rubber Co., Akron, Ohio, elected to combined post of president and chairman of the board of directors of company. He succeeds his father, F. A. Seiberling, who resigned as board chairman Feb. 1.


PAUL S. GEROT, president of Pillsbury Mills Inc. grocery products division, named corporate vice president. Also appointed corporate vice presidents were: CLYDE H. HENDRIX, president of feed and soy division; A. B. SPARBOE, president of flour milling division, and B. J. GREER, president of Globe Mills division.

JOHN N. KANE, Eastern division sales manager and vice president of Kellogg Sales Co., Battle Creek, Mich., for past 13 years, named chairman of Eastern division. O. K. BERRY, vice president in charge of Southern division, succeeds Mr. Kane as sales manager of Eastern division.
DRAWS LISTENERS. And listeners draw, too! When the popular WGAR-produced Fairytale Theatre asked school children for their sketches of the stories presented, over 800 drawings were received! Miss Mullin, producer of this prize-winning children's show, selects some of the prints to be placed on exhibition at the Cleveland Public Library. Listeners respond to WGAR!

PUBLICITY. WGAR's top-notch publicity director, Manny Eisner, keeps Northern Ohio listeners informed about what's going on at WGAR. He creates publicity ideas and keeps in close touch with the trade press and news sources. His constant stream of stories about WGAR programs and personalities is an extra service to WGAR sponsors. And publicity is another one of WGAR's many effective promotional activities.

in Northern Ohio... WGAR

the SPOT for SPOT RADIO

A WGAR SPONSOR. Mr. A. L. Petrie is manager of the new ultra-modern store for Bond Clothes in Cleveland. He is a member of the Cleveland Chamber of Commerce and the Optimist's Club, and has been with Bond Clothes for twenty years. Bond Clothes is a WGAR advertiser.

NOW AVAILABLE... the Polka Party in Cleveland...the Polka Town! Polka Party features live polka bands well-known in this area. Response to the first WGAR-produced live polka show was terrific! Requests poured in from ten states! If you want results, consider Polka Party. Ask about it.

RADIO... America's Greatest Advertising Medium

WGAR...50,000 watts...CBS

Represented Nationally by Edward Petry & Company
Railroad 'Home Run'
EDITOR, BROADCASTING:
In my opinion, you scored another home run with your story about the Railroad Hour in the [May 8] BROADCASTING-TELECASTING, and I think you did an even better job with this article than the first one. . . .
Albert R. Beatty
Assistant Vice President
Assn. of American Railroads

‘Insult to Radio’
EDITOR, BROADCASTING:
Announcement of the 1949 Peabody Awards lists as one of the recipients the New Yorker, a comic book for adults, and gives as the reason for the presentation that magazine's efforts "to shield" a so-called "captive audience" from loudspeaker programming in the Grand Central Station.

It is difficult for me to understand the kind of reasoning that prompted a "radio" award to a magazine whose total effort was aimed at barring fair advertising competition by another medium. . . . The award amounted to a gratuitous insult to radio. I believe that this particular award reduces the 1949 Peabody in this specific category to pygmy stature. I have been in radio some little while and have never before seen a public address system described as radio broadcasting. And there's been a lot of loose talk about "captive audiences." For the record, let it be said that any medium, be it public address or magazine, which reduces its audience to a "captive" state has accomplished the ultimate for advertisers. What kind of advertising does the New Yorker sell? "Escape advertising!

The day that a Pulitzer Prize is awarded a broadcaster for efforts aimed at the prohibition of advertising in newspapers or magazines will be the day that I will admit the appropriateness of the New Yorker's Peabody Award.

Hugh M. P. Higgins
General Manager
WMOA Maretta, Ohio.

[EDITOR’S NOTE: Mr. Higgins’ letter was written (May 4) before the publication of our editorial "The Peabody Beautiful" in our issue of May 8.]

Adams 'Corrects'
[EDITOR’S NOTE: William J. Adams, program manager of WHEC Rochester, N. Y., takes exception to some of the statements made in our "Tower Clock" story published May 1. We give readers the benefit of his views, we are publishing excerpts from his letter to Miss Louise Wilson, of Sibley, Lindsay & Curr Co., Rochester, N. Y.]
Miss Louise Wilson
Radio Director
Sibley, Lindsay & Curr Co.
Rochester, N. Y.

Your very excellent article about the Tower Clock program would have been greatly helped by the insertion of some qualifying statements.

In your article you mention that Hooper figures have been misused and misinterpreted, then you continue by saying that, "The Tower Clock Hooper equals the coincidental segment of the National Breakfast Club and beats all other local competition by 50%." This statement should have been qualified by adding, "in the summer, or May through September 1949 Hooper Survey. . . ."

The October 1949 through February 1950 Hooper gives the Breakfast Club 5.8, WHEC's To the Ladies 4.0, station WVET 2.7, the Tower Clock 2.2, and with the other stations 1.8 and 1.2, . . .

William J. Adams
Program Manager
WHEC Rochester, New York

A WBMS Listener's View
EDITOR, BROADCASTING:
Reference to your May 1 issue page 44 concerning WBMS [Boston] dropping classical music. . . .

I disagree with Mr. Lasker that the listeners resented the sponsors, what we objected to were the type of commercials employed. . . . offensive commercial copy on a classical music station breaks the mood of the music.

Another thing was the announcers themselves. WBMS had excellent classical music announcers, if they stuck to music, but they tried at times to inject humor into the program. On classical music the less the announcer says the better.

. . . Unfortunately the classical music listener has a good education, isn't suggestable to the so-called high pressure commercials, resenting them generally. . . . If memory serves me, I believe it was Mr. Lasker, when he was at WNEW New York many years ago, who introduced the first "singing commercial" which today is the first curse of radio.

I have no objection to a station's making money and only hope they can make enough, but I suggest that before a station blame its audience for lack of commercial sponsors, perhaps it had better check its own policy and see why the sponsors stay away in droves.

If I were going to operate a
(Continued on page 16)

TURNOVER IN KANSAS

It's turnover time . . . both for farmers and for you.

Bright plowshares are biting deep into fertile Kansas soil . . . turning it over for still another rich harvest.

For our advertisers there's a continuous turnover of merchandise, because WIBW is the station most-listen-to by farm and small town folks.

Dealers throughout Kansas and adjoining states know how WIBW gets ACTION. Just tell 'em, "We're using WIBW", and you'll get bigger orders, 100% cooperation in display and merchandising . . . and MORE SALES.

KANSAS RADIO AUDIENCE 1949

WIBW
SERVING AND SELLING
"THE MAGIC CIRCLE"

WIBW – TOPEKA, KANSAS – WIBW-FM

Rep: CAPPER PUBLICATIONS, INC. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

Page 12 • May 15, 1950

BROADCASTING • Telecasting
This reason-why type ad
tries to appeal to a time-buyer’s ergo

In 1946 there were 25 broadcasting stations in Iowa. Now there are 66—over 2½ times the number at the time the first BMB study was conducted. Yet the WMT audience has increased an average of 14.9%.

The November-December Hooper covering 86 cities showed Cedar Rapids to be first in the morning (in homes using sets) with an average of 27.9, which was 71% above the national average. The WMT share-of-audience was 74.7. Cedar Rapids was third in the afternoon with 25.8 (38% above the national average) and sixth in the evening with 39.8 (14% above the national average). WMT’s evening share-of-audience was 64.6.

WMT’s 5,000 watt signal on 600 kc pushes our 2.5 mv line way beyond Cedar Rapids—to encompass 19,100 square miles and enough people to make a city the size of Washington, D.C. Practically every day WMT talks to 192,620 families.

The income of WMTland’s people is a bright and shining thing, with a per capita rating that increased last year more than that of any other state. It’s a balanced market, almost equally divided between agriculture and industry.

Conclusions

1. Iowans are well-heeled.
2. They listen to the radio.
3. They listen to WMT.
4. WMT is a logical choice for your clients with something to sell in Eastern Iowa.

The Katz man will provide a basketful of additional ergos. Just ask him, please.
A ONE-MAN campaign to eliminate sub-standard living conditions in Norristown, Pa., has partially paid off after one solid year of almost daily effort. The man who conducted the campaign had a real, uphill battle before it turned in his favor.

That’s what J. Arthur Lazell, director of news and special events at WNAR Norristown, Pa., said after conducting over a 12-month period a commentary called Something To Think About, using an annual “clean-up” campaign as the starter story series.

Mr. Lazell said it was not until this month that a housing and living condition survey in Norristown—a town of 40,000 people on the outskirts of Philadelphia—showed that he did not exaggerate one bit when he described the condition of parts of Norristown.

Covering 376 houses and 472 families, the survey revealed, according to Mr. Lazell, that 108 families still have outside toilets, 163 families were without baths, eight were without electricity, 169 are without modern heating, 11 had no heating facilities whatever, 158 had only cold water, 13 had no water and 161 houses were in “poor” repair requiring major repairs.

Mr. Lazell said he encountered “inertia, outspoken opposition, charges of being a rabble-rousing outsider, anti-this and anti-that.”

He pointed out that the sole newspaper in town “has turned its back on the housing and living conditions through all these years. Even now it has (to date) refused to publish the survey results.”

The real estate committee, he said, gave a clean bill of health to the borough after conducting a highly publicized “outside” examination of borough homes.

A copy of Mr. Lazell’s survey, made possible through the joint effort of the area’s AFL and CIO unions which supplied four paid workers, has been given to the Norristown borough council and is now in its building and zoning committee’s hands for action. Over 150 copies of the survey, and the letter to the borough council, have been sent to mothers’ clubs, civic, fraternal and service organizations, council of churches, he said. The unions made possible after Mr. Lazell’s week-to-week reports on the actual conditions he discovered.

### Feature of the Week

A ONE-MAN campaign to eliminate sub-standard living conditions in Norristown, Pa., has partially paid off after one solid year of almost daily effort. The man who conducted the campaign had a real, uphill battle before it turned in his favor.

That’s what J. Arthur Lazell, director of news and special events at WNAR Norristown, Pa., said after conducting over a 12-month period a commentary called Something To Think About, using an annual “clean-up” campaign as the starter story series.

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### On All Accounts

AMONG its long established institutions, Hawaii has its Mauna Loa, Waikiki, Diamond Head, pineapples, luau and leis. Almost as much an institution as any one of these is the man whose voice is heard each Saturday night on Hawaii Calls, shortwaved weekly from Waikiki to MBS.

In radio at least half of his 43 years, Jim Wahh, takes second place to none in island broadcasting. As announcer and associate producer of Hawaii Calls, Jim is given much of the credit for the program’s recent Hoppeoking of fifth place among sustainers on all networks.

His duties, however, are far from being confined to the show. In fact, his main job these days is radio director for the Honolulu advertising firm of Holst & Cummings Ltd., which is associated with BBDO and National Export Advertising Service Inc., of New York.


### The Prestige Station of the Carolinas

WBIG dominates “The Magic Circle” having more of the 20 top Nielsen-rated programs than all other stations combined within a 50 mile radius of Greensboro.

5,000 watts unlimited CBS affiliate
gilbert m. hutchison
general manager

Represented by Hollingbery

* the richest and most populous area of North Carolina, the South’s wealthiest and most progressive state.
50,000 WATTS OF DEEP PENETRATION!

Front view of transmitter showing main control desk, phasing and branching cabinet.

50,000 watt power amplifier showing two tubes in operation; two spare tubes.

Blowers to cool high-power transmitter tubes, capacity 10,000 cu. ft. per minute. Each motor 7.5 h. p.

Additional high power tubes to modulate the 50,000 watt tubes with program.

13,000 volt power sub-station to convert power to station use. Capacity 225,000 watts.

Air-conditioning unit to cool the 12-room transmitter building.

NEW Spot 1060 K.C. on the Dial

NEWEST, Most Modern All RCA Equipment!

Individual Programming tailored to the area—plus leading Mutual Shows!

Building listener loyalty 25 years!

Building More Listeners Now With Our Greatest Promotion In History!

WNOE The James A. Noe Station

NEW ORLEANS, LA


MUTUAL BROADCASTING SYSTEM

NAT'L, Reps.

RA — TEL

420 Lexington Ave.
New York City

50,000 WATTS DAYTIME — 5,000 WATTS NIGHTTIME

Get in Your Orders Now!
Open Mike

(Continued from page 18)

classical musical station, and I believe one could be successful in Boston, I would have the following musts:

1. The best musical announcers I could secure, paying them top money.
2. Permit minimum amount of talk on the station.
3. Have palefaces who enjoy classical music and could talk it, to contact the sponsors.
4. Provide dignified commercial copy and stick to it.
5. Arrange programs and spot announcements so that no spot announcements would be permitted between movements or changes of records to interrupt the listener during a long work.
6. Maintain a program guide.
7. Limit the length of commercials.

Nuff said.

George W. Brooks,
Greenbush, Mass.

* * *

Not West Enough

EDITOR, BROADCASTING:

In your New Business column in BROADCASTING, May 1, we noticed that you have moved WBAP-TV to Dallas. Then's fighting words, pardner, and we're a 'strapping on our six guns. Our location is still 3900 Barnett St., Fort Worth, Tex. Thanks.

Jack Rogers
Director-Promotion, Publicity, Merchandising
WBAP-AM-FM-TV Fort Worth

* * *

KSYC in Yreka

EDITOR, BROADCASTING:

...In the May 1 issue of THESE Boston music students picket WBMS Boston after announcement the outlet intended to abandon its three-year-old policy of classical music ['Broadcasting, May 1]. The station reported it was compelled to drop classical music because listeners and "sponsors therefore would not support the station." The students said they intended to stay in the picket lines until WBMS did something about classical programs.

BROADCASTING...you announce...citations...awarded by the National Board of Fire Underwriters to several radio stations including KSYC.

...You have placed KSYC in Eureka, Calif. Now Eureka is on the coast and has two very good radio stations operated by my good friends Bill Smullin and Carroll Hauser. Yreka, which is our location is a hundred or so miles inland from Eureka...

Jack R. Wagner
Manager
KSYC Yreka, Calif.

On All Accounts

(Continued from page 14)

close touch with both stations, and finally, KGU, the NBC outlet, came through with the fondly desired job.

Jim remained at KGU for 13 years. During eight of these he had been newscaster. When Pearl Harbor was attacked he reported the news to the NBC network. He was then appointed NBC correspondent attached to CINOPAC, Admiral Nimitz's headquarters. From then on, he broadcast regularly to the mainland until six months after VJ Day.

In addition to his duties with Holst & Cummings and Hawaii Calls, Jim also is producer and originator of the teen-age Voice of Junior Hawaii broadcasts sponsored by the Hawaiian Electric Co. This series has won national recognition as a community relations program "by giving the young people of Hawaii's cosmopolitan population identification with their community, through helping to promote racial and interchurch harmony and through emphasizing the principles of democracy."

Jim is a bachelor, is a director of the Honolulu Symphony Society and a member of the Honolulu Press Club. He is an ardent advocate of statehood for Hawaii.

The crusty lava soil.

A look at Jim's life before he landed in the islands shows that he was born James MacDonald Wahl in the Northern California redwood lumbering town of Scotia. He attended school at nearby Eureka. After being graduated from high school there, he went to Phoenix, Ariz., to begin a three-year business career—as a grocery delivery boy.

After that he resumed his schooling at Phoenix Junior College. In his second year, on the day he was elected president of the student body, he got a job announcing and programming at KOY. That was the start of his real career—radio.

At KOY, now a Mutual station but then independent, he learned how to program nearly everything broadcastable, including hillbilly bands, drama, local symphony and choral groups, and others.

The urge to go to Hawaii came when he happened to hear the first program ever shortwaved from ship to shore, from the Matson Liner Malolo on its way to Honolulu—before long so was Jim.

During his ditch-digging interlude, Jim's ambition to get into island radio persisted. He kept in
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.

Check the performance of the TA-5C... and compare!

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>RCA, TA-5C</th>
<th>STAB AMP &quot;A&quot;</th>
<th>STAB AMP &quot;B&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fidelity Response</strong></td>
<td>Uniform to 7 Mc</td>
<td>Uniform to 5 Mc</td>
<td>Uniform to 5.5 Mc</td>
</tr>
<tr>
<td><strong>Signal Gain</strong></td>
<td>25 db works down to 0.15v input</td>
<td>20 db works down to 0.2v input</td>
<td>30 db works down to 0.2v input</td>
</tr>
<tr>
<td><strong>Sync Gain</strong></td>
<td>Up to 50%</td>
<td>Up to 40%</td>
<td>Up to 40%</td>
</tr>
<tr>
<td><strong>Voltage Output</strong></td>
<td>3v across 37.3 ohms</td>
<td>2.5v across 37.3 ohms</td>
<td>3v across 75 ohms</td>
</tr>
<tr>
<td><strong>Separate Sync Output</strong></td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td><strong>Complete Sync Stripping</strong></td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td><strong>Clean Output Signal</strong></td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td><strong>No. of Tubes</strong></td>
<td>19</td>
<td>24</td>
<td>27</td>
</tr>
<tr>
<td><strong>No. of Controls</strong></td>
<td>4</td>
<td>7</td>
<td>4</td>
</tr>
</tbody>
</table>

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-EC, RCA Engineering Products, Camden, N.J.
A Veteran Broadcaster's Counsel to a Student

ON THE RIGHT TO EDITORIALIZE

Dear Mr. Epley:

In reply to you letter... regarding our editorial policies, we have no quarrel with the present understanding of the subject... as enunciated in the minority report expressed by Commissioner Jones of the FCC, after the final Mayflower Decision. Neither do we quarrel with the position of the Commission majority with respect to the responsibilities inherent in the assumption of an editorial position — namely the "affirmative obligation to also seek out and air contrasting views."

Within reasonable limits this of course is a good general policy. In fact this is the position we have always taken during the 20-odd years that our station has broadcast editorial opinion. We simply label all such programs as representing our opinion on the subject, and invite other comments. ... We subscribe to the theory that radio should not exclude significant viewpoints concerning controversial subjects.

In the final analysis, however, it is the licensee's responsibility to determine the appropriate manner in which to deal with the matter fully. If stations were required to let everyone broadcast who might have an opinion there obviously would soon be a point of saturation reached in which the balance of good programming would be destroyed.

You ask how "we got away" with programming editorials while the old Mayflower Edict was in force. You must remember the Mayflower Decision never had the weight of law. It was merely an example of a rule promulgated by obiter dictum. In my opinion no station incurred any risk in defying it. With the possible exception of J. Lawrence Fly, to whom goes the dubious distinction of having hired the original Mayflower Decision, I question whether any member of the FCC has ever deemed it enforceable.

Certainly the present members of the FCC inherited it from their predecessors, and few if any were inclined to accept it as representing the letter of the law. In fact I think the FCC of 1940 really started out to set forth something of the same philosophy as the present decision, but got so badly muddled in terminology etc. that the whole thing got twisted around.

The present majority opinion doesn't do much better. Commissioner Jones' separate opinion however is very clearly and adequately covers the subject. If you have not read the latter I certainly commend it to you.

As to your request for information concerning topics covered in our editorials the following are current examples:

WATER DIVERSION (Should sections east of the Continental Divide be permitted to tap our water resources by means of diversion tunnels?) We took the position the diversion should be permitted only if compensatory reservoirs were built. This was done.

CITY ZOO (Should it be abandoned and playground equipment installed in its stead?) We took an affirmative position pointing out that conditions at zoo were such as to cause unnecessary suffering to animals, and that the annual cost, if diverted, would provide excellent playground equipment. This was a half victory. The zoo is being retained but with improved facilities to provide cruelty to animals. Also Lion's Club has endorsed playground idea and is purchasing the equipment.

Other similar projects such as the Youth Center, Community Human Society, Polio Committee, and various other activities owe much to the editorial efforts of KFXJ in their behalf. Most of our editorial subjects are purely local...

We consider our editorial efforts as simply another phase of our public service programming.

Some broadcasters may prefer to duck their local responsibilities and never express any opinions... yet they permit news commentators and others to use their facilities for that purpose. Here we regard it as our duty to remain alert to community problems, and we hold no brief for the Newsman who would preclude broadcasters from editorializing on the general theory that broadcasters are not qualified to express opinion, because broadcasters are but journalists and businessmen are all fascists!

Thanking you for your interest, and wishing you success...

Rez Howell, President, Western Slope Bcast. Co.

Page 18 • May 15, 1950
SOUP or soap... tarts or toothpaste, North Dakota's rich Red River Valley yokels buy with the nation's most lavish hand! With no strain on their budget either, because their average Effective Buying Income per family is $1729 above the national average!

For 27 years, WDAY, Fargo, has been the favorite listening habit of our wealthy citizens, both urban and rural.

Here are the Jan.-Feb. '50 Hooper comparisons:

<table>
<thead>
<tr>
<th></th>
<th>Weekday Share of Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Morning</td>
</tr>
<tr>
<td>WDAY</td>
<td>65.7%</td>
</tr>
<tr>
<td>Station &quot;B&quot;</td>
<td>20.3%</td>
</tr>
<tr>
<td>Station &quot;C&quot;</td>
<td>7.5%</td>
</tr>
<tr>
<td>Station &quot;D&quot;</td>
<td>4.9%</td>
</tr>
</tbody>
</table>

If you'd like to hear more, write us—or ask any Free & Peters "Colonel"!
Mud Lake
Gets "Cleared up"

County officers got a notice from the government not long ago, asking them to change the name of Mud Lake. Seems it's a pond, not a lake, by government standards.

Because it lies entirely inside our town limits, we asked to do the name-changing ourselves. Figured we'd think up a brand-new name. Mud Lake's really not very muddy—sort of pretty, as a matter of fact.

County people said go ahead, so we held a Town Meeting. Everyone suggested something. windy Taylor thought of "Taylor Pond" because his place borders it—for about 30 feet! But we finally decided to call it "Turtle Pond" in honor of the real owners.

From where I sit, naming that pond wasn't the most important thing in the world—but the way we did it was. Everyone offered his opinion and then the majority vote decided it. That's the way it should be—whether it concerns naming a pond, or having the right to enjoy a friendly glass of beer or ale—if and when we choose.

Joe Marsh

Copyright, 1950, United States Brewers Foundation

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Offers $1,000 Prize

A GIGANTIC parade of entertainers and a contest with a $1,000 cash award served as the Cancer Crusade kickoff for WKBW Buffalo last month as the countrywide campaign got underway. WKBW went on the air at 11:10 p.m. Tuesday, April 4, in a parade of stars and a dramatic presentation outlining the cancer drive. In addition, a contest to identify the "Whistler" was introduced. Listeners entered the contest by stating in 23 words or less why they gave to the Cancer Crusade. First person to identify the "Whistler" received $1,000 cash awarded by J. N. Adam's Department Store.

WAAM (TV) Auction

IN Baltimore, the inflated U. S. currency didn't stand in the way of charity as WAAM (TV) Balti-
more began its 1950 Cancer Crusade with a novel fund-raising idea. M. C. Tommy Dukehart of-
ered to spend $100 on bargains phoned in to him by viewers. He promised to spend the entire
$100 as wisely as possible, cutting the best bargains from all offers phoned in. He sold at auction all the bargains with all proceeds from the auction to be re-spent on fur-
ther bargains, re-auctioned for a bigger gain, and so on until April 29. The final total was given to the Maryland Division of the American Cancer Society.

WSTC Kick-Off Show

WSTC-AM-FM Stamford, Conn., opened its Cancer Crusade with the Connecticut Cancer Campa-
ign Kick-Off broadcast April 1. Speak-
ers included Geraldine Fitzgerald of the screen, Stamford Mayor George Barrett, State Campaign Chairman Charles H. Walters and State CBS Vice-President Daniel J. Gallagher. The program originated in Hartford and was car-
rried by the Connecticut State Net-
work.

WMAL-TY "Strikes Back"

IN COOPERATION with the D. C. Division of the American Cancer Society, WMAL-TY Wash-
ington presented a special program on April 14. Produced during the fund raising campaign of the society, some of the latest phases of study in the attempt to "strike back" at cancer were demon-
strated. Featured on the program were Dr. and Mrs. Ivor Cormann, who are doing research at George Washington U. The program warned of the seven cancer danger signs and how to recognize them in the early stages.

Gen. Donavan Featured

AIRING of an address by Gen. Will Donavan over WWSW Pitts-
burgh helped launch the Allegheny County American Cancer Society's drive for funds April 11. The half-hour program was broadcast direct from the William Penn Hotel and was fed to a Pennsyl-
vanian statewide network.

Trains Volunteers

KJR Seattle reported it used radio in an unusual way for the Cancer Crusade March 31 when it pro-
vided its studios and air time for a 15-minute program. The pro-
gram was in the nature of an or-
nizational meeting for the hun-
dreds of fund-raising volunteers in the Seattle chapter. All vol-
unteers in the area were told to tune in. Campaign leaders, in a round-
table discussion moderated by An-
nouncer Bob Ferris, discussed three principal points: How fund-
raising calls were to be made; how pledges were to be picked up, and how the printed literature was to be used, for education as well as fund raising.

ABC Tells Gunther's Story

SPECIAL American Cancer So-
ciety broadcast April 17 on ABC, presented a dramatic adaptation of John Gunther's book, Death Be Not Proud, a story of the latter days of the war by his son, and the death of his teen-age son, John Gunther Jr., who died as the result of a brain tumor. A special score for the broadcast, originating in New York, was composed and con-
ducted by Ian Adomian. The adaptation, which made use of the narration technique, was prepared by Peter Martin, chief of ABC's ad-
script division. Walter King, of the American Cancer Society, pro-
duced and directed the program.

WDTV Aids Berle

DIRECTED by General Manager Donald A. Stewart, WDTV (TV) Pitts-
burgh and its staff lent full support and cooperation to the Mil-
ton Berle "Telethon" for the cancer drive April 29. The out-
let's engineers, members of the In-
ternational Alliance of Theatrical Stage Employees, and the produc-
tion crew offered their services with no compensation for the full run of the show. The Pittsburgh Junior Chamber of Commerce handled the local telephone ex-
change set up to receive pledges from the tri-state district.

Memorial Tribute

IN memory of two people in the nation's capital who died of can-
cer, AFRA talent, NBC writers

(Continued on page 78)
RADIO!

AMERICA'S GREATEST ADVERTISING MEDIUM

Dedicated to Public Service and the Preservation of American Freedom

WJR

THE GOODWILL STATION, INC.—Fisher Bldg., Detroit

CBS

50,000 WATTS

G. A. RICHARDS
Chairman of the Board

HARRY WISMER
Vice President and General Mgr.
HIGH hurdles or Hoopers—whatever the "race," the winner has usually had years of experience in his particular field. Know-How, we call it.

Twenty-four years of broadcasting in this one area has given us at KWKH an unbeatable advantage in radio Know-How. Latest Hoopers prove it:

<table>
<thead>
<tr>
<th>Jan.-Feb. '50 Share of Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>KWKH</strong></td>
</tr>
<tr>
<td>Weekday Mornings</td>
</tr>
<tr>
<td>Weekday Afternoons</td>
</tr>
<tr>
<td>Weekday Evenings</td>
</tr>
<tr>
<td>Sunday Afternoons</td>
</tr>
<tr>
<td>Total Rated Periods</td>
</tr>
</tbody>
</table>

Furthermore, BMB Study No. 2 shows that KWKH's Weekly Daytime Audience has increased by 51,130 families since 1946—now totals 303,230 families in Louisiana, Arkansas and Texas.

Write to us or ask The Branham Company for all the proof of KWKH's superiority in this prosperous market.

50,000 Watts • CBS •

The Branham Company
Representatives
Henry Clay, General Manager
INCREASED BILLINGS SEEN

FURTHER EXPANSION of radio billings, especially in the largest local markets, is expected as a result of the increased volume from several sources. These include increased use of selective market spots and programs; increased use of local and selective market spots; increased use of network programs as a second or third choice.

The remaining 39.4% of respondents indicated they expected increased dollar volume from several sources but showed no preference. Of these, 37.7% marked local and selective market spot; 26.1% combined selective market spots and programs; 15.9% added programs to local spots; 11.6% saw gains in a combination of selective market programs and local spots, while the remaining 8.7% combined the three classifications other than network programs.

Question I
Where do you think the largest future gains in radio dollar volume will be made?
Network Programs (0.0%)
Selective Market Programs (28.3%)
Selective Market Spot Announcements (28.3%)
Local Spot Announcements (44.4%)
Local Spot Gain Seen
Gains in local spot sales are, in the opinion of station managers, the largest single source from which an increase in billings may be expected. Selective market buying also is expected to bring more money to stations. Managers are divided equally, however, on whether this will be through the use of spots or programs. Station managers doubted that income from network sources would increase.

The percentage figures are based on 60.6% of the replies where only one classification was marked or a first and second choice was indicated. In the latter case first choice only was used for this tabulation. Several station managers indicated future gains in dollar volume from network programs as a second or third choice.

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Question II
Do you believe the trend in radio stations' merchandising of sponsors' advertising is toward More? (56.8%) About the same? (36.5%) Less? (6.3%)
While advertisers are placing their radio business, the continued increase in buyer demand, stations appear to be coming to the realization that delivering the sponsor's message is not their only field of activity. As more sponsors are requesting merchandising support, some product managers at 56.8% of the stations polled said they feel the trend is to increase this support. In 36.5% of the cases, respondents indicated this merchandising activity was continuing at about the same level while 6.3% of the station managers saw the trend decreasing.

At the end of 1949 a Trend survey of advertising agency executives found 62.8% of those queried felt individual stations gave inadequate support to sponsors' products. [Broadcasting, Nov. 21, 1949]

Question III
Do you believe per inquiry (P. I.) advertising will Increase? (49.4%) Remain the same? (15.5%) Decrease? (35.1%)
Changes in the amount of P. I. business ascribed to the majority of station managers. In the opinion of 49.4% of the respondents there will be an increase while 35.1% see a decrease.

The trend of radio business in general and local business in particular was indicated by many managers to be a contributing factor. If billings are good, they say, the trend will be away from P. I. If business drops off to a marked extent, P. I. may have a chance to increase.

A number of managers who indicated P. I. advertising may increase generally noted that they do not accept this type of business.

Question IV
How do you think per inquiry advertising will affect radio billings? Increase (8.3%) No effect (45.2%) Decrease (46.5%)
Although 49.4% of station managers indicated a possible increase in P I. business, an almost equal number (46.5%) showed a feeling that acceptance of P. I.'s would tend to decrease radio billings in time. There were very few managers (8.3%) who could see an increase in total billings from this type of advertising.

If P I. business does increase, 45.2% of the respondents indicated they feel it will have no general effect on radio billings.

Question V
Do you believe the number of advertisers using radio on a national
(Continued on page 48)

L&M SPOTS

CUNNINGHAM & WALSH, New York, last week changed its spot campaign for its client, Chesterfield cigarettes, from the weekly schedule common in radio timebuying to a new schedule of alternate weeks.

The revision, a unique way to effect a budget cut, was understood to have been accepted by 80% of the 135 stations involved. Those who rejected the Chesterfield proposal did so on the grounds that it constituted a serious disruption of radio time scheduling practices.

T. P. Flanagan, managing director of the National Ass'n of Radio Station Representatives, said that many stations had pointed out that acceptance of the Cunningham & Walsh revised schedule would complicate their schedules so severely that revenue from the Chesterfield spots would not be worth the trouble.

They pointed out that accepting one campaign, on an alternate-week basis, would mean trying to sell other advertisers alternate week schedules to fit in between the Chesterfield spots. Such practice, the protesting stations said, would lead to drastic revision of the whole schedule system.

In its letter to stations and to station representatives, Cunningham & Walsh wrote: "We ... the Chesterfield announcement schedules on all stations will be changed from the current weekly basis to an every other week basis effective the week of May 22, 1950 (that is, the week of May 22—no advertising; the week of May 29—full schedule, etc.)."

"We will forward revised orders covering the change in scheduling to apply against our current contract. This letter is your notice to cancel all stations that refuse the schedule on the revised basis for May 21, 1950." Meanwhile, another advertiser, Procter & Gamble, through Dancer-Fitzgerald-Sample, was experiencing more difficulty than that encountered by Liggett & Myers (Chesterfield) in its proposal for deviation in rate standards.

P & G three weeks ago [Broadcasting, May 17] had proposed to place a television program, "Beulah," on ABC-TV stations with the condition that stations freeze rates at current levels for two years. P & G offered an option for renewal the third year at rate increases of no more than 33.3%.

Mr. Flanagan, whose association members have vigorously protested the principle of freezing TV rates, reported that 23 ABC-TV affiliates had turned down the P & G program. In those markets where ABC—
T. S. LEE HOLDINGS

THOMAS S. LEE Enterprises Inc., Los Angeles, including Don Lee Broadcasting System, KTSL (TV) and other accumulated properties, will go on sale effective to-day (May 15) at the direction of Public Administrator Ben Brown of Los Angeles and at the request of R. D. Merrill of Seattle, 83-year-old testator named in the Lee estate.

Competitive bids will be received but the offers will not be opened until a date to be determined—possibly 10 days or two weeks hence.

Ray Wright of Seattle, attorney for Mr. Merrill, last week entered separate negotiations having to do with disposition of the Cadillac dealerships held by Thomas S. Lee Enterprises. Conferences were held in Detroit last week looking toward sale of these California agencies to General Motors Inc. The figure mentioned was in the neighborhood of $2,500,000, with the likelihood that, if the negotiations are successful, the dealerships would be turned back to present executives of Don Lee Motor Corp.

Because of the nature of the California law, there can be no formal bidding until the Public Administrator so declares. However, it is reported, have conferred informally with the Public Administrator and Mr. Merrill's associates.

No Formal List

The spot campaign, devoted entirely to traffic safety messages, involved a total budget of $80,000 and was placed through the Seattle office of Botaford, Constantine & Gardner. Over 11,232 spots were used during the campaign. The 20-second transmitted announcements were prepared in cooperation with the Accident Prevention Division of the Washington State Patrol.

National Safety Council also presented public interest spots to NBC, Mutual, Don Lee and 78 radio and six video stations [BROADCASTING, May 8].

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Go On Sale Today

Mr. Lee's will, filed shortly after his death Jan. 13, left the entire estate to Mr. Merrill, his uncle by marriage and a retired Seattle businessman. The will provided that Mr. Merrill was left the estate "to be divided as he sees fit." The will is being contested by Mrs. Nora S. Pattee of San Marino, Cal., a maternal aunt. Mr. Merrill thereupon announced his intention of selling the properties via competitive bids.

CBS, it is understood, previously had made a tentative offer for the television station and Don Lee's new headquarters at 1313 North Vine St., Hollywood. The offer, understood to have been approximately $1 million for KTSL (TV) and $2 million for the building, was said to have been rejected.

MCA May Bid

MCA's main interests are in the entertainment field. Consequently, it is generally believed that the firm, in proposing to bid, will function as an agent for another group. Mr. Pauley, well known in Administration circles, has long been interested in both radio and TV. Some time ago he made overtures for a San Francisco TV station and also unsuccessfully tried to acquire KLAC-TV Los Angeles. He also has been an applicant for original television facilities.

The two brokerage companies—Dean Witter and Blyth—are said to be loaning for undisclosed New York syndication deals.

Mr. Lintner, who holds diversified interests, including war surplus properties, oil, mining and aviation interests, is declared to be acting for himself and possibly a small group of associates. He is being represented by the Washington law firm of Dow, Lohnes & Albertson.

T. S. LEE HOLDINGS

BARNEY NAMED

Is ABC Vice President

NBC officially announced last week the appointment of Charles C. Barry, ABC vice president in charge of programming, as NBC vice president in charge of programs for the radio network [BROADCASTING, May 8].

Mr. Barry will join NBC June 5. He will report to Charles R. Ammon, NBC executive vice president who is temporarily heading the NBC radio network pending appointment of a vice president.

NEW WJR RATES

Wismer Announces Revision

REVISION of WJR Detroit's daytime rates was announced last week by Harry Wismer, assistant to the president of WJR, WGAN Cleveland and KMPC Los Angeles. Nighttime rates will remain the same, in line with policy set by other stations he said.

Other segments of the broadcast time were increased or reclassified in accordance with audience potentials as determined by recent extensive research, Mr. Wismer pointed out. He said present advertise rates will continue on old rates for six months, or until Nov. 6, 1960.

Under the new rates, WJR's Clax time will range from $200 for five minutes to $1,000 for one hour; Class B, $134 for five minutes to $670 for one hour; Class C, $110 for five minutes to $550 per hour; Class D, $80 for five minutes to $400 for one hour; Class E, $100 for five minutes to $250 for one hour. Announcement rates go from $40 for the 6-7 a.m. slot to $150 for one minute from the 6-11 p.m. period.

Coca-Cola Replacement

As A summer replacement for the Edgar Bergen-Charlie McCarthy Show, the Coca-Cola Co., beginning June 4, will sponsor The Pause That Refreshes, in the same time slot as the Bergen show. CBS, Sunday, 8-8:30 p.m. The musical series will feature Percy Faith and his orchestra and will present prominent singers as guest stars. Agency for the sponsor is the William J. Adver-

"Here is the latest news hot off the wire!"

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To Give Complete Station Coverage

COMPLETE statement of broadcasting-station coverage will be made available for the first time with a new service offered by Broadcast Measurement Bureau. Announcement of the new service will be made on Thursday.

Publication of area reports was ordered last Tuesday by the BMB board, and Dr. Baker quickly drew up the necessary plans. The new reports are expected to put BMB "on a basis of $100,000 to NAB.

The board decided to postpone any steps toward dissolution of BMB until next Oct. 1.

In making available area reports by states BMB takes a step that is expected to bring Study No. 2 into universal use by buyers of time. The reports will show all the stations found in every state provided they have 10% or more of the state's audience.

Thus buyers of radio time can consult the complete list of areas reports. The coverage of this list represents the coverage of all radio stations in the area. The new reports will be made available for 1946 coverage.

Area Figures Wanted

Agency spokesmen who took part in a BMB-BAM discussion at the NAB convention last month (Broadcasting, April 24) told broadcasters they wanted area reports. BMB published a national area report based on the 1946 survey. The 1946 state reports will consist of separate books for each state.

Although designation of Oct. 1 for the transfer of BMB's activities to Broadcast Audience Measurement Inc., organized as the successor to BMB, some four months beyond the July 1 date originally contemplated, the BMB board was unanimous in its decision. Broadcasters joined with advertisers and ad agencies in pressing the board in voting for the later date.

One reason for the delay in ending BMB's hectic career is that BAM as yet is unready to take over. Just incorporated, BAM at present has neither board, officers nor staff. No stock has been issued as in BMB. No plans have been made as to how it shall be issued, to whom it shall be offered and who will handle its sale. If the stock is not handled properly, it is difficult to see how an efficient audience research organization could be established on such a restricted financial base—the issue must clear the Securities and Exchange Commission.

Data Being Processed

Furthermore, the BMB staff is now busily engaged in processing and servicing the data of BMB's study. No fee or special subscription is necessary for the use of radio in competition with other media.

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On Truman FCC Plan

PROSPECTS of a Senate floor fight against President Truman's FCC "reorganization" plan [Broadcasting, March 20] were mounting last week after the plan won slim approval by the Senate committee assigned to study it.

With less than a fortnight remaining before the May 23 deadline for Congressional action to block the Presidential proposal, the week produced these developments and repercussions:

- A scathing blast at FCC by Sen. Homer E. Ferguson (R-Minn.), who charged the plan "can lead to complete Government ownership and operation of the radio industry," and called for a "complete and thorough" probe of FCC practiced practices.

- A spirited drive by NAB calling upon member and nonmember stations to flood their Senators with protest against the plan, which would concentrate the Commission's administrative and executive functions in the Chairman.

- Disclosure of a protest by a Federal Communications Bar Assn. member who claimed the FCBA witness against the plan did not appear upon the authorization of the FCBA membership.

- Development of a move on Capitol Hill to bring the plan up for Senate consideration on Wednesday.

These developments came on the heels of a 6-5 vote of approval of the President's plan Tuesday by the Senate Executive Expenditures Committee headed by Sen. John L. McClellan (D-Ark.), who said he plans to report it early this week.

Outright Rejection Stopped

Technically, the committee voted to report "unfavorably" a resolution (S Res. 257) by Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee, who urged outright rejection of the plan.

The President's proposal would give the FCC Chairman power to appoint and supervise FCC employees, subject to the consent of

(Continued on page 46)

On TRUMAN FCC Plan

APPROPRIATE is the word for the candles on this cake, made of Ipana tubes, as they're lighted by Niles Tremmell (l), chairman of the board of NBC, on the 10th anniversary of Bristol-Myers sponsorship of Mr. District Attorney (NBC, Wednesday, 9:30 p.m. EDT). With Mr. Tremmell are Leo Bristol (r), president of Bristol-Myers, and Joseph Moran, a Young & Rubicam vice president.
By GEORGE VOIGT

NEAR the center of San Francisco’s South-of-Market business section, at 13th and South Van Ness Sts., stands the gleaming, modern, block-square Marin Dell dairy, a million dollar plant and one of the finest dairy installations.

It’s called by the company “The Plant That Built Buddha” and it stands as a testimonial to one of the brightest success stories in San Francisco radio.

The “Budda” to whom the company gives credit for building the plant is Dean Maddox, m.c. of Buddha’s Amateur Hour, Saturday, 8 p.m. on KFRC San Francisco.

The show has been sponsored by Marin Dell almost since the company’s inception 20 years ago.

Thomas Foster, founder and vice president and general manager of the firm, who decided to gamble on radio back in the early days when every dollar expenditure was carefully weighed by the infant company, gives radio major credit for building the firm from a handful of milk routes to the extensive Bay Area distributing organization it is today.

Ads Center on Show

Marin Dell’s success story is unique in that it has built almost its entire advertising campaign through the years around its amateur hour show. “The company today spends in the neighborhood of $50,000 annually on this single program. Its newspaper and spot radio budget is practically nil.

Newspapers and spot are used only infrequently on special campaigns for which special money outside the assigned advertising budget is used. Marin Dell spends only a few thousand dollars each year with grocery and dairy trade publications and on travelling displays, like street car cards.

**Business of Broadcasting**
One of a Series

---

MARIN DELL’s million-dollar modern dairy plant on 13th and South Van Ness Sts. in San Francisco is the nerve center of its widely scattered dairy operations.

joined KYA San Francisco as an announcer in 1933.

Within a few months after joining the staff he was named program director of the station. KYA

at that time was owned by William Randolph Hearst and one of the first suggestions passed down by “The Chief” to the newly appointed program director regarded an amateur hour program.

Mr. Hearst said he thought such a program would go well in San Francisco. Mr. Maddox didn’t even know what an amateur show should consist of or how one should be organized and handled. He went to the station general manager for direction and was told: “Don’t bother me with details. Start one.” He did.

Beginning Plans

He began announcements over KYA that such a program was being formed and any listeners with show business talent were invited to come down for the show. The listeners responded by the hundreds and Mr. Maddox brought his microphone out onto the street in front of the studio to conduct his first amateur hour program. A crew of policemen had to be called out to keep order.

In describing the scene to his listeners, Mr. Maddox ad-libbed: “And here I stand with my microphone like Buddha in front of a throng of pilgrims and I don’t know what to do. I don’t know where or how to get this thing going.”

MARIN DELL grows from 3 to 65 routes with its $50,000 Amateur Hour

Sponsorship and ever since, with one brief interruption, has been completely satisfied to let Mr. Maddox, in the role of Buddha, do its commercial talking for it via radio and to assign almost its entire advertising budget to the program.

The one brief interruption came in mid-1935 when Mr. Maddox left KYA. Six weeks after he left the station, Marin Dell moved the program to KFRC, now the Don Lee Mutual station in San Francisco, and reinstated Mr. Maddox as m.c.

Business Grows

And Marin Dell grew with the program. By the end of 1935 its three routes had increased to 30. Today it services 65 routes and has some 90 dairy suppliers shipping their products directly into the South Van Ness St. “Plant That Buddha Built.” It draws from ranches throughout the Bay Area and reaches down into California’s rich San Joaquin Valley for additional supply. Among consumers, Marin Dell is one of the best known dairy brand names in the area.

Surveying this growth over the years, Mr. Foster today says: “I find no reason to regret my original decision to gamble on radio as I did 17 years ago. At first it was a hardship for our growing company to meet the weekly ex-

DEAN MADDOX, as Buddha, in action during a broadcast of Marin Dell’s Buddha’s Amateur Hour, aired on KFRC San Francisco each Saturday at 8 p.m.

Program draws a large and enthusiastic studio audience.

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Mr. FOSTER

 penditure. But it has paid off. Since that time and over the years our radio program has become a part of the life of our community. We receive annually many thousands of letters from our customers telling us that Saturday night in their home is Marin Dell night with Budda's Amateur Hour.

“Our experience with radio is a pleasant one. It has paid us many dividends both in direct and institutional selling. We intend to continue the association indefinitely, which means forever.”

For a man whose successful use of radio has, by his own words, meant so much to the success of his business, Mr. Foster pays surprisingly little attention to the conduct of the show itself.

In all the years of his sponsorship he has never attended a performance of the program. He never imposes his ideas or directions on the show. The program has grown and developed successfully on Marin Dell through the years and he’s satisfied to leave everything concerning the production up to Dean Maddox. He doesn't expect, nor would he tolerate, he says, any suggestions on how to run his business and by the same token he doesn't feel he should tell Mr. Maddox how to run a radio show.

Harris Handles Account

Even in the commercial aspect of the show Mr. Maddox has a very free hand. Present agency for Marin Dell is Russell, Harris & Wood, San Francisco, with King Harris as account executive. The agency has had the account for the past two years. Campaigns are planned by the agency, under Mr. Harris’ direction, products to be emphasized at various periods are selected and commercials are prepared by the agency. But these are given to Mr. Maddox purely in the form of direction.

All commercials on the program are brief, usually no more than three minutes per hour show, and all are ad lib, as is everything else on the program. If the name, occupation or comments of a participant on the show suggest a clever lead into some other type of commercial than that supplied by the agency, Mr. Maddox follows the lead. The success of this non-rigid commercial policy was proved in 1946 when a Bay Area survey showed Budda's Amateur Hour as having the highest sponsor identification of any program included in the survey.

In its 17 years on the air more than a million people have seen the show, more than 6,000 have appeared on it. Some 500 of those who first exhibited their talent on the show have gone on to successful entertainment careers.

Planned Expansion

Mr. Foster, as has been noted, says his company’s association with the program and with radio has been so pleasant and profitable the association will be continued “forever.” But, as further evidence of his feelings on the matter, he also says the company’s radio usage and expenditures would continue to expand. He said:

“Radio has helped us to grow. And we’re going to continue to grow with radio—in any of its new improvements, methods or expansions, whether he be television or even some distant development. Our past has been built with radio, so will our future.”

One of the immediate plans in this expansion, Mr. Maddox says, is television. Budda’s Amateur Hour will go on television as soon as KFRC-TV is in operation.

LISTENER COUNT

Not Percents Wanted—Nelson

RADIO time buyers need to know how many people listen to a particular station or program, not what percentage of an unknown number. According to Miss Nelson, chief time buyer for J. Walter Thompson Co., New York, speaking last Wednesday before the Women’s Advertising Club of Washington, D. C.

Miss Nelson, who has bought over $100 million in radio time for J. Walter Thompson clients over the past 20 years, reminded her listeners that newspapers, through the Audit Bureau of Circulations, can actually count the number of the publication are sold. “In radio,” she said, “we know the percentage of listeners, but how do we turn that percentage figure into number of listeners? . . . everyone seems to know radio started with percentages of audience without knowing what to apply the percentage to. And everyone has been trying to do something about it for years.”

Nielsen Method Hit

The Nielsen National Radio Network Service, which is claimed by A. C. Nielsen & Co. to be applicable to the total number of radio homes in the United States, was hit by Miss Nelson because “there are not enough Audimeters to break this down by cities.”

Hooper Individual City Reports, she said, “again give us the relative audience percentage to program.” She asked, “How do we apply this figure to get a cost per thousand? No one knows.”

Citing the work of BMB, of which she is a member of the board of directors and which now is being reorganized, Miss Nelson pointed out the need of a national survey on a regular basis to find out what stations people listen to, how often, and where they are located. She said it is necessary to have information on the listening habits to each station because “in order to have something to determine how many we are getting for how much, we need to know approximately how many people might be considered as our potential audience and where they are located.”

Expanding on BMB and its successor, Miss Nelson went on to say: “We hope that some day the industry will see fit to join wholeheartedly to keep this thing going and make it worth while and stop arguing whether or not we are, as of the moment, doing everything 100% right—stop the little arguments between stations—and come to the realization that advertising money must be carefully allocated and that advertisers must know how and where to spend it and how much to spend.” She said at present “there is no organization in existence that does a complete radio and television survey job.”

Miss Nelson pointed out that time buying spreads itself in many directions, all of which end with one major goal—sale of the clients’ products. The buyer must understand something about programming and have some knowledge of total audiences to programs, and types of audiences to the various programs as well. This, she said, means that the buyer must select programs, or periods adjacent to programs, that should appeal to the potential user of the product to be purchased.

General information on a market also is important, Miss Nelson told her audience, and said “market research as well as program research plays a big part in determining what to buy for our clients.”

“I have always been a strong booster of women’s participation programs,” she said, “and I believe they can be used to sell almost any products to women listeners.” This is true of both radio and television, she said.

Notify Agency

Miss Nelson pointed out, however, that where the format and personalities on these programs change, the agency should be notified. She cited the unhappy reaction of the sponsor in several cases where changes had been made in programs without telling the agency.

The regular radio and television checking services “do not do for us the jobs we need to do personally,” she said. “It is a plain case of getting our own people to know what really goes on as applied to the overall plans for the advertiser. It is our job to get out locally and find out exactly what is happening and whether or not the things we are buying, and in turn selling to our clients, are really worth the money.”

The problems of buying network television time, particularly in one-station markets, was discussed. Miss Nelson said television is quite different from radio since many stations are affiliated with several networks.
WHAT'S POLITICAL?

FCC MAY SOON undertake to spell out the differences, if any, between a political speech and an incumbent officeholder's "report to the people."

The issue, long a puzzler to broadcasters and politicians alike, is raised in a complaint filed against the 17 Texas State Network stations by Caso March, Texas gubernatorial candidate [Broadcasting, May 8], copies of which were sent by FCC to the various stations last week along with requests for statements in reply.

Indicating FCC's intention to move promptly toward disposition of the case, the letters called for the replies to be submitted by May 12—last Friday.

Actions Questioned

The Commission also asked the stations whether their actions in the case resulted from decisions reached independently or in concert with other stations.

Mr. March contended in his complaint that weekly broadcasts by Texas Gov. Allan Shivers on the 17 TSN stations are actually political speeches and that accordingly he is entitled to time in which to reply.

He quoted TSN President Gene Cagle as saying, in denying his request for reply time, that broadcasts by the Governor are in the public interest and would be carried free on a weekly basis until after the June 4 filing date for the gubernatorial campaign.

I realize that it is in order to make available free time over your licensees' stations to public officials.

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EDITORIALIZING

Bannister Hits FCC Policy

Mr. Bannister, letter, written and delivered to FCC before the Chrysler strike was ended, said that after learning of FCC's position [Broadcasting, May 1] WWJ offered and is prepared to grant time to UAW-CIO irrespective of whether Chrysler takes time to reply.

"We will take this action in deference to the Commission's wishes," Mr. Bannister wrote, because it is obvious that you want us to do this.

"However, I respectfully submit that such action is contrary to true public interest and contrary to the broad interpretation and spirit of the Decision of June 2, 1949, [Editorializing in the Public Interest, and contrary to Sec. 612 of the Communications Act which sets forth the obligation to provide equal opportunity for opposing viewpoints and contrary to the spirit of the yardstick of 'fairness' which has always characterized every phase of broadcasting throughout our long history."

The case stemmed from a UAW-CIO protest to FCC charging that WWJ refused the union's request for time to discuss the Chrysler strike. WWJ replied that it felt discussion by both sides was necessary in the public interest, that its policy was to grant time only for joint use by both sides, and that Chrysler had refused to participate.

Mayflower Decision

FCC then called attention to a section in its Mayflower editorializing decision asserting that "it would obviously not be in the public interest for spokesmen for one of the opposing points of view to be able to exercise a veto power over the entire presentation by refusing to broadcast its position." FCC also asked WWJ to review its action and submit a further statement.

In his reply, dated April 29, Mr. Bannister conceded that the section of the Mayflower decision to which FCC referred could apply to the WWJ-UAW case. But, he said, "there is also an application to this case of practically every paragraph in your decision... many of them at variance with other paragraphs." In particular, he cited Paragraph 10:

"It should be recognized that there can be no all-embracing formula which licenses can hope to apply to insure the fair and balanced presentation of all public issues. Different situations will invariably require different techniques... the licensee will in each instance be called upon to exercise his best judgment and good sense..."

Mr. Bannister also cited FCC's letter to WLBI New York.

"In your letter of April 13, you take to task WLBI because under the [Mayflower] decision of June 2, 1949, WLBI had failed to broadcast a balanced presentation but had confined itself to one side of a highly controversial issue. Then, in your letter to us of April 21, you take us to task because we refrained from committing the same error as WLBIB, he declared.

Mr. Bannister reiterated that "in all... labor-management disputes, his letter continued, "we had repeatedly tried to put together the elements of a balanced presentation but that the manufacturer's involved had refused to avail themselves of our facilities..."

WLBI Case Cited

"Nevertheless, after you had censured WLBI for containing itself in a one-sided presentation, you censure us because we have gone to great lengths to avoid a one-sided presentation."

Mr. Bannister laid claim:

I realize that the perfect answer is a balanced presentation, but apparently you overlook the fact that we cannot force anyone to use our facilities and that since we could not attain perfection (through no fault of our own) we did the next best thing and avoided opening our facilities to only one side.

It is pertinent to note that during (Continued on page 82)
488 Madison Ave. Becomes A New Radio-TV Center

488 MADISON AVE., New York, is the new address of nearly a dozen top-flight radio and advertising companies whose presence in the recently completed building make it one of the most important centers of broadcasting business in the city.

Three station representatives firms are now in residence: Edward Petry & Co., The Katz Agency Inc., and the Taylor Co.


Four advertising agencies, all of them buyers of radio and television, have moved in. They are William H. Weintraub & Co., Anderson, Davis & Platte Inc., Joseph Katz Co. and Schwab & Bently.

Cowles Magazines Inc., part of the vast Cowles publishing and broadcasting enterprises, occupies three floors of the building.

Minute Maid Corp., a heavy radio advertiser, is also in the building.

The New York bureau of Broadcasting-Telecasting will move to 488 Madison within a few weeks.

The newest building in mid-town New York, 488 Madison is situated across the street from headquarters of CBS, is a block from Radio City, where ABC, NBC and numerous agencies and other radio and television enterprises are housed.

The Petry Co. occupies the entire 23d floor of the new building. Petry telephone is Murray Hill 8-0200.

The Katz Agency occupies the entire 20th floor; telephone Plaza 9-4460.

The Taylor Co. is occupying temporary space on the sixth floor, pending completion of its permanent quarters which will be on the same floor. The Taylor telephone is Murray Hill 8-1088.

Fort Industry Co. also is in temporary space on the sixth floor while its permanent space on the same floor is being completed. Telephone is Eldorado 5-2455.

The Ziv Co. and World Broadcasting offices are on the fifth floor, telephone: Murray Hill 8-4700.

The Weintraub agency has the entire 17th floor; telephone: Murray Hill 8-3901.

Anderson, Davis & Platte has the 19th floor; telephone: Plaza 3-2200.

The Joseph Katz Co. is scheduled to move into the sixth floor about June 1.

The New York bureau of Broadcasting telephone will remain unchanged: Plaza 8-7084.

FILLING out the bookshelves was one of the first chores undertaken by George Brett (I) and Gene Katz of The Katz Agency.

A FINAL paint touching up was done by (I to r): Lloyd George Venard of the Taylor Co.; Tom Harker, Fort Industry Co.; and James Bailey, manager of WAGA Atlanta, a Fort Industry station.

JOHN SINN (lower left), executive vice president of Frederic W. Ziv Co. and president of World Broadcasting System, looks out of a window toward CBS across the street. NBC and ABC, in Radio City, are 1½ blocks away.

ED PETRY (lower right), of the representative firm bearing his name, examines the welcome poster at the entrance.

IN OFFICES of William H. Weintraub Co. (I to r): Theo Donnan, director of radio productions; Ray Kelly, assistant to Noran E. Kersta; Gladys York, time buyer; Mr. Kersta, vice president in charge of radio and TV.
Arthur Barry Leaves F&P To Head WEOK

ARTHUR J. BARRY Jr., vice president of Free & Peters, has resigned as of June 1 to become vice president and general manager of WEOK Poughkeepsie, N. Y. Jack Thompson was executive in the Chicago office of Free & Peters, will move to New York to succeed Mr. Barry.

Mr. Barry joined the Chicago office of the station representative firm in 1959. After war-time service on board an aircraft carrier as a commander, he returned to Free & Peters New York office in 1946 and was elected a vice president in November 1948.

He has acquired part ownership of Mid-Hudson Broadcasters Inc., owner of WEOK, which has plans for adding a TV operation after the freeze ends.

Mr. Thompson was with Edward Petty Co. before his war-service—five years with the Army. He spent several years in the New York radio department of Mc Cann-Erickson before joining Free & Peters more than three years ago.

Joins CBS Sales

HENRY UNTERMeyer, account executive of WCBS New York, today (Monday) joins the staff of Radio Sales, Radio and Television Stations Representative, CBS, as account executive. Mr. Untermeyer has been with CBS since 1937 in various executive capacities.

NAB Names Huffington Field Director

B. WALTER HUFFINGTON, general manager of WSAP Portsmouth, Va., has been named NAB field director by William B. Ryan, NAB general manager. He assumes his duties today (Monday).

In radio this past decade, Mr. Huffington brings to NAB varied executive and on-air experience which equip him for this new role in Mr. Huffington association as NAB general manager, Mr. Ryan said. Decision to create the field directorship was made by the NAB board at its Arizona meeting last winter [Broadcasting, Feb. 15].

Mr. Huffington had worked about a month at NAB Washington headquarters to acquaint himself with the entire operation. After the orientation period he will start out on the road, serving as a combination traveling secretary and membership solicitor.

NAB announced no salary for the field directorship but the board was understood to have set a $10,000 salary ceiling.

The membership situation at NAB is none too encouraging to Mr. Huffington prepares to see what can be done about it. Roughly half of the 2,200 AM stations are members. Many of the perennial non-members have often complained they never were contacted at headquarters by anyone in NAB. Some 70 stations dropped out in March and early April after the board increased dues in the upper brackets and removed the 12 1/2% discount, with another 30 new members joining the association.

Flurry Before Convention

The flurry of resignations ended just before the April convention when that the membership total has been relatively stable.

Mr. Huffington's first major radio job was at WTAR Norfolk, Va., in the late '40s, followed by three years at WPTF Raleigh, N. C. At these stations he served as writer, commentator, producer, salesman, publicity director and sales promotion director.

In 1941 he was named general manager of WPID Petersburg, Va., a post he held up to affiliation with the wartime Office of War Information as regional director for Virginia, North Carolina and South Carolina. In 1946 he became program manager of WTMJ Charles-

ton, S. C., returning to Petersburg in 1946 as general and sales manager of WSSV. He was named general manager of WSAP Portsmouth in 1948.

Between the Petersburg and Portsmouth assignments he served as national radio director of the American Red Cross, planning and supervising radio campaigns featuring top talent and heard on as many as 1,800 stations.

Mr. Huffington married Helen Anne Laut of Norfolk, in 1921. They have a daughter, Betty Anne, 16. He has been active in Portsmouth civic affairs.
EVERYBODY knows that a family with two radio sets listens more to radio than a family with one set. And still more with three sets—Dad hears the evening news, Sister listens to a musical program, Mother tunes to a dramatic program, or the whole family listens to the same program—usually in different rooms.

Figures from the 1949 Iowa Radio Audience Survey reveal that multiple-set ownership in Iowa homes has increased 136% since 1944. The number of sets has jumped from 904,000 in 1944 to 2,140,000! In addition, there are now over 400,000 automobile and truck radios, as well as thousands of non-residential sets in offices, barns, stores and restaurants!

Thus despite a 14% rate increase since 1944, WHO is today one of the great radio bargains of the nation, because WHO is “listened-to-most” on more than 136% extra sets in 1949!

Get all the facts about Iowa’s extra listening and WHO’s share of the bonus audience. Send for your copy of the Survey today!

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

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

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

Iowa Radio Audience Survey figures applied to population estimates of Sales Management’s Surveys of Buying Power.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives
ORR NAMED

ROBERT W. ORR & Assoc., New York, last Tuesday was named to handle the National Guard’s 1950-51 advertising account as Congress took up consideration of the Defense Dept’s overall expenditures for the fiscal year beginning July 1.

The National Guard has asked Congress for $298,000 for the coming year covering recruiting advertising needs—the same amount as requested last year. While Congress had not concluded debate on military appropriations, authorities felt the $298,000 figure would remain intact as proposed in the President’s budget.

Radio and television again are expected to draw roughly $500,000 of this allocation if the Senate and House approve requested funds, Maj. E. L. Smith, NG information officer, indicated last week.

The Orr agency was chosen by a board of officers to succeed Gardner Advertising Co., St. Louis, which has held the account since August 1947. Field had been narrowed down to three agencies, one of which—Owen & Chappell Inc.—withdrew last week. Eleven agencies competed for the contract.

Others considered last week were Albert Frank-Guenther Law Inc. and Buchanan & Co.

Plans in Abeyance

Maj. Smith told Broadcasting that no advertising plans would be formulated until after Congress passes the single-package appropriations for 1950-51.

A national $100,000 radio spot campaign embracing 1,400 stations in 1,124 cities already had been disclosed officially by the U. S. Army and Air Force recruitment offices, with the drive tentatively set to get underway today (Monday) [Broadcasting, May 8].

Last week it was incorrectly stated that NG's budget called for an allotment of $49,000 for Air and

O’DANIEL PLANS

Mulls Time on Texas Network

INFORMATION on the cost of a “commercial broadcast” that would be aired on a network of 30 Texas stations has been sought by W. Lee O’Daniel, ex-Senator from the Lone Star State and one-time Texas governor, it was reported to Broadcast- ing last week.

Mr. O’Daniel was reported to have told radio executives that the broadcast was to be “commercial, not political.” No arrangements have been made as yet concerning the broadcast. Mr. O’Daniel, whose possible entry into the Texas gubernatorial race has caused wide discussion, made extensive use of radio in his past successful campaigns for governor and U. S. Senate.

ABC Stock Sales

OWEN D. YOUNG, honorary chairman of the board of General Electric and member of the ABC board of directors, has sold 5,000 shares of his ABC stock, it was learned last week. Mr. Young retains 5,000 ABC shares.

Pope Lauds Radio

Radio was given a highly favorable comment from the Vatican May 6. Pope Pius XII said radio’s good outweighs evil and that the Catholic Church is interested in the medium because of its “eminently precious means for accomplishment of her (the Church) own mission.” Speaking to delegates to the international administrative conference on high frequency broadcasting, Pope Pius said, in reference to Eastern Europe that radio is especially important for peoples without churches or priests.

AFA CONVENTION

46th Meet May 31-June 2

DISCUSSION of how to “bridge the gap between advertising education and advertising practice” will highlight the 46th annual convention of the Advertising Federation of America, May 31-June 2 at the Hotel Statler, Detroit, the organization announced last week.

This event is scheduled for the final session, June 2, with Donald Davis, professor of advertising, Pennsylvania State College, as moderator.

Representing the advertising field in the discussion will be Frederic Schnei dler, general merchandising director, Lever Brothers Co.; T. Lee Brantley, vice president, Crowell-Collier Publishing Co., and Frederic R. Gamble, president, American Assn. of Advertising Agencies.

Speakers from education will be Rev. Bernard W. Dempsey, St. Louis U.; Mrs. Rosamond Risser Jones, Butler U., Indianapolis, and Professor D. M. Philips, U. of Michigan.

Elliott Shumaker, general advertising manager, Detroit Free Press, is general convention chairman.

AUDIENCE PROOF

Expected From Radio—Harms

RADIO “more than ever before,” will have to prove that it delivers an audience and what that audience is comprised of, Marvin Harms, vice president of W. H. Kastor & Sons, charged Wednesday at the Chicago Radio Management Club.

Radio “may suffer most among media” as a result of television’s inroads, he said, but will find its place because of (1) multiple sets in homes, (2) listening away from home, in cars and via portable receivers, (3) some preference for hearing rather than reading because of the concentration required for the latter, (4) radio coverage in areas not reached by television, and (5) the portability of a broadcast, which will beam specific shows to selective audiences, emphasizing news, sports and classical or popular music.

TV, which is facing the same “headaches” that radio brought in the 20s, calls for a “ripping apart of tried and true advertising measures.” In spite of the current sellers’ market (which is “fast becoming” a buyers’ market), where advertising budgets are even-increasing, those budgets are not big enough to take in TV without cutting somewhere. TV has to be added,” Mr. Harms concluded.

It is fortuitous for all that the FCC freeze on TV is in effect — it’s a blessing to all advertising, because we have time to study TV’s effectiveness in the current TV markets. This gives us a chance to get our house in order before the medium grows any more,” the speaker said. Asserting that video gives the “greatest impact of any advertising medium today,” Mr. Harms estimated that nine million sets will be installed in homes by the end of the year. In addition, he predicted that TV “...may have strongly into daytime hours just as radio did after developing evening programming.”

WTAG LUNCHEON

Film Shown to N. Y. Admen

GEORGE BOOTH, president, WTAG AM-FM Worcester, Mass., and publisher, Worcester Telegram & Evening Gazette, headed a delegation from the station and newspaper who played host last Tuesday to several agency executives at a luncheon gathering in New York’s Waldorf-Astoria Hotel.

Following the luncheon, the group was shown a sound color film on Worcester, highlighting the city’s advantages as a place to live, work and sell and the coverage and popularity of the station and newspaper [Broadcasting, May 8].

Similar showings of the promotional film will be given in Philadelphia, Boston, Chicago, Detroit, Los Angeles and San Francisco. Herbert L. Krueger, commercial manager of WTAG, and Harold V. Manzer, business manager of the Telegram-Gazette, will conduct these meetings.
Is your ear seeking the sweet music of sales? That's the theme song at 50,000-watt KDKA. Here are a few recent notes showing how KDKA gets listeners buying...early in the morning, late at night, any other time!

Three announcements on the 7 AM News brought more than 3,000 orders for a 25-cent booklet. Cost per order, 9c.

One Saturday announcement on the 6:05 PM News pulled 2,650 orders for another 25-cent booklet. Cost per order, 9c.

An investment of $240 in late evening time by the William Wise Company brought $4,500 worth of business.*

*Wired Fred C. Breismeister, Wise v.p. — Congratulations on splendid job your station is doing on our books. If you have other availabilities comparable to spot buys we are now using, please have rep advise our agency, Thwing & Altman, immediately.

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV
National Representatives, Free and Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

KDKA
PITTSBURGH
50,000 WATTS
NBC AFFILIATE
GROVE LABS
Antimone Charged by FTC

GROVE Laboratories Inc., St. Louis, last Monday became the fifth manufacturer of antihistamine products to be charged by Federal Trade Commission with false and misleading advertising. The FTC charged the firm with the firm of misrepresenting the therapeutic properties and effectiveness of its Antamine cold preparation in radio and published advertisements.

The representations included claims against over MBS Dec. 4, 1949, and Feb. 5, 1950, according to the commission. The company has until May 28 to reply to the charges. A Grove official in St. Louis denied the charges and said the firm "naturally" will contest them.

FTC's Stand

FTC attacked as "unfair and deceptive" claims that Antamine is a "competent and effective treatment" for the common cold, that it is "proved by Navy doctors," and that its formula is "safe.

Complaint is similar to those lodged against Bristol-Myers Co. (Bi-Rite), Whitehall Pharmaceuticcal Co. (Kryptin) and Union Pharmacological Co. (Inhition).

The government is expected to request a trial hearing (Monday) in Cleveland, Ohio, on charges against Bristol-Myers and Analist Co. Subsequent sessions are scheduled for Boston May 25 and Baltimore May 26. Hearing set for last Monday was postponed.

The Washington law firm of Dwight, Royall, Harris, Coegeal and Wiltz is representing the Analist Co. The government's chief attorney is Isaac Diges. Randolp W. Branch is the government attorney.

At initial hearings held in Washington, Bristol-Myers Co., whose product Resistas FTC charges may be "harmful," entered a statement that it "cannot receive the disinterested and unprejudiced trial to which it is entitled by law" on grounds that FTC is "predisposed" to rule against the company.

Bristol-Myers Answers

Brijkstraers officials told FTC at the hearing that its investigations are "completely erroneous and at variance from the true facts." Firm's advertising is based on "clinical and scientific investigation," officials added.

Analist Co. told the commission that its advertising claims are based on "clinical evidence" and its product is "directed only to the relief of the common colds."

The Food & Drug Administration already had indicated it has no "evidence" that the two products are dangerous when taken according to directions [Broadcasting, March 27].

KANS’ WINNER
Fire Efforts Described

EFFORTS OF KANS Wichita, Kan., to make “every week fire week in Kansas” were responsible for the NBC outlet being designated winner of the annual award of the National Board of Fire Underwriters [BROADCASTING, Apr. 15] according to W. E. Malliavais, general manager.

Cited for outstanding public service in fire prevention during 1949, KANS awarded a commemorative George Gou to conclude every evening’s broadcast with a suggestion that householder “check their homes against fire before going to bed.”

In its campaign, KANS used a red check mark as the symbol of fire prevention and distributed 20,000 red check mark stickers to school children. Another highlight was formation of a KANS fire brigade which enrolled 2,000 listeners in a voluntary movement to remove fire hazards from homes and other buildings.

NBC DAY TODAY

Set by Hollywood Ad Club

HOLLYWOOD Ad Club has designated today (May 15) as NBC Day, with Sidney N. Strotz, network administrative vice president, in charge of the Western Division operations, as chairman of the bi-monthly luncheon meeting. Bernie Belt, club president, will preside.

The Pacific Western Coast director of network television, and Tom McFadden, newly appointed manager of KNBH (TV) Hollywood, will discuss video. Word from New York, the Eastern Division sales manager, will speak on radio. Including an analysis of Los Angeles measurements compared with other markets. Dr. Sydney Roslov, director of The Pulse Inc., New York, will discuss “Validity of Pulse Research” as principal speaker at the Hollywood Ad Club luncheon meeting on May 29.

WIOD

Does More Than Get Your Foot In The Door
Dixie’s Newest Key Market!

BMB Study No. 2 shows... WIOD has the Largest Listening Audience in the History of the Station

For detailed information and further proof of what WIOD can do for you in Greater Miami... Dixie’s newest key market... call our Rep. George F. Hollingsby Co.
Your DOLLARS ARE WORTH MORE ON WGN than ever before!

That's practically a miracle in these days of rising prices...but here are the FACTS:

<table>
<thead>
<tr>
<th>Year</th>
<th>Radio Homes</th>
<th>Homes Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>1946</td>
<td>3,761,000</td>
<td>4,178</td>
</tr>
<tr>
<td>1949</td>
<td>4,754,000</td>
<td>5,282</td>
</tr>
<tr>
<td>INCREASE</td>
<td>Up 993,000</td>
<td>Up 1,104</td>
</tr>
</tbody>
</table>

**These figures are based on WGN's highest time cost: Class A, 1 time, hour rate of $900...the same price today as you paid in 1946 even though almost a million radio homes have been added to WGN's coverage area.

We could have used the 52 time, Class C rate to show an even more impressive number of homes available per dollar spent, but we want you to see that your dollars are worth more on WGN—regardless of what time you buy.

Add to all this the fact that more people listen to WGN each week than any other Chicago station.*** It's no wonder WGN carries more local retail and national spot business than any other Chicago station.

---

*A Nielsen Station Area Report.


---

A Clear Channel Station... Serving the Middle West

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eckelberg
255 Montgomery St., San Francisco 4 - 2078 Wilshire Blvd., Los Angeles 5
716 Lewis Bldg., 333 SW Oak St., Portland 4
The leading market—Los Angeles County's food sales are the highest in the nation... $1,220,244,000 per year. In fact, Los Angeles County's volume of food sales is greater than the combined dollar value of such sales in the home counties of Pittsburgh, Cleveland, Baltimore and Atlanta. There are 6,950 outlets for food store products in Los Angeles County.

For a bigger share of the nation's biggest food market, be sure your story is told on...

The leading station—KNX is the most-listened-to station in Los Angeles. Says Pulse: KNX is first in twelve out of the total of eighteen one-hour time periods, Monday through Friday, including one first-place tie... and first in total rated time periods.
market for food sales

Represented by RADIO SALES.
Editorial

FCC Fairness & Faith

WE'D LIKE to think the protracted silence on the subject of FCC's proposal to end "trafficking in frequencies" by banning transfers of construction permits (with certain exceptions) means it has been forgotten, though it probably doesn't.

The Commission's proposed rule [BROADCASTING, Jan. 16, Feb. 20] automatically assumes that all CP transfers involve trafficking. The assumption, however, is not true. Permittees have legitimate and even compelling reasons for relinquishing permits before their stations are on the air. They are entitled at least to the return of their investment. Yet under FCC's proposal, forfeiture of permit would be the penalty for them no less than for the most flagrant traffickers.

The Commission makes a fetish of fairness. Licensees, it says, should be free from it. A review of its own fairness would seem in order. Trafficking can be handled wherever it is found, on a case-to-case basis. In fairness to itself and the art it regulates, FCC should abandon the idea of its return and develop a way of thinking which does not deny the existence of good faith or try to penalize it.

Nipped by Nips

IN 1945 radio broadcasting observed its 25th anniversary. It was not only the silver event for radio in the United States, but in this whole blary-eyed world, because radio was born, nurtured and developed in the U.S.A.

About a year ahead, long-sighted broadcasters planned for the anniversary. It was obvious that one of the highlights should be a commemorative stamp. Radio was for it; philatelists were for it. But not the Post Office Dept. There were just too many arts, pursuits and industries that wanted commemorative stamps. Presumably there were such folks as the guy who ate the first oyster, the discovery of the praying mantis, and the man who stayed for dinner. So radio went without.

In March Japan, in all its cultural splendor, issued not one, but two stamps commemo- ratizing the 25th anniversary of Japanese radio—five years after its U. S. natal year. Those Japanese transmitters were probably the originals of KDKA or of WWJ.

So American radio worries along without a commemorative stamp or a first cover. It will just keep on breaking records for radio homes, sets-in-use and dollar volume, and keep on sending worn-out transmitters to our neighbors in the Antipodes and the western world.

LAST WEEK the Securities & Exchange Commission announced top in- dustrial salaries for 1945. Among them were David Sarnoff, RCA chairman, who in that capacity also directs the destinies of NBC, and Frank Stanton, CBS president. Gen. Sarnoff drew $200,000 and Dr. Stanton, $125,740, including bonus. One has but to scan the record of the FCC color TV hearings during the past few weeks to understand why these men have attained topmost rank. Their testimony, under straining examination, clearly connoted leadership, vision, courage and acumen.

Rate Rape

A THREAT upon the integrity of radio's es- tablished rate structure—potentially as in- sidious as the stigmatized per inquiry chisel—is making its appearance.

It is the quest of the national radio advertiser, through his agency, for the special deal, going beyond rate specifications. The latest is by Chesterfield, through Cunningham & Walsh. It seeks to run its present weekly spots schedule, having specified network adjacencies, on an eye-and-ear basis. A number of stations report cancellation of schedules because of refusal to comply with an obvious degradation of rate structure. Many stations have held the line.

Another recent off-rate-card proposal was that of Chevrolet through Campbell-Ewald [BROADCASTING, May 1] wherein it sought availabilities for a three-minute singing com- mercial at a tailored rate to be arrived at by adding the five-minute and one-minute rates and dividing by two. There are a num- ber of other examples of practices designed to get around established card units in both radio and TV. The Chesterfield approach could leave stations with odd-lot adjacencies on their hands, allowing every-other-week ac- counts the impact of every-week schedules.

Accounts, these days, are trying to squeeze the maximum out of every budget dollar. That, we must recognize, is resourceful busi- ness. It comes because there are more stations with which to deal, and consequently keen competition, and because buyers are seeking to ride the crest of the TV wave.

These overt thrusts coincide with a BROADCASTING TRENDS survey, reported in this issue, indicating that the nation's broadcasters ex- pect an increase of 69 percent in TV rates (see page 23). They also foresee gains in automotive business, now that the backlog of orders has been absorbed.

When that TRENDS survey was made—only a few weeks ago—90 percent of those off-rate-card forays were not too evident.

Those rosy predictions will go agimming if radio and TV permit themselves to be compromised through packaging and special deal- ings. Radio has achieved its success the hard way by treating all customers equitably. To deviate from that method, however great the pressures, is to undermine the economic sta- bility of a now adult medium.

Reflections on Reflexes

YOUTH MUST be served in all branches of the vibrant radio-television arts. Espe- cially is this true in TV programming, where spontaneity is all-important.

But is it wise for the current crop of post- graduate, crew-cut producers to exclude so-called oldersters from staff positions, just because the latter may have "slower reflexes"? We think not.

Perhaps video would fare better today if the "boys" who have perfected split-second timing would lend an ear to "men" of proven creative ability. In most of our larger cities, many with natural ability, mellowed by years of experience, are either on-the-bench or on-the-outside-looking-in. This is a mistake, especially since the services of these time-tested veterans of stage, screen, or radio can be obtained at reasonable figures.

Behind the scenes of some of our most suc- cessful video efforts you'll find an elder statesman of show business, who regards a script as a skeleton from which to develop and mold a skillful production. In view of much of the current TV fare, perhaps there's something to be said in favor of slower reflexes.

Our Respect To—

DOROTHY STIMSON BULLITT

FOR a woman who had no more than a listener's interest in radio a scant three years ago, Dorothy Stimson Bullitt, now principal owner and past president of King Broadcasting Co. (KING-AM-FM-TV Seattle), has a remarkable record of gains, losses and problems and opportunities presented by the audio-video medium.

Not merely a stockholder, Mrs. Bullitt takes an active interest in all the station's oper- ations. She knows what makes broadcasting—from program schedules to per-impact rate cards—and can cite chapter and verse from Hoopereports, engineers' studies or what- have-you, to prove her contention that KING not only is the leading independent station in Washington State but a contender for a top spot even over the Seattle network affiliates.

The answer to Mrs. Bullitt's grasp of the radio business may be summarized in two words — heredity and environment. Her father, the late C. D. Stimson, went to the Pacific Northwest as a pioneer from Chicago, and in the early years of the century, he es- tablished successful business activities in the lumber industry and in real estate.

Her husband, A. Scott Bullitt, practiced law in Louisville and later in Seattle, and upon his death in 1932 she became president of the Stimson Realty Co., a firm established by Mrs. Bullitt's father. She still holds this po- sition, and from her fairly modest offices di- rects the management of some of the largest office buildings and other real estate properties in the Pacific Northwest.

Her recently acquired interest in radio management, however, is absorbing more and more of her energies, and today she is known to many persons in the community who are less impressed by her status as a woman realtor than with her interest in good radio.

Dorothy Stimson was born in Seattle on Feb. 8 . . . . and no gentleman would press the issue. She was educated at Mrs. Dow's School, Briarcliff Manor, in West- chester County, N. Y. She later took supple- mentary music courses in New York City, at the same time writing music critiques for Opera magazine.

Married in Seattle, Mrs. Bullitt then went to Louisville where her husband had estab- lished his law practice. They later returned to Seattle. Fifteen years after her entry into the business world via the Stimson Realty Co., she took a leading part in the formation of the King Broadcasting Co., which in 1947 bought the properties of what, up to then, (Continued on page 40)
**BMB** facts provide the time buyer with badly needed coverage data on the Cincinnati market.

**ALL** Cincinnati stations did not subscribe. However, WSAI has all the figures.

**YOU** are invited to call upon us for any data you do not have. It goes without saying that we are especially pleased with our showing.

**YOU** will be, too, for it will prove that your choice of this station in covering Cincinnati has been both necessary and economical. WSAI, Cincinnati, Ohio, a Marshall Field station, represented by Avery-Knodel.
A. SEVILLE, formerly manager of WHIL Elyria, Ohio, appointed general manager of WCAY Norfolk, Va. Station plans full-time operation on Clay with 1 kw power effective June 1.

JOHN D. FREW, commercial manager of WXYW Louisville, for past six months, resigns to join WLOU that city, as general manager in charge of station operations and sales. Before joining WXYW he had been associated with Jerry Liddiard Adv., Glendale, Calif.

RAY D. WILLIAMS, formerly manager of WHJ Johnson City, Tenn., appointed general manager of WHIT New Bern, N. C. He previously was radio director for Prater Adv., St. Louis.


WALTER NIEMAN, formerly manager of WLYV (FM) Providence, R. I., and program director of WDMM same city, appointed manager of WDDE.

JACK KENT COOKE became sole owner of station operation on WCCO with recent transfer of number of shares approved by Dept. of Transport, Ottawa. He bought station and became majority shareholder five years ago.

LONE STAR CHAIN, Texas regional network, moves Dallas office to 3012 Douglas St. H. H. (Pat) Dennan is manager. New phone number is Lakeside 1041.

ELMA BOYCE COLLINS resigns as private secretary to Martin B. Camp- bell, general manager of WFAA Dal- las, to become private secretary to Fred McCabe, Southwest division manager of UP at Dallas. Succeeding Mrs. Collins at WFAA is Pat McCARLEY.

DAVID ADAMS, NBC assistant to executive vice president, is the father of a boy, born May 4.

Respects
(Continued from page 38)

had been KEVR (AM only) Seattle.

“My interest in radio,” Mrs. Bullitt says, “was in its possibilities and in the service a station could render to the community and still be a sound investment. I have a firm belief that both can be done. There need be no conflict between running a commercial station and rendering public service.”

At the outset, Mrs. Bullitt was president of the company, with Henry B. Owen as vice president, and general manager. Then, in the spring of 1949, when Hugh M. Feitelson was appointed as station’s manager fresh from his national experience as BNB president, Mr. Owen became president of the company and Mrs. Bullitt stepped down to vice president. “They wanted to make me chairman of the board,” she says, “but there was no such title, and I didn’t think it was worth the trouble to create it.”

The spring of 1949 was a busy time for KING. The appointment of Mr. Feitelson, the increase in power from 10 to 50 kw, and the addition of an FM affiliate, all occurred in the space of a few weeks. Then, effective Aug. 20 of last year, KING took over operation of the state’s only television station, KSBF, built less than a year before as KRSC-TV Seattle.

KING-TV is now on from late afternoon through the early evening, seven days a week. This regular schedule is supplemented by special daytime coverage of such events as a high school football tournament, and at the other end of the broadcast day, the station likewise stays on if the situation warrants. An example was the recent telecasting of what is believed to be the longest professional tennis match in history, for the March of Dimes. The match continued until midnight, and KING-TV stayed with it. As Mrs. Bullitt put it, “We don’t go off the air if we’ve got something to do.”

On the radio side, the program pattern emphasizes sports, music, children’s programs and public service. Actually, while the AM and TV operations are separately staffed and scheduled, many of the same voices remain on both.

“To do the best possible job for children,” Mrs. Bullitt says, by way of example, “we called in people interested in better programs for children.” The consultants included representatives of the school system, the Seattle Public Library, the PTA and other organizations. One result was KING-Circus, built around a sustaining feature and launched last September.

Preliminary Work

For two months before the broadcasts started, it was promoted by cooperating groups through all available media, including some that the station itself would have been unable to reach.

An announcement that the show was approved for children’s listening went to 60,000 youngsters, with posting on bulletin boards in every school classroom.

For children’s programs on television, Mrs. Bullitt explains the same machinery is being used, with the committee passing on serial films and other programs. Time for Beany was promoted through the same channels as KING’S Cir- cuis, even though the video show is sponsored locally by Buchan’s Bread. Neither Mrs. Bullitt nor the cooperating agencies see any inconsistency in pushing as public service a program which has a sponsor.

Mrs. Bullitt also cites as an example of KING-TV policy the station’s recent action on the Encyclo- pedia Britannica film about atomic power, Where Will You Hide? [BROADCASTING, April 10]. After consultation with the mayor, the Episcopal Bishop, representatives of the American Assn. of United Nations, and other leading citi- zens, the station postponed its scheduled telecast of the film until they were able to arrange, in cooperation with the U. of Wash- ington Adult Education Division, a thoughtful discussion to round out the program into a full-hour pre- sentation.

“This approach does more than a public service,” Mrs. Bullitt explains. It will be a decision set to make people who realize that the medium is more than a gadget for screening wrestling matches.”

Her theory is that special programs must be built for the type of per- son who turns on a set only when there is a particular program he wants to hear or see.

Competition’s Benefits

Mrs. Bullitt is not at all afraid of competition for programming of new television stations in the Seattle market, she believes, will help KING-TV by helping sell additional sets, although it will necessarily, in her opinion, dilute the program content of each station.

Television requires a technique of its own, she contends. It is not like radio, the movies or anything else that as soon as a new broad- casters found that they could not carry drama to the radio intact, so acting techniques and other televi- sion requirements are different from all other media.

Will television eventually re- place radio? Mrs. Bullitt is convinced it will not. KING entered television because management considered video a companion me- dium to radio, but it believes some people will always prefer one medium to the other.

The sales possibilities in television are tremendous,” Mrs. Bullitt believes. “Radio has been wonderful for brand names and for institu- tional selling; but for items, televi- sion is better.”

Mrs. Bullitt is a member of the Assn. of Women Broadcasters, the Sunset Club and the Seattle Golf Club. She is also active on behalf of the Seattle Art Museum, the Children’s Orthopedic Hospital, the Community Chest and other community service enterprises. In 1946, she was named a member of the Seattle Business and Professional Women’s Club as “First Woman of the Year.”

War Service

During the war, she was chair- man of the Civilian Defense Vol- unteer Office, a member of the original executive committee of the Washington State Defense Coun- cil, a national governor of the American Red Cross, and chairman of the board for the Service Women’s Club, an organi- zation started by Mrs. Bullitt. She has been a member of the Seattle Women’s Club, a national governing board member of Seattle women who bought and furnished a clubhouse with dormi- tory facilities for enlisted girls.

Her three children are Stimson, an attorney, and Priscilla (Mrs. Josiah Collins), both of Seattle, and Harriet (Mrs. William Brew- ster) of Boston.

Mrs. Bullitt’s hobbies are music and gardening—and she never misses an evening of watching televi- sion when she’s at home.
In a
Transcription
Program
Service
what really counts
is the
hear-it-for-yourself values.
That's why we urge
you to look
the whole transcription field over
before you buy.
Remember,
it's your money.
Spend it where it brings you
the greatest dollar
for dollar return.
SESAC leads the way
with
lower than low prices
and
greater than great values.
But we want you to
check this policy for yourself.
Make your own comparison
and you'll soon discover why
Industry Leaders keep going the
SESAC way.
SESAC doesn't have to yell about
its values
to keep those leaders joining up.
It's the SESAC SERVICE
with
the SESAC Transcribed Library
and
those lower than low prices
that do the shouting for us.

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SESAC Prices
are not only LOW
but
THE LOWEST PRICES
WITH
THE
HIGHEST
VALUE!

A COMPLETE TRANSCRIPTION PROGRAM SERVICE
FOR AS LITTLE AS $40 A MONTH!
(Based on your advertising rate card)

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Clip Coupon and Mail to →SESAC INC., 475 Fifth Avenue . . New York 17, N. Y.
BROADCASTING • Telecasting
COMMERCIAL

ROBERT BURNS, formerly with the department of WRK and Worthington, Ohio, is appointed commercial manager of WJZM Clarks- ville, Tenn.

JOHN S. ALLEN joins WTVI (TV) Miami, Fla., as business manager. He was formerly general sales and business manager of WMIE Miami, going to WJZM Miami, Montgomery, Ala., where he was vice president and general manager. He also was formerly with WRBB Seina and WCOV Montgomery, both in Alabama.

STANLEY SMITH, former account executive for WMGM New York and MGM, joins TV sales staff of ABC.

CHARLEY STANDORD, client service executive for A. C. Nielsen Co. for four years, joins ABC Chicago as TV network salesman.

RUDY RUDOLPH, KECA-TV Hollywood account executive, is the father of a boy, Gerald Jay, born May 4.

RUTH DICKENS, assistant to commercial manager of KVIO Tulsa, Okla., installed as president of Pilot Club of Tulsa, classified service club for business and professional women.

MICHAEL SWEENY, on staff of WJZ New York spot sales, is the father of a girl, Marcia Pegeen.

WILLIAM K. TREYNOR, account executive at WOIC (TV) Washington, appointed to publicity committee of Washington Advertising Club's "1950 Jamboree."

CANADA-U. S.

UHF-VHF Coordination Set

INFORMAL administrative procedure for coordinating VHF and UHF frequency assignments with the Canadian Dept. of Transport has been approved by FCC. Assignments to civil fixed and mobile services operating between 30 and 3000 mc are involved.

FCC said the purpose is to enable the CDT and the Commission to determine, in advance of making assignments to stations not previously authorized to use certain frequencies, whether a proposed assignment would interfere with or receive interference from a previous assignment in the other country. Objective is to take all voluntary measures possible to avoid serious interference developing between the rapidly expanding U.S. and Canadian radio services in the VHF and UHF and consequent undue hardship on station licensees.

The procedure of notification adopted is in no sense a frequency allocation agreement, FCC explained, and does not alter the present department of commerce procedure. No compulsion is involved in the agreement and all frequencies will continue to be available as heretofore allocated.

Selling Ohio's third largest market with

WFMJ

5,000 watts AM and

50,000 watts FM

WFJM

1390 AM - 105.1 FM

Youngstown, Ohio

&

Headley-Reed Co.

national representatives

Commercial

ONE of the most dramatic spot developments within the past year has been television's unprecedented use of radio to sell its product. TV retailers have emerged in that period as one of radio's firmest group of supporters.

In New York where a representative of one media is able to obtain, nearly a dozen television retailers are spending as high as $15,000 a week every week to exploit their sets locally.

Retailer in the use of radio in the New York area is the Muntz group of stores which purchases 40 to 45 hours of broadcast time a week at a cost of close to $760,000 a year.

Dynamic Stores, distributor for Majestic and Admiral sets in the locality, uses 35 hours a week on radio, spending close to a half million dollars to exploit its wares.

Vim Budgets

Vim Stores, which, like the others, merchandises an extensive list of other products, has nevertheless appropriated 25% of its overall advertising budget to plug its single line of Electromatic TV sets on radio.

Rounding out the Big Four, the Times Square Stores, broadcasting learned, are using two hours daily, seven days a week to promote GE Black Magic sets.

Muntz, Dynamic and Times Square promote the "free home demonstration" on the air. Advertisers are reluctant to reveal the exact number of leads received from radio advertising but one executive admitted that the calls into radio stations have been plentiful. He also said that once a television set is placed in a home—as a result of the lead call—it is an almost certain sale.

Another point that the same executive referred to broadcasting was that if the sale of sets should fall off during the summer months the stores plan to retain the time to plug their "white goods"—such as washing, and dish washing machines, stoves and refrigerators.

Muntz' Technique

Norman Boggs, executive vice president of WMCA New York, told Broadcasting that "Muntz as local originator of the home demonstration idea deserves credit for the creation of a new system of merchandising. Not only is it successful but it is successful and has opened a whole new method of publisher selling in the home."

"There is no doubt in my mind," said Mr. Boggs, "that there will be a continued substantial amount of business on independent stations that will be the result of this kind of merchandising."

Muntz-TV Inc. sponsors programs on the following stations:

WMCA WINS WMGM WOR, all in New York and WAAT Newark.

Dynamic Stores are using WMCA WNBC WOR WMGM WNEW, all in New York and WVNJ Newark.

BROADCASTING • Telecasting

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BASEBALL ISSUE

Springfield Case Settled

HAMPDEN BREWIN Co., sponsor of the Springfield Cub game, and Holyoke Newspapers in the Springfield Daily News and Union and in Hartford and Pittsfield papers forthrightly ago to announce that as far as they were concerned "broadcasting of major league games is free to come back."

The ads were placed in the aftermath of the lifting of the ban by the Springfield Cubs, which had asserted their right earlier under organized baseball's rules to forbid any station within 50 miles from carrying major league games when the Cubs were playing at home. The right to continue to broadcast major league ball games was granted April 27 [broadcast- ing] when the club reversed its decision.

Lawrence A. Reilly, president of WTXX West Springfield, Mass., and a major objector to the ban, said he was now considering following the lifting of the ban. We are all behind the Cubs. We think their coming to Springfield is a great thing for this area." The change in the club's decision now will allow WTXX to continue to broadcast the home night games of the Boston Red Sox and Braves.

ADVERTISING CODE

SCBA Sets Sales Rules

THREE-POINT'S code on direct sales advertising was adopted recently by the board of directors of Southern California Broadcasters Assn. for recommendation to all radio stations.

Points include: (1) station shall satisfy itself on both quality and price of each product accepted for advertising; (2) stations shall exercise continuing surveillance over advertising copy to see that it conforms to policy, after initial examination and acceptance of product; (3) station shall demand from advertiser right to return money of any dissatisfied purchaser, and deduct that amount (sum remitted) to advertiser, to retain confidence of listener in station.

PAY INCREASE of 26% is being asked of CBS Hollywood by Screen Publicists Guild for 12 press information publicists and two sales promotion staff members. The increases would become effective June 30 and were presented at re- opening of contract negotiations with the network.

The guild seeks wage increases from the basic $77 to $96.25 for the press information staff; $90 to $106.25 for the sales promotion staff, and a general 25% increase for members in those departments making over the base.

Percy Atkinson

PERCY ATKINSON, 64, advertising copywriter for the Kudner Agency, New York, died last Monday. In 1912 Mr. Atkinson joined the advertising department of Hearst Publications where he stayed until 1922. For the next five years he headed the advertising promotion department of MacFadden Publications. After that he was publisher of the New York Graphic, then left to join the advertising agency field. In 1943 he joined Kudner Agency, New York, as copywriter. Surviving are his widow and a daughter, Mrs. A. J. Kelly.

TV AIDS RADIO

Set Dealers Heavy Spot Users

Vim Stores located in New York and according to using spots and programs on WOR WCBS in New York, and on WAAT New- ark, and WPAT Paterson, N. J.

Times Square Stores are using one hour seven times weekly on WMGM New York, and seven times weekly on WVNJ Newark.

VIRTUAL STORES

The procedure of notification adopted is in no sense a frequency allocation agreement, FCC explained, and does not alter the present department of commerce procedure.
ELECTRONICS MEET

IDEAS and techniques of the entire electronics components and equipment industry were thrown into a common pool last week as nearly 800 representatives of manufacturers and government held a symposium in Washington.

Meetings were held Tuesday through Thursday at the Interior Dept. Auditorium under sponsorship of Radio Mfrs. Assn, Institute of Radio Engineers and American Institute of Electrical Engineers with active participation by the U. S. Dept. of Defense and the National Bureau of Standards.

Though much of the emphasis was placed on the need of developing electronic gear of maintenance-free type for the military, speakers representing all branches of the manufacturing industry pointed to the need of reliability in radio and television receivers and other civilian products.

At the conclusion of the three-day meeting it was agreed among the delegates that notable progress had been made toward improving the design and performance of electronic gear. This progress will be reflected in the techniques and material used by component manufacturers and equipment builders, with the overall goal of improved performance all through the electronics field.

Meeting Spearheaded by Berkner, Carnegie

F. J. Given, of Bell Telephone Labs., chairman of the symposium committee, termed the meeting "a milestone marking the cooperation of electronics manufacturers in the affairs of industry and government." Broadcasting, television, industry in general and the military serve to profit by this cooperation, he said.

Mr. Given described the symposium as the first exclusive meeting on the basic performance of components and pointed to the need for better materials as well as approved design.

F. R. Lack, of Western Electric Co., New York, said much electronic equipment lacks dependability. The average broadcast receiver is adequate for the job it has to do, Mr. Lack said, but this is not true all through the equipment field. He said customer influence is forcing dependable gear and proposed the same engineering philosophy be brought to bear on electronics manufacturers that has built reliable power plants, bridges and similar devices.

L. V. Berkner, of the Carnegie Institute of Technology, said the maintenance problem facing the military is staggering. He suggested military electronic gear must be built henceforth to perform its full life without any maintenance. "The failure of a single vacuum tube may lose the next war," he suggested.

Set Manufacturing Cited

R. F. Rollman, of Allen B. DuMont Labs., said TV manufacturing is becoming big business. In view of the high price of sets, he added, the customer is entitled to good equipment as well as reliable and economic performance.

He declared the average TV receiver contains 417 electronic and 556 mechanical components and components manufacturers must share the responsibility of producing reliable receivers. Mr. Rollman urged manufacturers to adopt "quality programs" designed to improve their products. He said a high-quality product is not necessarily expensive. Quality programs have been established in the tube industry and are breaking ground in the rest of the electronics field, he said, adding that the whole manufacturing industry has a responsibility to its 15 million annual customers.

Joining these speakers in the discussion of dependability were D. E. Noble, of Motorola Inc.; E. K. McElroy, General Radio Co., Cambridge, Mass.; R. B. Banis, Aeronautical Radio Inc. All appeared on the Tuesday morning program.

C. Brunetti, Stanford Research Institute, Stanford, Calif., presided at the Tuesday afternoon session on utilized design and fabrication techniques. Mr. Brunetti pioneered the printed circuit technique while at the Bureau of Standards.

Mr. Given presided at a Wednesday morning session on production and types of reactors. This meeting dealt with tube design and types.

Ernest Weber, Polytechnic Institute of Brooklyn, presided at the Thursday morning panel discussion and open forum.

RADIO SALARIES

SEC Lists Network Executives

The highest paid executives of three networks—ABC, CBS and NBC—were revealed last week in stockholders reports filed and made public by the Securities & Exchange Commission.

Brig. Gen. David Sarnoff, chairman of the board, RCA, received a salary in 1949 of $200,000. Nile Tammell, NBC chairman of the board, was paid $100,000 in salary and Frank M. Folsom, president of RCA, received $100,000.

At CBS, William S. Paley, chairman of the board, was paid $100,000 salary. Frank Stanton, president, received $100,000 and a bonus payment of $34,740. Joseph H. Ream, executive vice president, had $50,000 salary and an $11,977 bonus. Edward R. Morrow, director and counselor on public affairs, received $12,919.

According to the information filed at the SEC, Mr. Paley received $28,269 more than he did in 1948 and Mr. Stanton was increased $24,041 over the preceding year.

ABC's highest paid official was Mark Wood, vice chairman of the board, who received $75,000. Robert E. Kintner, president of the network, was paid $50,000 and Charles C. Barry, vice president (also see Barry appointment story, page 24), received $40,485, an increase over 1948 of $7,916.

Figures were not available for Edward J. Noble, chairman of the board, ABC, who owned 901,067 shares of ABC stock—5.38% of the total stock—as of last December. SEC pointed out that figures are not broken down for salaries, including bonus and commission payments, which did not exceed a total of $25,000.

May 22-23: CBC board of governors, Ottawa.
June 1: Assn. of Women Broadcasters seventh annual convention, Hotel Cleveland, Cleveland.
June 5: Pennsylvania Assn. of Broadcasters annual membership meeting, Sunbury, Berks, Pa.
June 17: Second annual Radio News Editor's conference, Kent State U., Kent, Ohio.
June 18: NAB board indoctrination, NAB hotels, Washington.
June 22-23: Kentucky Broadcasters Assn., Hotel Louisville.
June 23-July 1: WKY-TV, Oklahoma City.
June 23: AFTRA convention, Sheraton Hotel, Chicago.
Aug. 29-Sept. 2: Western Assn. of Broadcasters, and directors meeting, National Broadcasters Assn., Jasper Park Lodge, Jasper, Alta.
Oct. 22-24: 10th District convention of Advertising Federation of America, Amarillo, Tex.

Upcoming

BROADCASTING • Telecasting

ELECTRONICS POOLS IDEAS

Industry Pools Ideas

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Meeting Termed 'Milestone'

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KSTP STRIKE
Normal Operation Claimed, Picketing Continues

MANAGEMENT of KSTP-AM-TV claim "operation normalcy" despite technicians and refusal of 13 AFM workers to go on strike more than five weeks ago after eight months of sporadic negotiations for wage increase. Except for WCCO Minneapolis, which has a New York union contract, KSTP was the only station in the Twin Cities not to settle for a rate hike after the conferences, union officials reported. Mr. Hubbard, president and general manager of the 50 kw NBC station, said he rejected wage increases because the men made "between $95 and $110 weekly, about $12 more than our nearest competitor."

Technicians claim they returned to work shortly after the outset of the strike, offering to negotiate again, but say they were locked out by management. They are maintaining the picket line, in which they are backed by Minneapolis and St. Paul American Federation of Musicians locals, KSTP technicians, members of both AFM locals, are expected to remain off duty until settlement with IBEW.

George Merk, president of the Minneapolis Musicians Assn. (the Minneapolis president of a group of the state legislature, says the AFM made its supporting decision after approval of the policy by AFM locals in both cities, the Trades and Labor Assn. of St. Paul and the Minneapolis Central Labor Union. Both unions are in the AFL.

Johnson Follows
Cliff Johnson, IBEW international representative, is in Minneapolis to follow developments. He and Mr. Merk reported dismissal of injunction proceedings brought by Mr. Hubbard a fortnight ago, when the station manager objected to pickets parading away from the station to in front of an armory from which a remote wrestling show was being telecast on TV. Mr. Hubbard claimed this was a violation of Minnesota's anti-secondary boycott law, but the judge ruled that any such remote was an integral part of the KSTP-TV operation and could be picketed legally.

Mr. Hubbard, keeping him on air, "an open shop," has represented 16 of the technicians with non-union men. He continues to use live music and has cancelled no music programming. He reports no curtailment of any part of the operations as a result of the dispute, and expects the picket line to continue "indefinitely."

Although "I am not against unions, I do believe radio cannot exist with all these unions putting the bite on us for more money," Mr. Hubbard asserted late Thursday, "We don't believe in letting the unions make a racket out of it." He says he paid technicians'

DURING Montana's 4th annual Winter Fair at Boxeman, KXLQ and the Z Network brought Pickney, 1070, Hereford steer and champion of all the cattle shown, for $1 a pound. With Pickney are (l to r): Toby Orr, Cameron, Mont., Hereford breeder, and Ernest Neath, KXLQ manager.

FAREWELL gathering at Pennsylvania Station, New York, marked the departure of the RCA special train which is taking the NBC Symphony on a nationwide tour. Saying their adieu to Conductor Arturo Toscan- nini (center) are Frank Folsom (l), RCA president, and Brig. Gen. David Sarnoff, RCA board chairman.

WITH cake bearing the words "We Knew You Were Coming So We Baked a Cake," the Andrews Sisters welcome back Bob Crosby to CBS Club 13. L to r: A. E. Joscelin, CBS Hollywood; Maxene and Patty Andrews; Mr. Crosby; LaVern Andrews; Arthur Bailey, of Ward Wheelock, agency for Campbell Soup, sponsor.

CHICAGO Assn. of Commerce and Industry, through Leverett Lyon (r), chief executive officer, gives Dan McNeill (center), star of ABC's Breakfast Club, a distinguished service citation on the latter's 5,000th broadcast. At left is John H. Norton Jr., ABC Central Division vice president.

HONOR McGrath
Cited By Syracuse U.

WILLIAM McGrath, general manager, WHDH Boston was given the annual station management award for all Syracsus U. during the observance of Annual Radio Day May 10 at the university. The award was presented by Dean Kenneth G. Barlett, director of the Syracuse Radio and Television sion center.

Afternoon program included talks by Mr. McGrath, Dr. Millard Naught, president of Radio Research, and Curtis Canfield, NBC television producer. General topic under discussion was the "Future of Radio Television and Phonervision." In the evening the university conducted its first telecast from the new campus studios of WSyr- TV, Syracuse, with Jack Carter, NBC comedian, as master of ceremonies.

WYSR-TV, owned by Central New York Broadcasting Corp., is on Channel 5 (76-82 mw). Col. Harry Wilder is president of WSYR-AM-FM-TV.

Following the show the second annual Radio-Television banquet heard William S. Hodges, NBC vice president in charge of integrated services, speak.

Chesterfield Switch
LIGGETT & MYERS Tobacco Co., Chesterfield cigarettes, will replace the Bing Crosby Show, CBS, Wed., 9:30-10 p.m., with ABC's of Music, in the summer, says the National Assn. of Radio-any. May 31. Summer program will star Robert Q. Lewis. Cunningham & Walsh Inc., New York, is the Liggett & Myers agency.

KVCC Reorganization
KVCC Ventura, Calif., licensed to KVCC The Voice of Ventura County, has filed a petition for reorganization under the Bankruptcy Act in Los Angeles federal Court. No schedule of liabilities and assets has been filed. William H. Haupt, Los Angeles attorney, is corporation president and general manager.

BROADCASTING * Telecasting
**RMA REORGANIZES**

REORGANIZATION of Radio Mfrs. Assn. into Radio & Television Mfrs. Assn. is scheduled at RMA's annual convention to be held June 5-8 at the Stevens Hotel, Chicago, and will speak at the annual banquet June 8.

Membership interest is centered in the proposal to name a paid president of RMA, with over a score of names said to be under consideration. Screening of candidates is in the hands of the Organization & Services Committee, headed by Jerome J. Kahn, Standard Transformer Corp.

The Kahn committee met Wednesday to review the organization problem and consider by-laws amendments permitting a paid presidency with a $50,000 salary. The committee first approached General Lucien Clary, chair of American Legion, but Gen. Clary accepted the offer of a member of Continental Can Co. [Broadcasting, May 1].

*Delay Seen*

Due to embarrassment because of premature publicity of the proposal, the president, J. G. Clay, the Kahn committee members refused to discuss what happened at the Wednesday meeting. It was inferred in some quarters that the nomination of a president might be delayed some weeks or even months.

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**Armored Forces Day**

FOUR major networks and the Advertising Council will cooperate in the observance of Armed Forces Day May 20, a salute to all the military services, Charles Dillon, chief, Radio-TV Branch, Office of Public Information, Dept. of Defense, announced last week. This is the first combined observance, Mr. Dillon said.

A "Czar" to oversee the nation's war mobilization program, including responsibility for the role of communications in the event of an emergency, was urged by President Truman last Tuesday in a plan sent to Congress involving the National Security Resources Board.

The President proposed that all present functions now vested in the board, comprising members of the Presidential cabinet, be transferred to the chairman, that the chairman be assigned an executive assistant, and that a vice chairman be appointed.

W. Stuart Symington, recently resigned head of the resources board and former secretary of the Air Force, would hold the "czar" post under the recommendation sent to Congress. It would become law July 8 unless vetoed by either house of Congress. The recommendation was referred to the Senate Executive Expenditures Committee.

Authorities felt there was little prospect for early action on the President's plan.

**Many Plans Offered**

The committee currently is processing a host of other reorganization plans, including one on FCC (see separate story), which require Senate or House veto by May 20 or they become law. Overall communications and civil defense planning have been coordinated by the NSRB since June 1949. Among them is a proposed wartime key AM-TV-FM emergency radio network, blueprint for which is slowly being evolved [Broadcasting, Feb. 27, Nov. 21, 1949].

Mr. Symington thus would direct mobilization activities of the NSRB, the Munitions Board, which is handling electronics and other equipment requirements in cooperation with Radio Mfrs. Assn. and the re-established Office of Civilian Defense headed by Dr. Paul J. Larsen, and a host of other participating agencies, including FCC, Post Office Dept.; Treasury Dept., etc.

**Cabinet Urges 'Czar'**

The President's temporary five-man Communications Policy Board [Broadcasting, Feb. 20] also is expected to study the utilization of communications for emergency use as part of its overall investigation.

The proposed vice chairman would be appointed from civilian life, as an additional board member, at an annual salary of $15,000, and perform certain of the duties of the chairman.
Senate Fight Seen

(Continued from page 25)

his colleagues in the selection of heads of major units; assign business among personnel and administrative units, and direct the use and expenditure of the Commission's funds.

The plan becomes effective May 23 unless vetoed down by one House of Congress. A majority of the Senate—49 votes, not merely a majority of those present—is necessary to defeat it. Theoretically the House could act if the Senate fails to do so, but there have been no indications that it will.

It was understood that Sen. Johnson would bring the subject up for floor debate Wednesday. In any event, Senate Majority Leader Scott Lucas has assured Sen. McClellan the proposal will be "considered" and will not become law through default, it was reported. If Sen. Johnson does bring up resolution, it was learned, the little-used cloture rule would probably be used limiting debate to three hours.

Opponents have variously characterized the plan as "an executive invasion of the legislative branch," and feel it would create a "one-man agency." Advocates, who included FCC Chairman Wayne Coy and Comm. E. M. Webster, feel it would relieve Commission members of day-to-day administrative details by transferring them to the Chairman, thus expediting Commission activity.

Sen. Ferguson told Senate colleagues that "it is important to make certain radio does not fall under the thumb of a dictator." He felt the "possibility of such a sad result is so alarming as to justify a complete examination of this reorganization plan and in fact a re-examination of the whole work of FCC and its policies in regulating radio.

Chairman All-Powerful

Under the Truman plan, he declared, it is obvious the Chairman in nearly all cases "will be able to carry his ideas over any opposition which minority members of the Commission may offer." It has the potential effect, he charged, of making FCC a "one-man agency" and would invalidate its bi-partisan character.

Sen. Ferguson noted sharp division within the Senate Executive Committees on the plan with respect to its general conformance to the Hoover Commission report, and said it contains a concentration of authority, "especially vital in any agency in that it is of necessity so reliant upon its technical staff as is the FCC, which goes far beyond the purposes of efficiency." He observed:

FCC's Legal Staff

The Senate has already taken cognizance of the peculiar reliance upon its legal staff in the FCC. The Senate has unanimously approved S 1973, which has the effect of stripping the Commission's legal staff of some of its tremendous unseen influence in the workings of the Commission by creating independent legal counsel to assist the individual Commissioners in the discharge of their duties. It is not without significance, as revealing a jealous determination to preserve the influence now exerted by the Commission's legal staff, that S 1973 has been vigorously opposed in the House. It is an open secret that the Sadowski Bill, to substitute for S 1973 in the House, was written by the Commission's legal staff to preserve and protect its present prerogatives.

The FCC today is widely known to be dominated by the "Liberal" Democrat who serves on the Commission and who permeates its staff.... Charging that "big government" philosophy is "threatening the radio industry and the people themselves to an extent which has become very, very dangerous," Sen. Ferguson recalled that a previous member of the Commission" indicated the Englishmen to make an analysis of our radio system.

"That analysis was such that if the recommendations contained in it had been adopted the radio broadcasting industry in America would have been placed under the same domination as in Britain, which is being performed," he stated.

He continued:

During the past 16 years, since the establishment of the Commission by the Communications Act of 1934, the Commission has increasingly expanded its power of regulation in a manner which has frustrated the Communications Act did not intend. It has succeeded in expanding these powers, perhaps a greater extent than many of us, realize, and today stands in a position, if its power is not checked here and now, to throttle and ruin any radio station licensee it sees fit to discipline. The Commission is now attempting to expand its power even farther, and if this move is successful it is certain that the radio industry will be forced to give up even the fiction of free enterprise. It is even possible that this proposed expansion of its power can make the FCC a "national police force" to regulate the ownership and operation of the radio industry. Let us examine the way in which this chance has taken place and the way in which it can proceed.

Government Ownership

Sen. Ferguson said it is "even possible that the proposed expansion of the Commission's power can lead to complete Government ownership and operation of the radio industry." Tracing the history of the Communications Act, he said FCC's primary function is one of "acting as a traffic policeman" and allocating frequencies, but questioned definition of "character" applied to applicants for licenses.

"Today, at a time when increasing regulation of private enterprise is certainly the political fashion and certainly the primary motivation of the Fair Deal Administration, it has occurred to the Commission that the proposal already under consideration will enable it to go further and, if this move is successful it is certain that the radio industry will be forced to give up even the fiction of free enterprise. It is even possible that this proposed expansion of its power can make the FCC a "national police force" to regulate the ownership and operation of the radio industry. Let us examine the way in which this chance has taken place and the way in which it can proceed.

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FCC BUDGET CUT SEEN

In House 'Rider'

Any Way You Look At It ,
KRNT is the LEADER
in Des Moines,
the center of things in Iowa.

Highest Hooperated—Biggest Volume of Accounts
—Highest News Ratings — Most Highest-Rated
Disc Jockeys—Tops in Promotion Facilities

The Hooper Audience Index, February-March, 1950, Shows:

MORNING.......................... KRNT has a 92.7% greater audience than the No. 2 station.
AFTERNOON......................... KRNT has a 39.2% greater audience than the No. 2 station.
EVENING.......................... KRNT is 3.0 percentage points below the No. 1 station.
SUNDAY AFTERNOON.............. KRNT has a 22.1% greater audience than the No. 2 station.
SATURDAY DAILYTIME............ KRNT has a 22.5% greater audience than the No. 2 station.
TOTAL RATED TIME PERIODS..... KRNT has a 39.5 greater percentage than the No. 2 station.

Those are Facts Advertisers Know when they buy KRNT ... the Station that can say: "Any Time is Good Time on KRNT".

The station with the fabulous personalities and the astronomical Hoopers.

May 15, 1950 • Page 47
**Increased Billings**

(Continued from page 88)

**basis (network and spot) will**

Increase more than 10% (23.8%) Increase, but less than 10% (29.3%) Remain about the same? (26.8%) Decrease by less than 10% (14.6%) Decrease by more than 10% (5.5%)

A minority of station managers see a decrease in national radio business, but no great increase is predicted either. The largest percentage of respondents (32.8%) look for a few more advertisers on a national basis but expect the increase to be less than 10%. On 26.8% of the questionnaires station managers indicated they expect the number of advertisers using radio on a national basis to remain about the same. Another 23.8% see an increase of over 10%.

Only 10% Drop Seen

On the other side of the picture, 14.6% of the station managers said they feel national radio users will drop but by less than 10%. Only 5.5% see more than 10% of the national advertisers on the decrease.

**Question VI**

Do you believe the number of advertisers using radio on a local basis will

Increase more than 10% (56.9%)

Increase, but less than 10% (25.6%)

Remain about the same? (11.6%)

Decrease by less than 10% (4.7%)

Decrease by more than 10% (3.2%)

On the question of local advertisers, station managers are more in accord. Over 75% see an increase in this field and 56.9% say they think it will be greater than 10%. A smaller increase less than 10%—was indicated by 25.6% of the respondents.

In only 6.9% of the cases did station managers see a decrease in the number of local advertisers. Of these only 1.2% said they felt the decline would be greater than 10%.

The number of local radio advertisers was expected to remain about the same by 11.6% of the respondents. This is compared to 26.8% who indicated they expect no change in the national picture.

**Question VII**

What do you think will be the general trend in use of local radio by the following classes of advertisers?

<table>
<thead>
<tr>
<th>Department</th>
<th>More Same</th>
<th>Less</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stores</td>
<td>(4%)</td>
<td>(39%)</td>
</tr>
<tr>
<td>More Same (75.6%)</td>
<td>(20.4%)</td>
<td>(4%)</td>
</tr>
<tr>
<td>Appliance Dealers</td>
<td>More Same</td>
<td>Less (67.4%) (27.4%) (5.2%)</td>
</tr>
<tr>
<td>Food Stores</td>
<td>More Same (54%) (39.7%) (6.3%)</td>
<td></td>
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</tbody>
</table>

The optimistic note for local radio is in some manner by station managers in their replies to this question. In all four classifications a majority of respondents to each noted a smaller increase in radio use on the local level.

As the automotive field turns more and more from a sellers "to a buyers" market, this trend is reflected on the radio picture. More than 75.6% of the station managers see greater use of radio by local automotive dealers. Only 4% of the managers see a decline in this field while 20.4% said they expect the use of local radio to remain about the same.

Appliance dealers, who also are meeting stiffer competition as the channels of supply fill and new products enter the field, are expected by 67.4% of the respondents to increase their use of local radio. A continuation of local radio at the present level is seen by 27.4% of the station managers and 5.2% look for a decline.

Department stores and food stores, notably slow in many cases to utilize the potential selling force of radio advertising, are expected by a lesser number of managers to be a source of increased local business. Although 64.4% of the respondents to this part of the question see an increase in the use of local radio by department stores, 10.3% look for a decline. In the food store field 30.7% see the picture remaining the same. A slight majority, 54%, however, look for increased use of local radio by food stores.

CFOR Orillia, Ont., expects to be on the air with new 1 kw transmitter on July 1, operating at 1570 kc., moving from 1450 kc. with 250 w.

**WROL TRANSFER**

Adcock to Mountcastle

SALE of one of Knoxville's pioneer stations, WROL-AM-FM, by Stuart E. Adcock for $300,000-plus to Paul Mountcastle, department store executive, was reported in transfer papers filed with FCC last week.

Mr. Adcock told the Commission he wished to sell WROL since large sums of money will be required to be invested to keep abreast of new developments in radio. WROL established in 1927, is assigned 5 kw 620 kc., directionned.

Transferee is Mountcastle Broadcasting Co. Inc., of which Mr. Mountcastle is president and sole owner. He is president and minor stockholder in the Life and Casualty Insurance Co. of Tennessee, which from 1940 to 1946 was minor stockholder of WSM Nashville. Mr. Mountcastle also has other local business interests.

Other officers in Mountcastle Broadcasting include W. H. Linebough, WROL business manager, who is vice president; Paul Mountcastle Jr., treasurer; Catherine E. Mountcastle, wife of Paul Sr., director; and John Ayres, attorney, director.

In late 1948 Mr. Adcock sold WROL for $365,000 to the Knoxville Journal but the bid was matched under FCC's then-existing Avco procedure by Dempster-Johnson & Ward and was subsequently withdrawn. Competitive purchaser was headed by George R. Dempster, 50% owner of WGAP Maryville, Tenn., and former Knoxville city manager [Broadcasting, Feb. 7, April 18, 1949].

**OAB MEET SET**

Plan May 24-25 Agenda

ISSUES important to the broadcasting management of the Ohio Assn. of Broadcasters which is set for May 24-25 at the N. H. Hotel in Columbus, according to J. Robert Kerns, WLOK Lima, secretary-treasurer.

Agenda already prepared by Carl George, WGAR Cleveland, OAB president, includes such problems as how to best handle political broadcasts, out of control expenses, trade practices, business forecast, a look at TV progress, and the advertiser's view of radio. Qualified speakers will discuss the most important of the issues, Mr. Kerns said.

Also scheduled are an election of officers and a proposed change in by-laws to authorize the OAB to make payments to local board of directors to assist its executive committee.

Other topics for discussion may be added to the calendar.

**WVLK SALE**

Scirips-Howard Negotiating

NEGOTIATIONS have been re-sumed looking to Scirips-Howard Radio's acquisition of WVLK Versailles, Ky., with intentions of moving the regional station to Cincinnati. Probable sales price was understood to be in the neighborhood of $200,000.

The WVLK would require Scirips-Howard, under FCC's duopoly rule, to dispose of its WCPO Cincinnati, a 250-w local on 1230 kc for which it has long sought a regional assignment. The WCPO call probably would be retained.

WVLK operates on 590 kc with 1 kw and is owned by a group headed by Baseball Commissioner A. B. (Happy) Chandler. The licensee firm is Bluegrass Broadcasting Co.

Indications that negotiations were underway came Thursday afternoon when the Washington law firm of Segal, Smith & Hennessey, counsel for Scirips-Howard, undertook to dismis its appeal from an FCC decision involving a license application for 630 kc. The move was delayed by Court of Appeals officials' insistence that dismissal of the appeal requires FCC consent.

**Bid Once Dropped**

Arrangements for the purchase of WVLK were completed in the fall of 1948, but the deal was not consummated when FCC ruled that Scirips-Howard must choose between this bid and its then pending application for 630 kc, which was involved in a competitive proceeding subsequently won by WLAP Lexington, Ky.

Sales price in the 1948 sale was $225,000.

Last week's move to dismiss the 630 kc appeal was designed to prevent development of the dual application factor which led to withdrawal of the 1948 WVLK purchase application.

The purchase will be subject to the customary FCC consent. Scirips-Howard also has Cincinnati television and FM authorizations which would not be affected. The newspaper subsidiary also controls WKGW, WVIS, WCMH, WCKY and WNOX Knoxville, while the newspaper firm's Memphis Publishing Co. (Commercial Appeal) owns WMC and WMC-TV Memphis.

**Carruthers Heads WINA**

ELECTION of Thomas M. Carruthers, general manager of WINA Charlotteville, Va., to president of the American Telecasting Co., owner and operator of the outlet, has been announced by the board of directors. He succeed Frank Parker Jr., who resigned from the board of directors to devote himself to other interests.

---

**NEWS . . . when it counts!**

Ten minutes after Lansing's latest robbery occurred, residents were listening to reports over WILS. Our newsmen were at the scene of the biggest crime in Lansing's recent history, reporting the news as it was unfolding. WILS acted swiftly, had the first exclusive coverage of the event. . . Just another of the WILS exclusives, now as LANSING'S LEADING NEWS OUTLET.

---

**WHERE LANSING'S LEAST POWERFUL 1000 Watts Fulltime**

Represented by Ramboe
PT63-A Offers 3 Heads

A new professional tape recorder with three separate heads: erase, record, playback for monitoring from the tape. This PT63-A Magnecorder incorporates all other fine features of the PT-6-A. The new PT63-J Amplifier for single microphone recording includes separate playback amplifier.

Three Heads and Amplifier Kit
Converts Your PT6-A
To Monitor From Tape

Complete conversion kit includes new three-head unit, additional monitor amplifier and power supply. Three-head unit simply plugs into receptacle for present two heads on your PT6-A Magnecorder.

SPECIFICATIONS JUST RELEASED
Write for detailed information on these latest Magnecorder developments.

Magneecord, INC.
360 NORTH MICHIGAN AVENUE • CHICAGO 1, ILLINOIS
World's Largest and Oldest Manufacturers of Professional Magnetic Recorders
L&M Spots
(Continued from page 83)

TV affiliates had rejected the offer, he said. Dana-Wagner-Sample had offered the program to competing stations—at the same rate that the network affiliates would have received. It had accepted the program on a network basis.

Stations selling programs on a spot basis, Mr. Flanagan pointed out, derive much higher revenue from two to three times as much—than they do from network commercials they carry. The D-F-S offer, therefore, constituted a double threat to rate standards: On the one hand, insisting on rate freezes and on the other attempting to place spot business on network rates.

Although no official comment was forthcoming from D-F-S, one executive of the agency said that 27 stations had accepted the Beulah show.

It also was learned that production costs of the program were estimated at $1,400,000 a year. The sponsor's interest in enrolling an account appeared to be confined to the purchases of times.

RCA Communications Inc. announces new installation of a custometeleprinter service, available between U. S. and Netherlands. System will enable RCA private-teleprinter installations in New York customers' offices to connect with teleprinters in Holland. In effect, makes TWX service operating within U. S.

Miss Lees Winston 
The Bown Company 
New York City, N. Y.
Dear Lees:

Folks is really gonna be surprised when they census takes tall how many folks are gone on WCHS territory! Yes, I often do draw a circle of 20 miles round Charles-ton, N. Y., WCHS, and-surprised at how many people does then down there circle cut, is it in the southern area, or is it in the eastern part, or in the middle of the state? Very interesting. In my opinion you have a big territory, WCHS, and I don't know how you is going to handle it. You's got to have some money been spent on advertising, but of course, the big time. It's a big, big station.

[Signature]

WCHS 
Charlotte, W. Va.

RICHARDS HEARING

Counsel Asks FCC For New Start

COUNSEL for G. A. (Dick) Richards petitioned FCC last week for a completely new FCC hearing in his case [BROADCASTING, May 8], contending the courts have held this procedure is necessary when the presiding officer dies before the case is closed.

The petition, filed Tuesday, followed the death of FCC's Chief Examiner J. W. Comstock, Jr. and the Commission's designation of Examiner James D. Cunningham to succeed him as presiding officer in the Richards case.

The first phase of the hearing was held in April, during a presentation of FCC's case. Second phase, primarily comprising evidence for Mr. Richards, is now slated to get under way in Los Angeles June 5.

Mr. Richards' licensees for KMPC Los Angeles, WGAR Cleveland, and WJR Detroit and his trusteeship plan for the three stations are at stake in the proceeding, which involves charges that Mr. Richards ordered KMPC staff members to slant news against members of the late President Roosevelt's family and certain minority groups.

If the Richards petition is granted, 2,315 pages of testimony by 21 witnesses and some 94 exhibits offered by FCC counsel during the sessions conducted by Judge Johnson would be stricken from the record and a fresh start made.

Attorneys for Mr. Richards said, however, that "in the interest of saving time and minimizing expense," they are willing to go ahead with presentation of KMPC evidence on June 5, "subject to Commission counsel recalling at later time such of the witnesses previously heard before the late Chief Examiner Johnson as Commission counsel deems necessary."--

'Creditibility' Issue Cited

The petition contended one of the principal issues of the case is the "creditibility" of former KMPC employees who testified for FCC. Without knowledge and extraneous to himself, it was argued, Examiner Cunningham "will not be able to make a fair and just decision on this major issue of... creditibility...." and permission to make recordings of testimony at the outset of the hearings but were denied.

"The stenographic transcript," the petition complained, "does not reflect in any way the manner in which each witness answered the questions put to him, nor does it note the manner in which the questions and answers were presented to the witness."--

"Personal observation and judgment of the Commission's witnesses and of their manner in answering questions showed their attitude towards the applicants was particularly important... because of the bias against and hostility towards the applicants manifested by the Commission's witnesses,..."

The petition cited several court decisions in support of the claim that a completely new start is necessary. Among these was the so-called Buchanan Case, in which the Circuit Court of Appeals held that the Federal Trade Commission should have ordered a new hearing in a case in which the original examiner died before the taking of testimony.

The petition was filed by Hugh Fulton, Mr. Richards' chief trial counsel, of the Washington law firm of Fulton, Walter & Halley, with the Washington office of Kirkland, Fleming, Green, Martin & Ellis appearing as counsel for WJR and WGAR, and Dow, Lohnes & Albertson for KMPC.

WDSM RESUMES

Uses WSBR Unit After Storm

ALTHOUGH the tower of WDSM Superior, Wis., was totally destroyed in April, the ABC outlet was able to resume broadcasting the following morning, according to General Manager Carl Bloomquist.

By a vote once, he said, WSBR Superior had turned back its license to the FCC, enabling WDSM to lease the transmitter immediately and resume broadcasting May 8 on its regular 1250 kc frequency.

WDSM received FCC approval to operate on the WSBR facilities pending completion of WDSM's new outlet on 710 Ka which is expected around June 15.

CANADA RATINGS

McCarthy Tops Night Shows

ONE CANADIAN program was listed among the first 10 most popular evening network shows in April in Canada according to national rating reports released by Elliott-Haynes Ltd., Toronto, on May 9. Charlie McCarthy led the evening shows in Canada for a rating of 33.7, followed by Radio Theatre 30.7, Amos 'n Andy 30.3, Our Miss Brooks 27, My Friend Irma 24.1, NHL Hockey (Canadian program) 24, Twenty Questions 23.8, Fibber McGee & Molly 22.6, Aldrich Family 20.8, and Bob Hope 20.2. Regional hockey plays-off interfered with some of these programs, giving them lower ratings.

First five daytime programs in April were: Big Sister 16.5, Mg Perkins 15.8, Paying Young's Family 15.4, and Happy Gang (Canadian program). French language evening programs were led by the usual Un Homme et Sa Femme 40.4, WDSM 39.2, Metrope 30.9, NHL Hockey 27.6, and Amie 25.9. Five leading French daytime programs were: En Souvenir 25.9, Jeanette Dore 21.9, Quilles Nonpalais 21.7, Maman Jeanne 22.2, and Timide Lucie 21.6.

LEGISLATION designed to apply the U. S. Code to importation or transportation of "obscene or lewd" phonograph records or electrical transmissions in interstate commerce has won approval of the House Judiciary Committee, which reported it favorably to the House floor May 5. The bill (S 2811) passed the Senate with the endorsement of the Justice Dept. and other law-enforcement agencies which indicated the volume of shipment of such records has increased. Approval by Congress would subject records to prohibitions now imposed by the code on pamphlets, pictures and motion picture film.
shows like these have made 175% more t-viewers switch to WOR-tv during the past six months!

"Time for Beany"
"Comedy Carnival"
"Talent Parade"
"The Mystery Rider"
"Bobby Benson and the B-Bar-B Riders"
"Dinner at Sardi's"
"Mr. and Mrs. Mystery"

little wonder that selling's fine on channel 9...

WOR-tv,
New York
IN BOSTON IT'S THE
BIGGEST SHOW
IN SIGHT

COUNT 'EM 43 COUNT 'EM

LOCAL LIVE STUDIO PRODUCTIONS
each week... 43 firmly established shows that are in
Boston to stay! All this in addition to remote telecasts
of popular sports events all year round.

OF 72 PROGRAM HOURS
weekly, 15 hours are devoted
to local live shows, including
drama, news, sports, variety, and
educational programs.

Added attraction for advertisers!
Boston now listed as
5th Ranking TV Market in U.S.A.

MORE THAN 120 SPONSORS
reach the ever-growing number of TV
homes in this great market through

WBZ-TV

For details, check NBC Spot Sales
 COLORS WINDUP

FCC's EXHAUSTIVE color television hearing was completed last week except for Color Television Inc.'s further demonstration in San Francisco May 17 and a brief session in Washington May 25 for CTI cross examination and rebuttal testimony.

Meanwhile, FCC's hope to close the record at that time and produce a decision as promptly as possible was evidenced in the Commission's issuance of a notice of the exacting time table and procedure for filing proposed findings, conclusions and reply briefs by the participants (see story May 13).

CTI has claimed it is prepared to show substantial improvement in its system at the May 17 demonstration (TELECASTING, May 1). The showing will be made for the FCC record beginning at 10 a.m. in the Borgia Room of the St. Francis Hotel. FCC Chairman Wayne Coy and Comr. Rosel Hyde will represent the Commission along with Harry Plotkin, FCC assistant general counsel; Edward M. Allen, chief of FCC's Technical Research Division, and Wilmor K. Roberts, Laboratory Division engineer and co-inventor of the Chapin-Roberts automatic adapter.

On the return from the West Coast Chairman Coy first is to discuss television and the freeze before the City Club of Portland, Ore., on May 19 and the Rocky Mountain Radio Council in Denver on May 22.

Hearing Actions

The hearing before FCC last week, held Monday, Tuesday and part of Wednesday, included:

- Further examination of the RCA patent situation through questioning of Dr. E. W. Engstrom and Conway P. Cee, both RCA vice presidents and the latter a former U. S. Commissioner of Patents.
- Assertion by Chairman Coy, when dispute over the patent questioning arose, that he thought it important that "there be understanding that the Commission is concerned about the general patent picture" with respect to existing monochrome and proposed color standards and is concerned whether there has been any restraint upon television development.
- Detailed criticism of RCA's color system by Dr. Peter B. Goldmark, who claimed his CBS color system "outperformed RCA's in every respect," despite the contrary views of Brig. Gen. David Sarnoff, RCA board chairman [TELECASTING, May 8]. Dr. Goldmark charged "basic misconception" of the CBS system exists "at the top of RCA management" and that this "underlay his [Gen. Sarnoff's] entire presentation."

Engstrom Appears

Dr. Engstrom, vice president in charge of research, RCA Labs. Division, was examined on Monday by FCC Patent Attorney William Bauer. He indicated that RCA, to protect itself from possible infringement suits and to assure complete freedom in development work, acquired certain rights to the Loresen tri-color tube patent, has taken an option from Technicolor Inc. for non-exclusive license and sub-license rights on the Geer tri-color tube, and is negotiating for similar non-exclusive rights under the Toulon patent respecting horizontal dot interlacing.

Dr. Engstrom said the Toulon patent came to RCA's attention in Patent Office files just before the color hearing. It had been issued Aug. 28, 1946, he said. RCA thought picture dot interlacing was its own when it announced its color system earlier, he reported.

Concerning the C. W. Geer patent interferer with RCA's A. N. Goldsmith tri-color tube patent, substantially won by Dr. Geer last fall, Dr. Engstrom contended there was "no question" that Dr. Goldsmith was first but that certain claims had been lost by RCA through lack of diligence because of war work. He explained that the Geer patent claims go to the tube itself while the Goldsmith claims pertain to the circuitry using the tube. He felt them interdependent.

Tri-Color Tube Question

Mr. Bauer wanted to know what part the Goldsmith tube, first conceived in the early 1940s, played in the tri-color tube RCA now has. Dr. Engstrom said his research people had not been enthusiastic about the Goldsmith tube and accordingly tried many paths.

Over objections of RCA counsel, John Cahill, the witness was asked to compare similarities of the Goldsmith tube and RCA's present tri-color tube. Dr. Engstrom explained that on the scanning surface of the Goldsmith tube the phosphors are arranged on raised surfaces while on the present tube they are on a flat surface. He said the Goldsmith tube has three guns, each in a separate neck, while one form of the present tube features three guns in a single neck.

Mr. Coe, who appeared Tuesday told FCC his duties were assigned by Gen. Sarnoff and RCA Pres. Frank M. Folson and that in addition he was member of RCA's Patent policy committee and chair- man of its trade-mark committee. He presented a survey of RCA's TV patents based on reports of the Chromy Digest, published by the Radiion, that reflects all patents in the electronics field issued by the U. S. Patent Office.

48,000 Electronic Patents

He testified the report show that for the years 1931 through 1948 the Patent Office issued about 48,000 patents in the electronics field, of which 16-18% were issued to RCA. Since the studio covers a period of 18 years and the life of a patent in 17 years, Mr. Coe said "this would indicate that RCA owned 7,600 unexpired patents which were (Continued on Telecasting 12)

SCREEN ACTORS GUILD last Thursday sought to open negotiations with the television networks for contracts covering performances in television film.

The SAG action was taken after Television Authority, with which SAG is embroiled in a bitter jurisdictional dispute, filed a National Labor Relations Board petition seeking certification of TVA as the single bargaining unit for all performers in all kinds of television programs, live or filmed.

TVA already has met with network representatives to push its claim to representation of television talent [TELECASTING, May 8].

In a telegram sent Thursday to all New York based television networks as well as to WOR-TV and WPIX (TV) New York, the screen guild made a "formal request . . . for a meeting between the guild and your company for the purpose of negotiating collective labor agreement with respect to talent used in production of motion pictures."

The guild suggested that network representatives meet with its officials tomorrow (May 16) at 10 a.m. at the guild's New York offices.

Telegram to Networks

The SAG telegram Thursday was the second it sent to networks last week. The first announced the guild's intention to file NLRB petitions seeking certification as the bargaining unit for performers in all motion pictures, whether made for theaters or for television.

In Los Angeles a fortnight ago, the SAG petitioned the NLRB for a representation election covering actors employed by all Southern California companies engaged in making motion pictures, including those making television film.

The TVA petition seeks blanket jurisdiction over "all persons engaged as talent by any of the employers of television programs, whether alive, filmed, kinescopied, taped, transcribed or utilizing any other device." Such employers include networks, stations affiliated with networks, producers of "programs or portions thereof including commercial messages for television broadcasting on a network or a station affiliated with a network or on a syndicated or multiple station basis," as well as "advertising agencies and/or sponsors producing such programs where such programs are broadcast by television in New York, Chicago or Los Angeles."

SAG Action

Following the filing of the TVA petition, the SAG telegraphed TV networks and New York TV stations that although the Screen Guild had no quarrel with the establishment of TVA as the bargaining unit for live performers, it would file NRLB petitions in major centers, including those as representative of performers in all tele-

(Continued on Telecasting 8)
Griffith, Rowland Muster Attack

MODIFIED opposition to teletcasts the grounds it hurts minor league office receipts of the major circuits owner of the Washington Senators.

Mr. Griffith thus altered previously published views of the matter (television, May 8] that he would ban home teletcasts of Senators contests in 1951 because TV had cut into his own attendance figures. "I haven't made up my mind definitely yet, but I doubt if we'll teletcast our games next year," the Senators owner stated, adding that he would not be surprised if the major leagues vote to eliminate all baseball teletcasts at their 1951 winter meeting. He conceded, however, that he would go along with other clubs if they permit teletcasts.

West Coast Picture

On the West Coast, the baseball picture also was shaken up by a verbal blast delivered by Clarence Rowland, president of Pacific Coast League, against telecasting of games and his suggestion that clubs "tear up contracts." While no outright cancellations were reported, PCL club owners ceded a wary glance to the effect of video on gate receipts.

Mr. Griffith said he felt that television is "definitely hurting baseball" on the minor league level and that "in the long run [it] is detrimental to the sport." He cited transfer of the Newark international league club to Springfield as an example of the "damage TV has done," and said telecasting major league games "is bound to decrease attendance in minor league areas where the games are obtainable."

Under organized baseball's revised rules governing broadcast and telecasting of major league baseball games on attendance figures rather than box office has been voiced by Clark Griffith, baseball club.

telecasts, however, a local minor club within 50 miles of a major league territory may veto teletcasts of the latter's games in minor territory when the minor circuit owner is playing at home [Broadcasting, Oct. 31, 1949].

The Washington club, one of the first major league teams to permit baseball teletcasts, in December reportedly receives from Liggett & Myers Co. (Chesterfields), between $100,000 and $126,000 for TV rights to home games and radio coverage of the full 154-contest schedule. Originally Mr. Griffith charged that teletcasts had hurt his box office and cited 12,000 paid attendance for a Saturday night game with the World Champion New York Yanks. Threatening weather, combined with TV, had kept the customers at home, he complained. It was the Senators' first scheduled home contest on a Saturday night when even television normally has difficulty keeping the people home, it was pointed out.

Pacific Attendance Figures

While attendance figures for Pacific Coast League games played thus far do not show any decline over the spectator count for the corresponding period last year, 1950 figures on baseball video audiences released in Los Angeles last week added a measure of worry for club owners.

Adjusted attendance figures for comparable periods show that 555,355 fans attended Pacific Coast games thus far this year as against 449,504 in the same first weeks of the 1949 season.

Tele-Que Report on the Los Angeles TV audience released by Coffin, Cooper & Clay, Inc., that city, revealed the Los Angeles-San Diego series at Whigley Field on April 4-8 drew 102,057 week-day viewers, with only 4.6% of this figure actually at the ballpark. While 178,907 persons watched a Sunday doubleheader leader over KLAC-TV-Hollywood on April 2, the report showed that the crowd at Gilmore Field numbered only 9,000 paid admissions. Another twin bill between Los Angeles Angels and San Diego Padres found 2,083 persons at the park compared to 232,000 viewers on KFTV, TV audience for double nights for the series averaged 97,300; ballpark attendance averaged 4,475, the report showed.

Meanwhile, executives of the Angels and the Hollywood All-Stars declared last week they have no belief plans to continue telecasting of baseball games in Los Angeles. Don Stewart, Angel's president, and Victor Ford Collins, All-Star president, commenting on the Rowland statement, said they wanted to view TV's effect over a longer period of time before coming to such a decision. Los Angeles Brewing Co. (Eastside beer) sponsors half this season's teletcasts of the Angels and All-Stars home games on KFIV-TV and KLAC-TV respectively. Century Distributing Co. (TV telecast of alternating games on KFIV-TV. KLAC-TV alternating time is utilized by participation sponsors.

To stimulate ballpark attendance for the All-Stars games, KLAC has launched a series of promotional tie-ins such as fan clubs and contests.

Oaks Honor Contract

Despite reported poor box office receipts, the Oakland (Calif.) Oaks will honor contracts permitting the teletcast of its games twice weekly over KGO-TV San Francisco for the balance of the season. Brink Laws, club president, said although he would like to cancel remaining teletcasts, he kept his verbal agreement with both the station and the fans.

A different story was told in the northwest where the Seattle Rainiers and Portland (Or.) Torrance, told Teletcasting his club has not found the telecasting of home games a deterrent to attendance. For the second consecutive season, Rainiers home games are being teletcast on KING-TV Seattle three days a week. In 1949, the club drew 100,000 fans above the year before when no games were teletcast.

Television Code—(II) . . . . . . . . . . . AN EDITORIAL

IF TELECASTERS, in considering the creation of a code for their own programming, paused to study the history of the NAB Standards of Practice for radio, they would be apt to wonder if codes are worth the very great effort it takes to write them.

In its two years of existence, the NAB code has proved to be a much less controversial issue than it was before it was written. Rereading it today, one is struck by the fact that the code is, in most respects, a painstaking expression of the obvious.

Excerpts from the NAB code suggest that broadcasters should honor the sanctity of marriage and the home, observe the proprieties of civilized society, present news that is factual and without bias, confine children's programs to those that contribute to the healthy development of personality, and refrain from any activity or expression that tends to make the commission of crime attractive.

Since no broadcaster in his right mind would quarrel openly with such precepts (who would, for instance, take a stand publicly against children and dogs?), there was little disagreement over their inclusion in the document before it was written and only occasional disregard for them after the code became law.

The section of the code over which the greatest controversy raged in the preparatory period was that which fixed limitations on advertising time. A not considerable number of broadcasters argued that the proposed time standards were unrealistic. There is no reason to believe that they changed their minds or their habits in this regard after the adoption of the code.

Now if, on the one hand, the programming principles contained in the code were in general practiced before its adoption and, on the other, the time standards were the subject of disagreement and after and they were put into the code, the question arises: What purpose has the code served?

The question may stand as rhetorical in relation to radio. It may be asked, in future tense, in regard to a television code.

The moral standards already being observed independently by most telecasters presumably would be those contained in a formal code. It would seem no more than an academic exercise to set them out in writing.

To attempt to establish industry-wide standards for commercial time at this state of television development would be rashly premature. Such criticism as has been heard of television lately has not been concerned with commercial excesses. Indeed it is not excess but scarcity in advertising that troubles television today.

C reasons for the main television morals are in good repair, without a code, and that it is too early in the growth of television to hobble it with difficult commercial limitations, and you must also grant that there seems little need for more legislation in the direction of a formal document of self-regulation.

Conceivably the situation could deteriorate. Necklines could plunge beneath levels of, well, decency; questionable ads could go unrebutted, and commercials could blank out programming. We doubt, however, that the future holds such terrors.

In this space next week we shall discuss other reasons for believing that no code adopted now could materially alter the character and destiny of television.
High Level TV
Cabinet Meets Via Camera

First public meeting of a President's cabinet to be telecast in U.S. history was scheduled by CBS-TV for yesterday (May 14) from 2-4 p.m. (CDT) as part of the Democratic Party's national conference and Jefferson Jubilee in Chicago.

Arrangements with CBS New York were handled by the network and Stuyvesant Peabody Jr., chairman of the Chicago host committee, according to William M. Boyle Jr., chairman of the Democratic National Committee. The special program, described as a report to the people, was to have included all cabinet members except State Secretary Dean Acheson. NBC was slated to broadcast the report, with other network coverage pending later.

Other TV coverage of the conference will include the President's address tonight (Monday), 11:30-12 midnight, on NBC-TV. The four radio networks also will broadcast the speech. Other broadcasts also were slated for the three-day conference, which ends today.

Wsm-TV Plans
Cost Is Set at $400,000

Installation of WSM-TV Nashville, including a microwave relay system between Nashville and Louisville which will bring network programs to that city, will cost approximately $400,000, officials announced last week.

The relay system, claimed by WSM to be one of the first installed by an individual station over such a distance, will consist of transmitters and receivers at five points between the two cities. All equipment for construction and installation of WSM-TV has been ordered, officials said, and work has been started. This means that Nashville will have TV by late summer, it is reported.

Chromatic Labs
Paramount Television Productions, subsidiary of Paramount Pictures, has acquired an interest in Chromatic Television Labs, it has been announced by Richard Hodgson, CTL president. Paul Haibourne, president of PTP, becomes a board member of CTL, whose research into color TV is said to be applicable to both home and theatre video programming.

WOAI-TV On 7 Days

WOAI-TV San Antonio, owned and operated by Southland Industries Inc., began seven-day-a-week operations May 6. Programming for the first Saturday on the air, officials reported, included the first softball game to be telecast in the area. WOAI-TV operates on Channel 4 (6672 mc) with power of 10.8 kw aural and 21.6 kw visual.

WTAR-TV Joins DuMont

WTAR-TV Norfolk, Va., owned by the WTAR Radio Corp., has signed an affiliation contract with the DuMont Television Network. The affiliation marks the first time WTAR has joined the network. The station also is affiliated with NBC-TV, CBS-TV and ABC-TV.

TV Support
Ads Not Enough, Says Smythe

Dallas W. Smythe, one-time head of the FCC Accounting Bureau's Economics and Statistics Division, feels advertising revenues won't be enough to build a nationwide television system in the near future, and regards "Phonovision" as the most promising source of non-advertising commercial support for the industry.

He also thinks that federal and state subsidy—but local operation—of a small number of both TV and radio stations would be even more interesting. But he feels that more than the commercial support that comes from advertising or government subsidy will be needed if the TV industry is to keep up its present pace of development.

Prof. Smythe, now a member of the U. of Illinois Institute of Communications, sized his views in a paper prepared for the Illinois Academy of Science meeting at Rock Island on May 8.

Canvassing alternative economic bases for broadcasting, he dismissed outright government ownership and operation as being inconsistent with U. S. communications policy. But he suggested that further consideration be given to a proposal to establish, under state and federal subsidy, a small number of both television and radio stations to be operated by local authority independent of political or private economic pressures.

Sources of Support

Among potential sources of non-advertising commercial support for television he listed, in addition to "Phonovision" cooperation of video stations with motion picture theatres equipped with large television screens.

Prof. Smythe saw the problem of non-advertising support as one arising out of the rapid development of television and the attacks made by broadcasters upon the federal licensing policy. To weaken or abandon the licensing feature, he concluded, would decrease competition and increase the degree of monopoly in the industry.

Prof. Smythe won a reputation as one of the Commission's left-wing exponents during his approximately five years at the FCC. He left the agency in July 1948 to become professor of economics and research professor at the U. of Illinois Communications Research Institute.

Plans for Columbia Records Inc. sponsorship of 30 minutes of CBS-TV's "The Show Must Go On," which made its debut on television April 20, are set by (1 to r): seated, Marion Harper Jr., president of McCann-Erickson Inc.; Edward Wallenstein, president of Columbia Records; and J. L. Van Volkenburg, CBS vice president in charge of network sales; standing, Goddard Lieberstein, executive vice president, Columbia Records, and Robert Q. Lewis, star of "The Show Goes On."

Contracting for Saks-34th Street sponsorship of half hour of Kathi Norris Show on WBNT-TV New York are: seated, Richard Bloom, president of firm; standing, Donald A. Norman, WBNT sales director; James M. Gaines, NBC's director of owned and operated stations; Kathi Norris, star of show.

Indulging in a bit of camaraderie after Magnavox Co., Ft. Wayne, Ind., agreed to sponsor 9-9:30 p.m. (EST) segment of NBC Saturday night show "Your Show of Shows," are (1 to r) L. J. Sholly, v. p., Maxon Inc., agency; Sid Caesar, star of show, and Frank Freimann, executive v. p., Magnavox.

Lou Simon (l), commercial manager of KPIX (TV) San Francisco, and Clarence Horowitz, executive of the Consolidated Advertising Agency Inc., same city, contract for sponsorship of Bagley's Clothier Store, San Francisco, of a half-hour weekly talent show, "Talent Showcase," on KPIX.

Chicago viewers saw actual setting of contract between Peter Fox Broadcasting Co. and WGN-TV Chicago for daytime home games of White Sox baseball team. Cameras are focused on (1 to r) Ted Weber, WGN-TV sales; R. J. Scott, Schwimmer & Scott agency; Milton Fox, Fox Broadcasting; George Harvey, WGN-TV sales.

Peter Potter (seated), well known Hollywood disc m.c., completes negotiations for his appearance on Don Lake television. Watching as Mr. Potter sets the agreement are (1 to r): Bob Hoag, sales manager for the Don Lake Network; Cecil Barker, executive producer for Don Lee; Charles Glatt, vice president in charge of Don Lee television.
The Telestatus

Video's Effect on D. C. Children

(Report 111)

NINE out of 10 elementary school students in Washington, D. C., have access to television sets and a majority of parents and teachers feel that the medium is contributing to educational achievement, according to a survey made last week by Dr. Carl F. Hansen, associate superintendent of Washington schools. Dr. Hansen presented the report Wednesday at a panel discussion of "Television and the Classroom." He said the survey was the first of its kind in the nation.

The survey covered 5,000 children from kindergarten through the sixth grade, 546 teachers and 54 parents.

In his findings, Dr. Hansen reported that of the children who see television regularly, 74% view it in their homes while 35% view those of neighbors. Over half of them watch television to "some extent" every day, and one in three watch five or more programs during the afternoon and evening of school days.

Teachers Queried

Of the teachers queried, 44% said they do not believe video to be harmful to children. Another 7% had no opinion. To the question, "Have you reason to believe that children's present use of TV is contributing to educational achievement?" 58% of the teachers said "yes." Ten percent of the teachers said they feel television increases interest in reading.

Although beneficial effects were seen by a majority of teachers, 64% of them reported they also have "seen significant evidence of harmful effects of TV." Some teachers reported having seen harmful effects to only a few children, such as sleepiness, fatigue and lassitude, but thought it did not justify a general conclusion. A number of teachers also reported seeing both harmful and beneficial effects in the same classroom.

The parents who took part in the study registered a highly favorable reaction to video. Of the 54 surveyed, all but nine said they believe TV to be beneficial to their children. The benefit named most frequently by parents was that television has stimulated a "keen interest in news, as well as in science and travel programs... and has extended the interests of children.

Mrs. Peter Seitz, mother of two grade school pupils, suggested that parents guide their children in the selection of programs during "prime time."

The panel was moderated by Dr. Paul F. Douglass, American U. president. Other speakers included: Dr. L. D. Folkemer, director of religious activities at George Washington U.; Comdr. Thomas A. Harris, USN, head of the neuro-psychiatric branch of the Navy Bureau of Medicine and Surgery; Dee W. Plintock, FCC employee and television instructor at American U., and Dr. Carl F. Hansen, first grade teacher at a local school.

In Canada, Toronto educators already are concerned about the effect of TV on school children, although there is yet no television in Canada. The educators are asking the Canadian Broadcasting Corp. to develop educational programs for use on the first Canadian TV stations to be opened by the CBC in September 1951 at Toronto and Montreal.

** Set Owners Approve Paid Home TV in California

TELEVISION families in Southern California are willing to pay to see first run movies over home receiver sets, but not to see them on large size theatre screen, according to the quarterly Tele-Census of the TV Research Bureau of Woodbury College, Los Angeles.

Embracing some 3,000 TV set owners in Los Angeles, San Diego, Santa Bernardino andanga areas of Riverside, and covering a 30 day period ending May 5, the research project was conducted under the supervision of Prof. Hal Avry, some 600 students from Woodbury College, Valley College and Redlands U. handled interviews.

The survey shows 59% of the persons contacted in Los Angeles would pay $1 to see first run movies on their home sets. Only 24% gave affirmative answers. Only 24% declared they would pay average box office price (50-75 cents) to see a TV show on a large size theatre screen. San Bernadino figures revealed 56% for home viewing and paying for first run pictures and 32% against. While 56% were against seeing TV shows on large size theatre screen, 37% in the San Bernardino area gave their approval.

To a movie going question, 34% of those interviewed in Los Angeles, and having receivers more than 12 months stated they attended movies less frequently and 36% reported no change in their viewing habits. Of San Diegans interviewed, 41% reported attendance as movies at the same, 31% attended less. In San Bernardino 33% said there was no change in theatre attendance habits, 42% admitted going less frequently.

Set Owners Pleased

After having acquired TV sets, 97% of the Los Angeles owners declared they were "glad," primarily because of entertainment economy and more home life. San Diego "pleased" figures were 92% with San Bernadino 98% and for the same reasons disclosed by Los Angeles set owners. Of those interviewed in Los Angeles 67% said they spent more time at home, San Diego figure at 68% and San Bernadino 76%.

About half of those interviewed indicated they would like to bring in a new and larger screen set this year. Makes of sets in homes contacted include RCA, Philco, Hoff-

Length of Ownership

In homes having sets over 12 months, 19% of the owners in Los Angeles said they are viewing programs more, with 28% giving an answer of "less," according to the survey. The San Diego figure has increased, with 18% more attention given to viewing by owners who have had sets a year or more. In San Bernadino there is a difference of 4%, with 26% reporting more viewing and 30% declaring they watch TV less.

"I'm afraid TV is still tops with children in the popularity poll and Hopalong Cassidy is a close second. Milton Berle holds first place in popularity with adults, according to the survey and comes in for third place with the children. Spade Cooley Shows, movies and wrestling, in regular order are popular features with set owners. Viewers would like to see Bob Hope, Bing Crosby, Jack Benny and Red Skelton on TV, giving their preference in that order."

To the question of whether crime and detective type shows should be shown at different hours than current (Continued on Telecasting 8)

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### Weekly Television Summary — May 15, 1950

#### TELECASTING

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Number of Sets</th>
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<tbody>
<tr>
<td>Los Angeles</td>
<td>KLAC-TV, KNBH, KTLA, KTLA, KKH-TV</td>
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<tr>
<td>Kansas City</td>
<td>KOMA-TW, KXMK, KXMP, KXMP</td>
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<tr>
<td>San Francisco</td>
<td>KRON, KRON, KRON</td>
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Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.
Baltimore Leads the Nation*

51.6% of the average 6-10:00 P.M. Baltimore broadcast (radio and television) audience now watches TV*

*See C. E. Hooper, Inc., "TV Station Audience Index" Feb.-March.

WMAR-TV leads all radio and TV stations in Baltimore

Hooper Ratings

In Maryland most people watch WMAR-TV

Channel 2

Represented by The Katz Agency, Inc.

New York • Detroit • Kansas City • San Francisco
Chicago • Atlanta • Dallas • Los Angeles

Television Affiliate of the Columbia Broadcasting System
**Telestatus**

(Continued from Telecasting 6)

rently, 42% in Los Angeles were for readjustment to later hours, 31% recommended they remain at their present times. In San Diego 49% were for readjustment time and 21% said to leave those telecasts as they are at present. San Bernardo figures show 42% against a shift while 31% want telecast hour changed for crime shows.

TV, as a whole, has created no major problem with children's habits, according to the parents interviewed. In Los Angeles, however, 20% of the parents said TV affects bedtime hours. In San Diego the same complaint was registered by 22% of the parents interviewed and in San Bernardino by 16%. Interference with homework was the second complaint, registered by 9% of the parents in Los Angeles, 7% in San Diego and 6% in San Bernardino.

**Berle Leads Multi Market Telepulse**

**MILTON BERLE**'s Texaco Star Theatre was the most popular television program during the period April 1-7, according to the Multi Market Telepulse released last week by The Pulse Inc. Ratings of the top 10 television network programs in addition to the average quarter-hour sets in use and percent of TV homes to the total number of families in the nine cities covered by The Pulse Inc. follow:

<table>
<thead>
<tr>
<th>Program</th>
<th>Average Rating</th>
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<tbody>
<tr>
<td>Texaco Star Theatre</td>
<td>54.4</td>
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<tr>
<td>Godfrey's Talent Scouts</td>
<td>42.6</td>
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<tr>
<td>Godfrey &amp; His Friends</td>
<td>42.1</td>
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<td>Toast of the Town</td>
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<tr>
<td>Toast of the Town</td>
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<td>Stop the Music</td>
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<td>The Goldbergs</td>
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<td>Saturday Night Revue</td>
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<td>Kraft Theatre</td>
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<td>Studio One</td>
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**AVERAGE 1/4 HOUR TV SETS-IN-USE**

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<th>Entire Week, 12 Noon-12 Midnight</th>
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<tbody>
<tr>
<td>Apr.</td>
</tr>
<tr>
<td>1950</td>
</tr>
<tr>
<td>Boston</td>
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<tr>
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<td>Washington</td>
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<td>All Markets Combined</td>
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</tbody>
</table>

**% OF TV HOMES IN TOTAL FAMILIES**

| Apr. | May | Apr. | May |
| 1950 | 1950 | 1949 | 1949 |
| Boston | 24.2 | 22.1 | 5.2 |
| Chicago | 28.3 | 25.9 | 7.2 |
| Cincinnati | 32.1 | 29.1 | 7.0 |
| Cleveland | 30.3 | 29.7 | 6.0 |
| Dayton | 16.5 | 12.0 | 4.2 |
| Los Angeles | 27.8 | 25.1 | 5.2 |
| New York | 20.4 | 19.1 | 4.0 |
| Philadelphia | 31.9 | 29.4 | 13.9 |
| Washington | 28.4 | 28.3 | 28.4 |
| All Markets Combined | 28.9 | 28.8 | 28.9 |

**Chicago Videodex Report for May**

**VIDEODEX**, television rating service of Jay & Graham Research Inc., inaugurates a new policy of releasing monthly network returns by cities five days after the week surveyed. The top 10 Videodex Chicago TV shows for the week of May 1-7 follow:

1. Texaco Star Theatre
2. Godfrey and Friends
3. Talbot's Scouts
4. Toast of the Town
5. Saturday Night Revue
6. Kraft Theatre
7. Studio One
8. Billy Green's
9. Man About Town
10. Original Amateur Hour

**NEW TV UNIT**

Stanford Shows Transmitter

NEW television transmitter that will partially solve problem of congested TV air lanes has been designed by Stanford U. Research Institute, it has been announced [Telecasting, May 8].

Developed under sponsorship of John H. Poole, owner of KSMF Santa Maria and KALI, Pasadena, and adapted to needs of his experimental station KSMF at Long Beach, Calif., the transmitter is designed for sending signals in the ultra-high frequency region of 476 to 690 mce recently authorized by FCC for experimental TV broadcasts. The experimental transmitter operates at 580 mce.

"Perfection of a transmitter of the type announced has been on long-sought step toward the opening of the UHF region for commercial broadcasting," the institute said. "Another is the development of converters for bringing UHF signals down to the VHF level of standard commercial receivers." Institute stated that such a prototype converter was designed and built under Mr. Poole's sponsorship last year.

Explaining importance of the transmitter, the institute added that: "Because even the best receivers have trouble clearly differentiating between two stations on immediately adjacent channels, the maximum practical number of stations which can be received well in any given area is seven. This limit has been reached in New York and Los Angeles."

**TVA-SAG Dispute**

(Continued from Telecasting 8)

*vision films save kinescopes.*

The SAG defined kinescopes—over which it does not dispute TVA's jurisdiction—as those made of live television programs simultaneous by transmitter. SAG said it was "gratified that TVA has decided to follow the lead of the guild which two weeks ago proposed NLRB action to settle this issue" and that it hoped TVA contract negotiations for performers in live television "will move toward speedy and successful conclusion."

A TVA spokesman described the TVA filing with the NLRB as a "counter petition" to the SAG's NLRB appeal.

Since its formation, TVA has endeavored to establish itself as the one over-all union for television talent. A month ago, it was accorded this jurisdiction by voice of the board of directors of the Associated Actors and Artistes of America, AFL, parent body of all performing unions.

"Although the Screen Guild is a member of the 4A's, it bitterly protested the 4A's board action and has announced it does not feel bound by it to yield its jurisdiction over motion pictures, no matter for what purposes they are made."

Charles T. Douds, regional director of the NLRB in New York, said it was probable that the SAG and TVA NLRB petitions would be joined for NLRB action.

The probable course of NLRB procedure, it was thought, would be first to appeal to both union groups to agree on an election by their members to choose one of them as the bargaining unit, and, if that course failed, to set the whole matter down for formal NLRB hearings.

The second course was regarded as far more likely to develop than the first.

Meanwhile, any contract negotiations between television producers of television programs and either group are virtually precluded. Authoritative estimates were that if the jurisdictional issue went to formal NLRB hearing, it might be months before it was resolved.

**SELLING BY TV**

Weaver Addresses Brewers

DESPITE the high cost of effective television advertising the nation's brewers will inevitably have to make full use of the new medium, Sylvester L. (Pat) Weaver, NBC vice president in charge of television, told the United States Brewers Foundation at its 74th annual convention in San Francisco May 3.

Television, Mr. Weaver said, will be the next battlefield for the brewers in their fight for a share of the nation's alcoholic loaf. The competitive advantage enjoyed by those brewers already in television will make it impossible for others to stay out, he said.

**nothing but smiles under our umbrella!**

Leonard A. Versluis Stations

By M. Stred, Manager

**WLAB AM-FM-TV**

Represented by John E. Pearson Co.

**THESE GREAT MARKETS ONE MILLION PEOPLE...LOOK FOR TV FROM**

**WLAB-TV**

GRAND RAPIDS, CHANNEL 7

The only Michigan TV Station outside Detroit

Page 8 • TELECASTING • May 15, 1950

BROADCASTING • Page 38
But both heard your sales message on TRANSIT RADIO

The Medium that tells you HOW many...WHO they are...and WHAT they cost

A SELECTED AUDIENCE . . . Breakdown of men and women riders, inbound and out-bound. Audience composition breakdowns, by hours of the day—you can choose exactly the type of audience you want.

A COUNTED AUDIENCE . . . by half-hour periods. You know exactly how many people your sales message reaches. No "guessimates," no surveys necessary.

A LOW COST AUDIENCE . . . With this precise information and Transit Radio's low rates, you can see at a glance your guaranteed cost-per-thousand.

A HOME AUDIENCE . . . Because of their unique "music and news" program structure, Transit Radio Stations capture the bulk of FM home listeners . . . with highest hours-per-day average. Check the FM listening reports.

AND REMEMBER, TRANSIT RADIO GETS RESULTS!
Call TODAY for the fact-full story from

TRANSIT RADIO, INC.

And in CINCINNATI, OHIO

Transit radio is WCTS-FM
Times-Star Bldg.—GA 1331
Affiliated with WKRC-WKRC-TV and the Cincinnati Times-Star

TRANSIT RADIO IS AVAILABLE IN ALL THESE MARKETS . . .

New York: 250 Park Ave.,
Mu.H. 8-3780
Chicago: 35 E. Wacker,
Fin. 6-4281

AND COMING SOON IN SCORES OF OTHERS:

Allentown, Pa.
WFMZ

Baltimore, Md.
WMAR-FM

Bradbury Heights, Md.
WBZ

(Cincinnati, Ohio) WCTS

Des Moines, la.
KCBK-FM

Evansville, Ind.
WMLL

Flinl, Mich.
WAJL-FM

Houston, Tex.
KPRC-FM

Huntington, W. Va.
WPHT-FM

Jacksonville, Fla.
WJHP-FM

Kansas City, Mo.
KCMG-FM

Omaha, Neb.
KBON-FM

Pittsburgh, Pa.
WKJF

St. Louis, Mo.
KXOK-FM

Tampa, Fla.
WFBW-FM

Tampa, Kans.
WIBC-FM

Washington, D. C.
WWDC-FM

Wilkes-Barre, Pa.
WIZZ

WGTB-FM

Page 59 * BROADCASTING May 15, 1950
WORRIED about the costs of operating a video station and seeing few ro get out of the red for years to come, a thoughtful broad- casters has come up with a plan for increasing station revenue which he has called TELECASTING to present the networks' advertisers and advertising agencies.

In essence, his proposal is that the TV networks shorten their program periods so that their stations can advertise, announce time to sell. A quarter-hour program, now actually 14½ minutes, would be re- duced to 13½ minutes by this plan, and a half-hour show would run not 29¼ minutes as at present, but 28⅔ or perhaps 27½ minutes.

Author's Thinking

The author of this plan, manager of an outstandingly successful radio station, in which last year he added a video station to its opera- tion, presented his thinking as fol- lows:

- interconnected as well as non-inter- connected TV stations are having a struggle. If and when the Commis- sion lifts the freeze and if and when audience and future advertisers get on the air, it is reasonable to as- sume that more and more of us will have more and more operational and financial problems than anticipated. It is also reasonable to assume that many stations will fail for long periods of time—perhaps only after many of them cannot afford financial reserves. It is, then, that a lot of the boys who have large capital investments in TV will be forced out of business—by then the overall progress of the industry.

The life blood in TV, as far as sta- tion operators are concerned, is derived from 1-minute and/or 30-second na- tional spot announcements. Those of us who are not on the cable have been more than fair in selling these spots between network shows and starting the upcoming network show 30 seconds or 1 minute late. So far the networks have not spoken much about this general practice. As far as the interconnected stations are concerned, there is no hope, although this is not entirely possible since the networks have chosen to program their television on a radio time segment basis—that is, 14½ min- utes for a quarter-hour show, 29¾ minutes for a half-hour show, etc.

My idea is simply for the networks to accept the same time segments as with their clients to change their rate struc- ture and overall programming to the extent that their affiliates might be asked to sell spots on that extra buck that will keep them in business. I mean simply that instead of setting up 15- minute shows on a 14½-minute basis, they should set them up on a 13½- minute basis and sell them accordingly. Half-hour shows should be set up on a 28½-minute scale—or even 27½ min- utes. This would allow stations to sell remanufactured spots on either side.

When this plan is discussed with the networks, their first question will probably be: "Where do the networks benefit by this plan?" The answer is simple. Namely—if something along these lines is not instituted by the networks, I firmly believe that some day in the not too distant future, the networks will find themselves with affili- ates only in major markets, with a few scattered rich boys carrying their programs to other limited areas. Number Two—if the networks do not at- tempt some plan along these lines, I am afraid that many stations—prob- ably a majority of stations—will be forced to lean on national spot pro- gramming (or of course local program- ming in areas where talent is avail- able) to the exclusion of network pro- gramming. This I believe you will agree would be detrimental to the networks than revamping their sched- uling along the lines suggested above.

Isn't it better for networks to allow a station to sell 1-minute spot fol- lowing a network show—or would they prefer that the station delete the net- work entirely in this period and pro- gram it with a more remunerative na- tional spot show?

Before publishing the proposal for general discussion, TELECAST- ing plans to submit it to the top executive of the four networks and to a number of agency televi- sion managers. Some of them de- mand comment. Those who express their reactions were unan- imous on two points: They all op- posed the plan and they all in- cited that their replies not be identified with them or their organizations.

The network reactions were well predicted by an executiveutive executive in the following statement:

"Every TV broadcaster is making his own future in televi- sion. As of today there are four major station pro- gramming centers which are in the black without doing a big programming job them- selves. This is true of both on-cable and off-cable stations.

Hourly rates in television are already, and by large, at a much higher level than are radio rates and they will continue to go higher. We can expect—within a couple of years—television rates will generally be from three to five times higher than radio rates. And this, whether on a national spot, local or network basis, will mean that much more income to the television station. Obviously they wouldn't be this high unless the tele- vision station prices were so much more costly than those of radio stations.

It is more than likely that inde- pendently owned television stations will get in the black much more quickly than will networks. Reducing the rates to a practical level, which is actually 14½ minutes, to 13½ minutes would require proportionate decreases in time costs to national advertisers and this is certainly not in the cards at this writing.

The author of this proposal has ap- parently forgotten his own responsi- bility as a television station oper- ator—that is, the responsibility to do pro- gramming on the line rather than merely trying to coast on network pro- gramming. The history of successful radio has shown that the oper- ator doing a good job of local program- ming around his network programming and charging prices accordingly. Why doesn't this particular station operator, instead of asking for more time be- cause the networks have doubled his rate for the 30 seconds that he now has between programs? There's noth- ing to stop him from doing this and gaining the additional revenue.

As far as using a minute or a minute-and-a-half, arbitrarily, as far as the station is concerned, as we are being asked today—where this occurs—with being forced to rebate to the ad- vertisers. If he buys his network pro- gram to start at 8 o'clock, he wants to start at 8 o'clock and not at 8:01.

All in all, there appears to be a lack of thinking on the part of the creator of the plan. Any station at is com- plete liberty to determine not to make a network affiliate, if it does not care to. Most of them care because the advantages are, to a thinking sta- tion operator, quite obvious.

Client Disfavor

Agency reactions agreed that the proposed plan would not be fa- vorable because of the uncertainty of who the sponsors of TV network programs or of video spots. The network sponsor, it was pointed out, is not likely to want to pay the high costs of video programming and feeling that it is not quite fair that the spot advertiser should be al- lowed to cash in on the major broadcast media sponsorship.

He would certainly object most emphatically to any more
WMAR-TV Baltimore is cited "for distinguished public service in highway safety," as Alfred P. Sloan (r), chairman of the board of General Motors, presents the Alfred P. Sloan Radio Award to K. N. Mitchell, TV director. Occasion was the awards dinner held May 8 at New York's Waldorf-Astoria Hotel.

and insisted on his full 29 minutes, 25 seconds.

Television is presenting many new problems to broadcasters and advertisers alike and the formulas established by radio over the past 25 years may not always provide the right answers for TV. The station-network allotment problem posed above is as serious as it is controversial and the discovery of a solution that will operate to the benefit of all concerned—stations, networks and advertisers—is imperative. TELECASTING will welcome constructive comments from any and all of its readers.

Johnson 'Meets Press'
SEN. EDWIN C. JOHNSON (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, was scheduled to appear yesterday (Sunday) on NBC-TV's Meet the Press, 4:30-5 p.m. (EDT).

WORLDWIDE rights to six Luen ' 'n Abner video features, on both 35mm and 16mm film, have been purchased by Post Pictures Corp., New York. . . . New treatment for obtaining sponsor identification on feature film presentations was announced by James G. Riddle, president of WXYZ Inc., Detroit, and shown on WXYZ-TV's Theatre Hour April 30. Process developed by John Pifal, production manager of station, shows advertiser's name at bottom of screen in such a way that it does not detract from action. Each sponsor is given one-minute spot at beginning of act, plus constant identification during purchased period.

Arrangements to teletastic 88 recent J. Arthur Rank films have been completed by WLWT (TV) Cincinnati. Many of the films have not been shown in American theatres. Films, all made since 1944 and mostly in 1947-48, include "I Know Where I'm Going," "Tawny Pipit," and "This Happy Breed." . . . To introduce its new Hopalong Cassidy Socks, children's socks with picture of Hoppy on each pair, Sport-Wear Hosiery Mills Inc., New York, has prepared one-minute TV commercial. Film with 15-second open-end on audio for local store message can be secured by contacting Harry Fiegenbaum Adv. Agency, 2011 Walnut St., Philadelphia 3, Pa.
Color Windup
(Continued from Telecasting #)

issued directly to it.

Mr. Coe said RCA studies indicate "slightly less than 30% of these electronic patents were applicable in the general radio broadcasting industry, including both transmitters and receivers," or a total of 1,500. About one-half of these, or 900, he said, "have particular attribution to television transmitters and receivers."

He estimated RCA under sub-licensing agreements has the right to license about 900 additional patents relating directly to TV transmission and reception.

The witness explained that of these two groups of patents relating specifically to TV about one-third apply to transmitters and two-thirds to receivers. An exact count is difficult, he said, since some apply to both.

Under cross-examination by Mr. Bauer as to why RCA does not mark all of its patents and does not require its sub-licensees to do so, Mr. Coe explained the necessary information is contained in the licensing agreement and RCA believes this is lawful.

Mr. Bauer asked, "What is your intention with RCA patents, to have just a pool and not identified as to what you use, so that when you give a license you give a license to use RCA patents only?"

"No," was Mr. Coe's prompt reply. He asserted, "First of all, I do not regard the RCA patent structure as a pool."

Questioned on Patents

Mr. Bauer asked if it was RCA's policy to "wait until your licensees make the demand that you acquire the right to sub-license patents or is it your policy to look after that patent and license to acquire patents that you think the TV receiver licensee should have in order to build receivers without getting a license?"

Replying that it is RCA's policy to acquire non-exclusive rights for itself and when possible the right to pass it on to RCA licensees, Mr. Coe said: "The RCA never is interested in the acquisition of sub-licensing rights, except in those situations where of necessity or at least of a very desirable approach those rights are necessary for RCA alone." He added he knew of "no case where RCA has been interested or has acquired sub-licensing rights without having to have those rights for itself."

When Mr. Coe testified RCA keeps licensees notified of its new inventions through industrial bulletins and laboratory demonstrations but does not report changes or developments until RCA first proves them practical, Chairman Coy expressed concern about the point where RCA "makes the judgment as to the practicability of the invention and its usefulness."

He asked the witness if from this it might be assumed that suppression of new developments could occur. Mr. Coe agreed it might be "theoretically possible" but held "it does not happen at RCA."

Mr. Bauer queried the witness as to whether RCA is better off than its licensees by having it license the Hazelthine patents which it has rights to. Hazelthine has a license system competitive with that of RCA and RCA's licensees pay separate licenses from Hazelthine just as RCA does, the witness explained.

W. A. Roberts, counsel for Allen B. DuMont Laboratories, asked Mr. Coe if RCA has the right to conduct suits for infringement, to restrain infringement or to recover damages thereon with respect to those patents which RCA has the right to use itself and also sub-license. Mr. Coe said he couldn't speak for all agreements but that on some RCA does. On the majority RCA does not, he added.

When Mr. Roberts asked whether RCA has the right to sue under licenses secured from American Telephone and Telegraph Co., General Electric Co., and RCA Electric Co., Mr. Cahill objected on the ground Mr. Roberts was attempting to try his client's case before the FCC rather than to those agreements since those agreements are in litigation between RCA and DuMont.

Right to Sue Covered

Asked for specific examples where RCA does not have the right to sue, Mr. Coe named Philco and Crosley.

Comr. Robert F. Jones, recalling earlier testimony of David B. Smith, Philco Corp. vice president, asked Mr. Coe if it was getting for the $3,000,000 it is paying Philco for receiver patent rights if Mr. Coe wasn't able to tell FCC whether or not RCA is using those patents. He asked if it could be assumed this was a rebate on license royalty Philco is paying RCA.

RCA Counsel Cahill objected vigorously to this assumption, stating there had been many instances of legal actions which in no way are intended to support it and that "grave consequences" could ensue.

Comr. Jones said that since it is not positive on the record that RCA is using these patents, it is a "fair inference" to assume alternatively that RCA is buying a property right in order to furnish a rebate. "Criteria for use or purchase of property rights whether to license or sublicense needs some justification in this record," Comr. Jones said, and it's "up to RCA to tell us just what property it has bought."

To Mr. Cahill's assertion that the inference was unfair, Comr. Jones said the record "leaves some room for speculation since RCA has been specific." Mr. Cahill retorted that "RCA is not paying anything for $3,000,000 that is of no value."

Value of Philco Pact

Mr. Coe testified the "elements of value" in the Philco agreement were that "there were two or three hundred patents, a comparable number of pending applications, and a provision that RCA was to have freedom during the term of the contract under any developments that came from the Philco Laboratories." He said the agreement was still effective.

Comr. Jones asked Mr. Coe whether "the policy enunciated in 1940 was if one patent was needed from RCA in order to build equipment called for under the standards the full royalty fee for all patent privileges must be paid."

Mr. Coe replied, "If they want the full license and the right to use all of our patents, to get that patent they pay the royalty, and they pay it if they use one patent. If they don't use any patents, they don't pay any royalty." The amount was later established at 2.25% on manufacturer's selling price. Mr. Coe indicated all RCA licensees pay the same rate and that there is no discrimination.

Cites Competition

Mr. Coe told Comr. Jones he agreed with Gen. Sarooff that from the standpoint of public interest it is good to have a number of different laboratories working on television techniques. The witness also told Comr. Jones that he saw competition between these laboratories.

When Mr. Coe in reply to a question said the witness didn't know of any group that has the royalty such as ours," Comr. Jones asked, "Have you said in the public interest to have a more even division of the patents so that more than one company would have to pay a royalty?"

Mr. Coe said the witness didn't think that. He added, "I think you have that. There is more than one company now engaged in research."

"Would it be in the public interest to strengthen by selecting a broad basis of selection standards so that more than one company would have to pay a royalty," Comr. Coe asked.

"I would think that the basis of selection of standards, etc., Mr. Coe replied, "is what will get the best service and the best product regardless of who owns the patents."

Comr. Jones continued, "Theoretically if one company has the largest share of the patents or majority interest in the company, having the licensing rights and earning a large part of the royalties and having the patents in the manufacture of television equipment, it appears to me to you there would be more equal exchange of patents and the exchange and re-
other laboratories. Certainly no one has suggested that the Belts have ceased, or that Philco has ceased, or in any way discontinued their research activities.

Mr. Coe also suggested that patents have a way of expiring, hence selling of rights to RCA "has every inducement" to such firms "to strengthen their research and their patent position."

"As a matter of fact then," Comr. Jones asked, "assuming that the Toulon patent lasts until 1965, can't it be basic to your system, and that you have other patents that will be later adapting the Toulon dot interface system to yourself that weren't over until 1962, will that not continue the predominance of RCA in the patent licensing and sub-licensing field for an additional period?"

"If our system is adopted," the RCA witness replied, "it would assume that our patent position would be stronger, not for the reason because of that adoption, but because that is the system, and we have continued our research, and our inventions are more likely to be more important and more numerous." Dr. Goldmark, who appeared briefly Monday and again Wednesday morning, asserted the possibility of the RCA system ever becoming a practical home broadcast service is extremely doubtful. He said RCA's problems "are monumental and fundamental."

The CBS inventor contended Gen. Saroff was wrong in calling the color disc a "harness" and held that if it were not for this disc, and the quality of the CBS picture, there would never have been a color hearing. Dr. Goldmark argued the color wheel was rather a "starting point for a practical, inexpensive home color TV system."

Chains No Registration Problem

Dr. Goldmark said the CBS system, using the disc, was the only one that had no registration problem at either the camera or the receiver. He charged RCA and others have minimized this problem and noted that if the RCA camera tubes are off one element the picture resolution is cut to 25% of that usually obtained.

Regarding color fidelity, Dr. Goldmark said three points were important: Faithfulness at a given point in the picture; uniformity over the whole screen, and stability under home conditions over a long period. He contended CBS has met all three of these conditions and that RCA has not, and he doubted it ever could. He said RCA itself has admitted color cross-talk to be a problem in small detail.

Even though Gen. Saroff characterized the CBS picture as "degraded," Dr. Goldmark said he has seen all RCA demonstrations and the RCA picture under all conditions has been "degraded."

The CBS witness considered the CBS picture adequately bright for satisfactory viewing and without flicker. He said the RCA tricolor tube used with the CBS system would automatically increase brightness since RCA light emission occurs only 15% of the time due to the mixed highs while CBS light occurs 100% of the time. He said CBS home equipment could be available within a few months but that "grave doubts" exist that RCA equipment ever can be ready. He held CBS also would beat RCA on receiver costs even if the number of tubes were the same since RCA would require exacting construction and testing because of its critical circuits and close tolerances.

Dr. Goldmark asserted the dot interface technique used by RCA is twice as susceptible to interference as the simple form proposed as a refinement of its system by CBS. He said CBS doesn't need oscillator suppression either.

Although he considered the question of compatibility to have been well covered already, Dr. Goldmark said he found on RCA receivers in his hotel suite that black and-white pick up of RCA color programs suffered from bad aural signal interference to the picture. He said if this problem can't be adjusted, "RCA is not compatible" to monochrome standards without antenna or set modifications being made.

Dr. Goldmark testified at length to his experience with an RCA color receiver at the home of FCC General Counsel Benedict P. Cottone one evening. He indicated the color and registration were poor and that the picture also suffered from interference. He said he found the color phasing control very tough, difficult to adjust and frequently out of adjustment.

**FCC Finds Color Fidelity Problem**

**SCOPE and Complexity of FCC's Problem in Deciding the Color Television Issue Have Made Evident Last Week in the Specifications It Issued for the Submission of Proposed Findings and Conclusions by Participants (also see story Telecasting 3).**

The Commission called upon RCA, CBS and CTI—proponents of specific color systems—to file proposed findings and conclusions relating to their own systems, and set out a 2½-page list of points to be covered.

Other participants will be permitted to file proposed findings and

receiver at the home of FCC General Counsel Benedict P. Cottone one evening. He indicated the color and registration were poor and that the picture also suffered from interference. He said he found the color phasing control very tough, difficult to adjust and frequently out of adjustment.

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**Disk Recording with Tape Quality**

Fairchild Thermo-Stylus Kit

- For maximum reduction of surface noise
- For quality recording at innermost diameters

**WHAT IT IS:**

A kit of special styli with miniature heating elements, a cutterhead actuator and a heat control with calibrated meter.

**WHAT IT DOES:**

Applies thermoplastic principles to disk recording; eliminates mechanical loading of the cutter by the disk material.

**RESULTS:**

- Reduces basic surface noise at least 20 db.
- Minimizes frequency discrimination of innermost diameters.
- Eliminates most difficulties due to production differences in blank disks.

Recordings made with the Fairchild Thermo-Stylus Kit retain the esthetic listening appeal of original sound. Write for illustrated details—specify your cutterhead.

Dr. Pepper TV Spots

Dr. PEPPER Co., Dallas (soft drink), will use TV spots in selected major markets from June 1 through July 31 as part of its $250,000 campaign introducing the new, simpler bottle cap. Agency: Ruthrauff & Ryan, Chicago.

DuMont Adds Two

WRTV (TV) Utica, N. Y., and WDAP-TV Kansas City, Mo., have signed network affiliation contracts with the DuMont Television Network, bringing to a total of 18 the number of the network's affiliates to date. Both stations also are affiliates of CBS-TV, ABC-TV and NBC-TV.

**NIELSEN DATA**

Issues First TV Ratings

A. C. NIELSEN Co. has issued its first National TV Nielsen-Ratings Report for subscribers. It is the successor to "TV-Network Hoopla's" acquired by Nielsen last March. [BROADCASTING, March 6]. Acquisition of the Hooper services, the Nielsen firm said, set off its program of expansion and improvement of the TV ratings.

Improvements included in the report thus far are (1) figures for total TV audience, (2) increased information and program ratings of "major" networks, (3) pocket size report, (4) reduced charges for copies, (5) elimination of branch office charges, (6) faster delivery of reports, and (7) inclusion of alternate-week programs.

Nielsen's compilation of top TV programs for March, based on the weeks of March 1-7, and 15-21, both the Arthur and All Stars.

**AUDIENCE DELIVERED**

(Average Audience Basis)

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**PROGRAM POPULARITY**

(Average Audience Basis)

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**NEW COAX LINK**

AT&T Announces Construction

CONSTRUCTION of a new coaxial cable link scheduled for television service next October between Indianapolis and Louisville has begun, the AT&T announced last week. The cable initially will carry one video channel from Indianapolis to Louisville.

AT&T also said that construction was proceeding on a Dayton-Indianapolis radio system, which will connect with television network channel already operating.

**SMITH TO WCAU-TV**

Is TV Operations Manager

THOMAS FREEBAIRN SMITH takes up duties today (May 15) as manager of television operations for WCAU-TV Philadelphia. His appointment was announced last week by Charles Vanda, vice president in charge of television for WCAU Inc.

Mr. Smith formerly was with Foote, Cone & Belding and Ruthrauff & Ryan.

**COLOR FINDINGS**

(Continued from Telecasting 15)

"Efficiency" proposed; recommended policies on compatibility, convertibility, patents, desirability or undesirability of establishing color standards at this time, minimum and maximum number of hours of receive activity and the handling of the transition from black-and-white to color.

Complete list of subjects on which information was requested:

- Proposed Findings of Fact
  1. Description of system: Brief description of technical operation and characteristics of the system.
  2. System and apparatus capabilities and performance—present: Description of the present development of the system and of various types of transmission and receiving programs employed in the system for color and monochrome transmission and reception making available specific reference to the following factors in connection with each type of apparatus:
    a. COLOR RECEPTION:
    b. Color fidelity and color contamination
    c. Color breakup and fringing
    d. Color spot or texture
    e. Picture size limitations
    (1) Overall picture quality
    (2) Brightness
    (3) Color fidelity and color contamination
    (4) Contrast
    (5) Color spot or texture
    (6) Flicker, dot crawl, line crawl, etc.
    (7) Noise
    (8) Viewpoint distance and angle
    (9) Registration
    (10) Resolution—horizontal
    (11) Resolution—vertical
    (12) Registration
    (13) Transmitting apparatus, including description, availability (dates and quantities), cost, original and maintenance, etc.
    (14) Receiving apparatus, including description, availability (dates and quantities), cost (original and maintenance), etc.
    (15) Transmission, including capability for transmission over existing and proposed network facilities.
    (16) Convertibility of existing television receivers to receive color transmissions in color, including description of receivers, availability (dates and quantities), cost (original and maintenance), etc. Include a statement as to whether existing television receivers are capable of being connected to color reception equipment and to color receivers. Describe transmission programs in accordance with present transmission standards will be performed. Transmit color from receiving television sets in accordance with the proposed new color standards simply by turning a selector switch, etc. Describe any color reception equipment and to color transmissions in monochrome.
  3. System and apparatus capabilities and performance: prospective: Description of system and apparatus capabilities and performance. Include actual results as recorded, showing their status of development, plans for future developments. Include rates of data available, and effect upon factors listed under "(a)" and "(b) supra.
  4. Interference: Statement of precautions, if any, to be taken concerning susceptibility of the system and various types of apparatus to interference and similar effects, and statement of how such interference may be minimized, with respect to the following: Co-channel interference; adjacent-channel interference; oscillator radiation interference or other in-channel interference such as dialtherm harmonics and other station harmonics, including interference to any other broadcast or carrier employed in the system; image interference; noise; ghosts; ignition interference.
  5. Field tests and public reaction tests: Summary of all field tests and public reaction tests conducted concerning the system and each type of apparatus, specifying purpose and results of said tests. Statement of adequacy and weight that should be given to the field tests and public reaction tests conducted for the purpose of adoption by the Commission of transmission standards concerning the system.
  6. Plans: Statement of plans to be put into effect in event the system is adopted by the Commission as basis for transmission standards (a) on an exclusive basis and (b) as one of two or more systems. Include plans as to manufacture of transmitting and receiving apparatus, and as to broadcast and networking of color programs.

- Proposed Conclusions
  7. Precise statement of specific transmission standards concerning color television.
  8. Precise statement of specific rules and regulations proposed.
  9. Statement of recommendations as to policies with respect to the following: Compatibility; convertibility; patents; desirability or undesirability of promulgating color television standards at the present time in the light of the development of the art (include a statement as to social value and economic cost to the American public of establishing a color television system at this time or at a later time); minimum and maximum number of hours of color broadcasting; handling of transition from present situation in television broadcasting to color television, and (1) as one of two or more systems. Include plans as to manufacture of transmitting and receiving apparatus, and as to broadcast and networking of color programs.

**PROGRAM POPULARITY**

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**STOP THE MUSIC**

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**National Nielsen TV Ratings Report**

A. C. NIELSEN Co. has issued its first National TV Nielsen-Ratings Report for subscribers. It is the successor to "TV-Network Hoopla's" acquired by Nielsen last March. [BROADCASTING, March 6]. Acquisition of the Hooper services, the Nielsen firm said, set off its program of expansion and improvement of the TV ratings.

Improvements included in the report thus far are (1) figures for total TV audience, (2) increased information and program ratings of "major" networks, (3) pocket size report, (4) reduced charges for copies, (5) elimination of branch office charges, (6) faster delivery of reports, and (7) inclusion of alternate-week programs.

Nielsen's compilation of top TV programs for March, based on the weeks of March 1-7, and 15-21, both the Arthur and All Stars.
FIRST WITH MORE FIRSTS

* Based on April American Research Bureau Survey in a breakdown of 1/4-hour periods between hours of 5:00 and 11:00 p.m.

* WBAL-TV also leads in overall average between 7:00 and 10:30 p.m.
**ACTIONS OF THE FCC**

**MAY 4 to MAY 11**

**CP-construction permit**

DA-directional antenna

ERP-effective radiated power

STL-studio-transmitter link

synchron. amp.-synchronous amplifier

NSTA-special temporary authorization

antenna cond.-conditional

D-day

N-night

aur.-aural

vis.-visual

unl.-unlimited hours

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

---

May 4 Applications . . .

**ACCEPTED FOR FILING**

**License Renewal**

Request for license renewal of AM station WJUL, San Luis Obispo, Calif.; WWJ Detroit.

**License for CP**


**Modification of CP**

WBTG-FM Philadelphia - Mod. CP new FM station for extension of completion date.

WRBOP-FM Hopkinsville, Ky.: Mod. license FM station to change power from 22 kw to 8.8 kw.

WFNS-FM Burlington, N. C.: Mod. CP, new FM station to change ERP from 2.82 kw and ant. to 118 ft. Mod. CP new TV station for extension of completion date: KPHO-TV Phoenix, Ave. to 11-31-60; KTLO Hollywood, Calif. to 9-1-59; WLDW Dayton, Ohio to 12-4-59.

**APPLICATIONS RETURNED**

Athens, Ohio—Athens Best. Co. DISMISSED application for new AM station 1580 kc. 1 kw D.

May 5 Applications . . .

**ACCEPTED FOR FILING**

AM—1010 kc

WSID Essex, Md.—CP AM station to change from 1560 kc 1 kw D to 1460 kc 250 w unam. AMENDED to request 1010 kc 1 kw D and omit contingent on denial Belvedere Best. Corp. application.

AM—750 kc

WQXK Buckhead, Ga.—CP AM station to change from 910 kc 3 kw D to 790 kc 5 kw D 500 w DA-N.

**APPLICATIONS RETURNED**

WLBE Rustis, Fla.—Mod. license to change main studio from Rustis, Fla. to Leesburg, Fla.

AM—1390 kc

KULP El Campo, Tex.—CP AM station to change from 1390 kc 300 w D to 1390 kc 300 w D 100 w N.

**License for CP**

KCLJ Shreveport, La.—License for CP new AM station.

**Modification of License**

WGZB Belden, Wis.—Mod. license to increase power from 100 w to 250 w uni.

**Modification of CP**

Mod. CP new AM station for extension of completion date: WSGW Saginaw, Mich.; KEBD Kentv., Tex.; WSGV Watertown, Wis.—Mod. CP AM station to increase power etc. for extension of completion date.

MINN—Michigan City, Ind.—Mod. CP AM station to change power etc. for extension of completion date.

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May 8 Decisions . . .

**ACTION ON MOTIONS**

By Commissioner Rosel H. Hyde

EAKE Wichita, Kan.—Granted leave to intervene in hearing upon application of Pratt Best. Co. Pratts, Mass.

WOR New York—Granted petition requesting dismissal with prejudice of application for CP.

Illinois Baptist State Ass'n., Murphysboro, Ill.—Granted petition requesting dismissal without prejudice of application for CP.

WNRK Cincinnati, Ohio—Dismissed petition filed Sept. 12, 1950, and supplement thereto filed on Feb. 6, 1950, requesting Commission to set aside final decision in proceeding re application and that of WJIM Lansing, Mich.

WDVY Dover, Del.—Dismissed as moot petition of June 27, 1950, requesting Commission issue order to show cause why operation covering petition of Commonwealth Best. Corp., (WNY) Norwalk, Va. should not be modified.

By Examiner Panama N. Litvin

KOMM Havre, Mont.—Granted continuation of hearing from May 8 to May 12 (Continued on page 78).

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**SERVICE DIRECTORY**

Custom-Built Equipment

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1121 Vermont Ave., Wash., D. C.

Stirling 2682

BROADCASTING • Telecasting

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**COMMERICAL RADIO Monitoring Company**

PRECISION FREQUENCY MEASUREMENTS

Engineer On Duty All Night Every Night

PHONE JACKSON 5302

P. O. Box 7037

Kansas City, Mo.

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**RCA**

**TUBES...**

**the standard of comparison**

RCA Power Tubes, such as the famous 833-A, are noted for their Long Service Life in AM Transmitters.

- RCA tubes for all types of broadcast service are available from your local RCA Tube Distributor or directly from RCA.

The Fountainhead of Modern Tube Development is RCA

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**TUBE DEPARTMENT**

**RADIO CORPORATION of AMERICA**

**HARRISON, N. J.**

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May 15, 1950 • Page 67
SEVENTEEN-station Texas State Network has acquired exclusive radio rights to 1860 Colonial National Invitation Golf Tournament, to be held in Ft. Worth, May 25-28. One hour of tournament will be aired daily, with more on Saturday and Sunday. Sponsor will be Char- lie Jordan, vice president of TSN; Fred Kincade, WRR Dallas, and Bill Michaels, manager of KABC San Antonio.

Hallock Cited

AWARD for conducting area’s “most interesting and worthwhile program,” On the Record, was presented to Ted Hallock, special events director of K PO Portland, Ore., by Press Club of Oregon. Show brings to microphone local and national figures of prominence in political, social, business, labor and spiritual fields who are queried by local press and radio men. Some included Alaka Gorman, Governor of Oregon, Sen. Wayne Morse (R-Ore.), Mayor Dorothy McCallough Lee, Mrs. Eleanor Roosevelt and Harry Bridges, West Coast union leader.

New “Television Shopper”

NEW Your Television Shopper, merchandising service for homemakers, soon will make its debut on WABD (TV) New York and DuMont network. Daily bargain items, obtainable by writing the station, will be featured on show, to be viewed daily, 11 a.m. to 12 noon. Duncan MacDonald, former studio supervisor, now supervisor of women’s programs, will head station’s shoppers who will comb city’s stores and show rooms for “bargains.”

Syd- ney Smith, conduct “Television Shopper” Program.

Airs Dedication

SPECIAL broadcast of the dedication service of Grace Baptist Church in Richmond, Va., when new church building was opened on May 5, was presented over WMGB Richmond. Outlet’s remote and special events department carried hour long dedication service as public interest feature. Church had been holding services in small theater since former building was burned down five years ago. Since fire, regular Sunday morning services of Grace Church had been broadcast over WMGB at least one month each year.

Indianapolis Races

ENTIRE 500-mile race at Indianapolis Motor Speedway will be telecast for second year by WFBM-TV Indianapolis on Memorial Day, May 30, station and sports officials have announced. Telecast will be sponsored by Perfect Circle Corp. and Lincoln Mercury Div., Ford Motor Co. WFBM-TV will use three cameras covering five-hour period beginning at 10:15 a.m. (CDT). Station is airing qualification trials for first time on three weekends prior to race.

Medal Presentations

BROADCAST of unusual nature, covering presentation of Silver Star of Solidarity Medal from Republic of Italy to five local persons, was presented April 30 by WFCB Du Page the Medal, only one currently being awarded by Italian republic, went to persons for their leading part in Dunkirk to Anzio Day in 1945. One of recipients was second woman in country to receive award. Ceremonies were translated into 22 foreign languages for broadcast over Voice of America.

Florida Elections

FULL coverage of Florida primary from May 2, 10:05 a.m. to 11:30 a.m., interruption regularly scheduled NBC and local programs to air returns in English and Spanish, was carried by WIOD Miami. Full 15-minute summary was heard at 11 p.m. and coverage was continued from 11:30 p.m. to 1 a.m. WIOD General Manager James M. Legate coordinated work of staff in tabulating local and state returns. News staff supplemented state returns with phone in reports of Smathers-Pepper race from WFLA Tampa, WJAX Jacksonville and WIOD.

“Capital Cooking”

KITCHENS of embassies and famous personalities in and around Washington are scene for new TV series, Capital Cooking, currently being pro- duced by Bernard G. Wilens & Assoc., TV package producer. Series shows chefs preparing dishes for respective countries are noted. M.C. is Anne Denton Blair, who has own show on WQWQ Washington. Miss Blair will discuss general background of countries, explain steps in preparation of dish and suggest substitutes for various ingredients not easily avail-


able in this country. Embassies of Norway, India, Denmark, Finland and Costa Rica are included. Joseph I. Sonnenreich, New York, is exclusive selling agent for show.

Repairs Aired

PROBLEM of rapid repair and main- tenance of B-36 bombers at Air Force field covered recently by KGO San Francisco for Special Event, ABC Pacific network program. Listeners heard actual repair work being done, orders transmitted by two-way radio to wait- ing teams of specialists, trouble shoot- ers, repair crews, inspectors and test hop teams from time plane rolled up to flight line until test hop was com- pleted, matter of only a few minutes.

Citation Presented

AT BROADCAST of McCurdy Little Symphony on WHAM Rochester, N. Y., station presented special citation to Dr. Howard Hanson for his silver anniversary as radio performer and director of Eastman School of Music. Dr. Hanson was also presented bound portfolio containing special messages from Brig. Gen. David Sarroff, Niles Trounman, F. M. Moren, Joseph H. McConnell, Frank Black, Charles R. Denny and other NBC top personnel.

Cancer Show

ILLINOIS Div. of American Cancer Society will benefit from donations made by Chicago area televisioners May 10 during two-hour variety show via WENR-TV (ABC). Jim Moran, spon- sor of The Courtesy Hour (10 to 11 p.m., CST, Friday), is contributing show and supplanting commercials for his station’s cars with cancer promo- tion ABC, in first time giving entire hour of time 11 until midnight, will donate services of crews, technicians, equipment and directors on air and in rehearsal. Sandra Television Productions is lining up talent, and both American Federation of Musicians and American Guild of Variety Artists have agreed to cooperate. Agency is Malcolm-Howard, Chicago. Greg Garrison will direct.

Centennial Preview

AS preview of Olympic, Wash., Centennial Week, May 1-7, KOMO Seattle origin- ized its Scott and Freddy breakfast show in the Evergreen State’s capital. Show was one of five KOMO broadcasts to be aired from Olympia. State officials appearing on program included Gov. Arthur B. Langlie, Sec- retary of State Deedee Farwell and Mayor Tom Martin and Attorney General Smith Troy. Several West Coast NBC shows joined KOMO salute.

Half-Year Hour

HOUR-LONG documentary entitled The Holy Year in Europe, presented on WOR New York May 14 from 9:30-10:30 p.m., and re-broadcast on MBS from 10-11 p.m. the same night. Francis Cardinal Spellman, Archbishop of New York, opened religious pro- gram, with Pope Pius XII saying Lord’s Prayer at its close. Docu- mentary, put together by WOR’s John Wingate, brought listeners spectacle of Papal procession in Rome, and de- scription of Vatican interior and cata- comb.

Fashion Telecast

ETHEL THORSON, fashion designer and costume editor for Paramount, May 2 (May 9) started new 15-minute show on WTTR (TV) Washington under sponsorship of M. S. Griswold & Lothrop, local department store. Guests on first show were Hy Gardner, humor columnist and writer, and Arthur Rockart, magazine fashion editor, and Danton Walker, Broadway columnist. Details of their fashions were handled through Lindstrom, Leach & Co. Inc., New York.
The Time-Tested Service

for dependable sales and advertising facts

Now more than ever before — Sales and Advertising Executives appreciate and depend on the STANDARD ADVERTISING REGISTER. Experience has taught them that S.A.R. is really the ONE dependable “source book” of facts about the 13,500 Companies and their Advertising Agencies spending 95 cents out of every national advertising dollar in the U.S.A.!

Imagine — in one handy book — listed and cross-indexed for immediate reference — 13,500 Companies with their 50,000 Executives listed by title, the Advertising Agency handling the account, all subdivided into 47 classifications, 12,500 Brand Names.

You owe it to yourself and your Company to have the STANDARD ADVERTISING REGISTER on your desk. So here’s an easy way for us to get acquainted. Just drop us a line on your Company’s letterhead. We’ll do the rest.

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- Sales Manager
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- Advertising Agency
- Handling Account
- Account Executives
- Advertising Media Used
- Advertising Appropriations
- Character, Extent of Distribution

100th Edition

The AGENCY LIST

Here's the 100th Edition of the authoritative basic source of information about 3,000 U.S. and Canadian advertising agencies, with data on their recognition, personnel, and over 45,000 clients. Issued three times a year—the AGENCY LIST is part of STANDARD'S complete service or may be purchased separately.

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BROADCASTING • Telecasting

May 15, 1950 • Page 69
**D. C. NETWORK**

Marjack Is First Sponsor

FIRST sponsor for Metropolitan Network, formed earlier this month by five Washington, D. C., area daytime stations, was announced last Wednesday. The group offers programs for joint sale [Broadcasting, May 8].

Marjack Co. Inc., Washington, nationwide confectionary firm, will sponsor a quarter-hour segment of the one-hour daily program, Metropolitan Melody Time, for Chief Trest Popcorn on a 13-week basis beginning this week.

The first program, originating at WARL Arlington, Va., and picked up from WARL-FM and rebroadcast by other network members, was aired simultaneously at 7-8 p.m. Other participants, all independents, are WPIK Alexandria, Va.; WFXL Falls Church, Va.; WGAY Silver Spring, Md., and WBCC Bethesda-Chevy Chase, Md. Marjack account was placed through the firm's agency, William Stark & Hinkle, Washington.

According to Howard B. Hayes, WPIK, Marjack's signing and subsequent "blanket coverage" for the firm, "heralds a swingover" to this type of network offering. "It's an indication for other advertisers, who have shown interest, to come along on Metropolitan Network," he added.

**ROSS MERRITT, former salesman in the Philadelphia district, joins ABC's Central Division as AM producer.**

**HONORE NICHOLS appointed producer for WLW's News and Comment.**

She joined station in 1948, shortly after it began commercial operation, handling make-up and script coordination. In 1949, she was appointed assistant editor of Now, for the Modern Woman show, and is currently producing the show's Alley, afternoon disc program.

**ROBERT ARLEN, stage and screen star, named m.c. of KFLA (TV) Hollywood half-hour weekly Hollywood Opportunity program.**

**MARC OLDS of WDKN Camden, N. J., morning, recorded show, joins staff at WCAU Philadelphia.**

**FELIX GRANT, m.c. of Youn Patrol on WWDC Washington, selected by CBS to appear as guest star on new network program, AM Specialties.**

**BOB ROTH, formerly announcer for CBS, joins WIP Philadelphia as relief announcer.**

**NICK NICKSON, disc jockey for WARC Rochester, appointed to handle new summertime show, Everything for Everybody, weekdays, 1-6 p.m. on WARC.**

**JERROCKOLD, formerly 'Uncle Orrie' on National Barn Dance, moves to WRFD Worthington, Ohio, to direct artist bureau for talent now on station.**

He was previously station manager of WHOK Lancaster, Ohio, and has worked at WINS and WLS. WGN WMAQ Chicago, WXYZ Detroit and WSPD Toledo.

**ALWYN BACH, formerly KTW Philadelphia night supervisor and newscaster, joins NBC San Francisco as vacation relief announcer.**

**MRS. LILLIAN J. WEBEL joins WBAT TV San Antonio as film librarian and assistant to Hull Youngblood, film manager. She previously worked for Philip Co., Rithard & Ryan, Mc-Cand-Eddickson and Wilding Picture Productions.**

**TOM MARSHALL, continuity writer at WNJR Newark, N. J., resigns to open his own book and record rental business on Cape Cod.**

**CARL NELSON joins WBBM Chicago as conductor of nightly record show, Mattress at Midnight, after working as disc m.c. at WTMJ Milwaukee, starring on Masters of Rhythm show.**

**GORDON L. HINKLEY, announcer, transfers to WTMJ-MC-TV, from WSAU Wausau, Wis. Milwaukee Journal owns both outlets.**

**VICTOR YOUNG, computer-conductor, named musical director of CBS Textured Hour. He replaces TED DALE, who resigned to join Martha Graham dance troupe.**

**JOHN BRADFORD, staff announcer of WINS New York, named program director of station. He succeeds JOHN NEAL, resigned. ED BENDER, producer and network supervisor of WINS New York, appointed assistant program director for station.**

**LEE MORRIS, formerly music librarian for WGBY Boston, appointed to fulltime announcing staff. BLAIR TREVITT replaces him as librarian.**

**STEVE HUNTER, formerly with KRR Golden City, Iowa, joins staff of KJAY Topeka, Kan., as disc jockey on Destination One A.M. show.**

**JOHN CLAAR named to direct new Freddy Martin Band of Tomorrow television show to start next month on KTTV (TV) Hollywood.**

**BOB DICKSON, formerly with WJX Richmond, Va., as promotion and production manager, appointed program director of WSVS-AM-FM Crew, Va. JIM SIMMONS, formerly spot announcer at WHIF South Boston, Mass., appointed continuity chief and production manager for station.**

**HOGGERSHOTSHOTS, musical comedy group, being featured in new half-hour program, Symphony in Corn, on KLO Los Angeles. Also featured is ANITA GORDON, vocalist. FORT PEARSON is m.c. of show which is produced by JIMMIE DOOLITTLE.**

**ROBERT KOERNER, ABC-TV Chicago technical director, and MARGEE BISHOP, freelance TV packager, were married May 9.**

**LARRY BLENHEIM, WMGM New York staff announcer, is the father of a girl, born May 3.**

**RUTH CRANE, director of women's activities for WMAL Washington, honored by Advertising Club Washington for her nomination as Advertising Woman of the Year Award.**

**REYNALD TEASDALE, chief script writer of WJZ Edmondston, N. B., and Aline Martin have announced their marriage.**

**ED SULLIVAN, m.c. of Toast to the Town show on CBS-TV, awarded engraved silver water pitcher and Sylvia anita by Maryland Television Dealers Assn., she voted show best on TV.**

**EDWARD THOMAS SULLIVAN Jr., continuing duties of WCOP Boston, is the father of a girl, Mary Ellen.**

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**SDX Awards**

**Cites Davis, Pitzsch, WTTS**

**ABC COMMENTATOR, Elmer Davis, News Editor, KDKA Pittsburgh and Pitzsch of WFAA Dallas and WTTS Bloomington, Ind., were included in annual awards for distinguished service in American journalism announced last week by Sigma Delta Chi, professional journalism fraternity.**

**Mr. Davis won fraternity's radio news writing award for his consistently brilliant writing, reporting and analysis.**

**Cited for radio reporting, Mr. Pitzsch was acclaimed for having done "a complete and effective job of radio reporting when he broadcast the news of an airplane crash. His skilled coverage of a dramatic story also demonstrated initiative and preparedness for meeting and covering such spot news events."**

The public service in radio journalism award went to WTTS for broadcasting the School of the Sky, a public service educational series prepared by Indiana U.'s department of journalism. Stated to students of the grammar school level, the programs were sung out for their "public service, originality, and the value to an estimated listening audience of over 200,000 persons."

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**Storecast Additions**

**STORECAST CORP. of America has announced that during the months of March and April it signed 19 new advertisers. Storecast covers the super markets and FM listeners in Southern New England, Pittsburgh, Philadelphia and Chicago. The sponsor lists now include more than 150 products.**

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**Protect Yourself, your Staff, your Clients**

**from the daily hazard of LIABL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY**

(Available from Broadcasters, Newspapers, Ad Lbs., Financial Community, Mystery Plots, Go-Go Class, Interviews with Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk insurance.)

**Use Caution—Lucky Duck is a Deserter! It Costs so Little to Be Sure with Insurance.**

**Employers Reinsurance Corporation**

**Insurance Exchange Bldg., Kansas City, Mo.**
WDGY has Nine Truscon Radio Towers in the Milling Capital of America...

WDGY, Minneapolis, Minnesota now represents a powerful new selling force in the great northwest. It has 50,000 watts power on 1130 kilocycles, reaching 55% of Minnesota radio homes within its daytime 0.5 Mv/m. contour. It carries an effective power signal into 96 counties in three states, representing nearly a million radio homes.

The nine WDGY self-supporting Truscon Radio Towers typify Truscon's world-wide experience in designing towers to fit individual needs. Whether your own plans call for new or enlarged AM, FM, or TV transmission, Truscon will assume all responsibility for tower design and erection...tall or small...guyed or self-supporting...tapered or uniform in cross-section. Your phone call or letter to our home office in Youngstown, Ohio—or to any convenient Truscon District Service Office—will rate immediate, interested attention...and action. There is no obligation on your part, of course.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation
SAMUEL O. CARTER, formerly on sales staffs of WLIP Kenosha, Wis., and WCAV Norfolk, Va., named sales representative of World Broadcasting System Inc., New York.


JOE BIGELOW, producer, will direct MGM Radio Attractions' The Hardy Family program, replacing TOM MCINTYRE, who has joined CBS Hollywood as radio production supervisor.

JAMES T. MABONEY, former program director for WLAW Lawrence, Mass., before that with WORD Boston in same capacity, and at one time production director of NBC, opens program consultant offices in New York at 251 West 57th St.

WILLIAM SLOAN named musical director of John Norman Productions, Houston, Tex.

MARGORIE HYER, former secretary for press and radio of Church World Service, joins staff of National Radio Commission, where she will be in charge of development of radio equipment's program and promotion of the commission-produced transcription series, All Aboard for Adventure.

RAY STREETER, former WGN Chicago announce, named production manager of E.C.H. Corp., Madison, Wis., TV specialties firm.

MGM RADIO ATTRACTIONS, New York, announces addition of following stations to its list of subscribers: WTHI Terre Haute, KTTS Springfield, Mo., WSAZ Huntington, W. Va., WJZ Detroit and WINS Columbus, Ohio.

DAHLMAN & DAHLMAN, New York television production service supplying costumes, props, sets, lighting equipment, until as consultant on make-up, hair-styling and scripts, formed. Company has offices at 130 West 42nd St., New York; telephone, Wisconsin 7-2466. Its costume department is situated at 3 West 61st St.

KASPER-GORDON Inc., Boston, releases new juvenile talent operatic program series titled The Adventures of Sunny Bear. Initial unit of 78 quarter-inch recordings is ready, with series expected to continue to 260 or more programs. Audition samples are available on memo for 30 days.

Equipment


ALFRED C. LINQUIST, formerly manager of RCA TV Antennae Systems, becomes manager of sound products and associated electronic activities in RCA Engineering Products Dept. He has been with RCA since 1928.


L. M. CLEMENT, formerly director of engineering for Crosley Div., Avco Mfg. Corp., appointed technical adviser to vice president and general manager, John W. Craig. B. R. NASON advanced to manager of electronic engineering in charge of research, development and engineering on TV and radio receivers.

JOHN KANE appointed Bendix Radio & Television district merchant for Northern California and Western Nevada.

A. EARLE FISHER appointed merchant manager of Westinghouse Home Radio Div.

FIVE new types of miniature tubes, designed especially for long life and service under conditions encountered in mobile and aircraft service, added to General Electric's product lines. Tubes are designated as 5749, 5750, 5755, 5726 and 5686.

JOHN H. GANZENHUBER, formerly manager of broadcast sales for Westing Electric Co., appointed vice president in charge of broadcast sales and product development of Standard Electronics Corp., subsidiary of Claude Neon Inc.

ROBERT F. HERPICH joins engineering staff of Telrex Inc., Asbury Park, N. J., as industrial engineer.

RESEARCH DATA

Nielsen Cites Acceptance

IF THE USER of a research organization believes the findings of a survey when they agree with his opinion, he should believe the findings when they are in disagreement with him, Arthur C. Nielsen believes.

In an address May 5 on the "Executive Program" of the U. of Chicago, the president of Nielsen Radio Index observed that "the truth of research findings is dependent solely upon the skill with which the survey was planned and executed—and not at all on whether the findings happen to agree with the subscriber's own opinion."

Mr. Nielsen suggested that before reading the findings, the subscriber should file a written record of his own opinions—then compare them with the findings.

AP-RADIO UNIT

North Dakota Group Forms

NORTH DAKOTA radio members of the Associated Press have organized the North Dakota AP Broadcasters Assn.

Chairman elected was Jack Dunn, WDAY Fargo. George Brooks, KDIX Dickinson, was named vice-chairman, and AP Correspondent Fred Moen was elected secretary.

KICM Becomes KRB

CALL letters of KICM Mason City, Iowa, have been changed to KRB "Crib of the Corn Belt." The 250 w station operating on 1490 kc and affiliated with MBS and the Iowa Tail Corn network, is licensed to Mason City Broadcasting Co. Allan Curnutt is general manager. At a ceremony April 2, congratulations were accorded by the mayor and Iowa's governor, William S. Beardsley.

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BROADCASTING • Telecasting
FM STATION OPERATORS!

Radio WFMW Station

"The Radio Voice of The Messenger"

OWNED AND OPERATED BY
MESSAGER BROADCASTING COMPANY
Madisonville, Ky.

16 Mar. 50

Zenith Radio Corporation
Attention: Mr. Ted Leitzell
Chicago, Illinois

Dear Sir,

This station will broadcast all of the baseball games of the "Madisonville Miners"...a member of the Kitty League...on all of the road games. The baseball corporation will not allow us to broadcast the home games.

The Madisonville Miners is a farm club of the Chicago White Sox.

We had also planned to carry the St. Louis Cardinal games, however due to the fact that we are in a "Dry" territory and the sponsor is a beer company, we have had to drop these.

The games we carry will be sponsored by a local coal mining company, and we as well as the sponsor will give much better promotion.

We also wish to take this opportunity to thank the Zenith Corporation for their untiring efforts in the promotion of FM broadcasts. YOUR PROMOTION HAS HELPED US PUT THIS STATION ON A PAYING BASIS IN LESS THAN ONE YEAR OPERATION.

The Zenith Distributor in your territory is anxious to work with you to get more good FM sets throughout your listening area...to build bigger, better audience for you. Get in touch with him now...or write direct to Advertising Manager

Zenith Radio Corporation

PHONE 1005

BROADCASTING • Telecasting

May 15, 1950 • Page 73
Promotion

The stars of today and tomorrow are yours for more sales... with the new era in Thesaurus

ARTHUR FIEDLER CONDUCTS the "Concert Hall of the Air"

The new Thesaurus brings you bigger and better programming packages with top sponsor-appeal... top name artists!

You get comprehensive programming, promotion, publicity, tie-ins, cross-plugs, sound effects... a steady flow of current tunes and material... network-quality production. Write or write today for full details!

Radio Corporation of America

RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago - Hollywood

Mindy Carson, The Truies and Night Beat. Auditions of other shows will be sent out in future. Record program and records were delivered by NBC pages and NBC sound are clearly marked "Made of Cotton". Promotion of 'Maaid of Cotton' ALL-OUT effort of Spartanburg, S. C., to promote home-coming of Maid of Cotton. Elizabeth McGee, was high-lighted with promotion by WSPA and WORD Spartanburg. WSPA started doll dress-making contest and WOD on "Made of Cotton" contest, giving to person listing greatest number of dolls made from cotton purchased from sale of bale of cotton auctioned off in front of Word studios. Bales brought $175.50, and this was given to winner who submitted list totaling more than 1,000 articles.

Personnel

ALAN (Bad) BRANDT, former director of publicity and promotion for Martin Stone Assoc., effective May 22, will join WNEV New York as director of publicity (CLOSED Circuit May 8). He has been in charge of promotions and publicity for rustic productions as Howdy Doody and Author Meets the Critics. Before joining production firm, Mr. Brandt was assistant to president of International Artists Corp., and prior to that was with Public relations office of Columbia Pictures Corp.

MARY JANE LANG, new to radio, joins promotion staff of Don Lee Broadcasting System, Hollywood.

ADOLPH L. SETON, former reporter for WJAC-TV (Wilkes-Barre, Pa.) joins promotion staff. "DOWNTOWN Baton Rouge, La., window display promoted radio industry as part of city's life recently. Statio ns cooperating were WIBR WJBO WLCS and WAPB all Baton Rouge stations. Using theme of radio news, display showed how stations keep listeners abreast of news of world. Simulated broadcast stores were made from window four times daily, with PA system. Carrying voices to street. World map with ribbons from capital cities coming to Baton Rouge with stations' call letters placed around meeting point was background of windows. Telephone poles were placed so that observers could read news as it came into "studio." Stunt was part of Beneficial department store's 98th anniversary.

TV Center Tours

GUIDED tours of ABC's 23-are Television Center in Hollywood are being conducted weekly Wednesday through Sunday four times a day to show public what is believed to be world's largest television production facility. Area is famous as site where first talking picture was made by old Vitagraph Studios. niece of complete tour is 60C with special student rate for groups of 10 or more at 25c.

Letter Promotes Radio

LETTER sent to merchants and manufacturers in Tulsa area by Dick Campbell, general manager of KOME Tulsa, promotes radio as primary advertising medium. Letter states: "Although you are not currently a user of radio station KOME, I would like to ask this month's millions of dollars spent by you for your business acumen in selecting radio as an advertising medium. I feel it produces more sales per dollar spent than any other medium. I sincerely hope you will continue to use radio, which gives free to the poorest man... that which the richest man cannot buy."

That's the Ticket

LONG yellow ticket, with perforated stubs attached bearing titles such as "Backyard Specials," "Shore Spots," "Mountain Meccas," and "Historic Shrines," sent to trade by KYW Phila delphia. Main part of ticket reads, "Here's your ticket for a happy summer selling in the KYW vacationland where backyard11庞 altogether alone spend more than $5 billion each year!" Tickets list highlights of vacation season at Philadelphia area. Artwork on sheet features drawings of people enjoying themselves within sight of KYW transmitter and shows how sponsors to use KYW "where there's no summer hiatus in buying!"

'Cleveland Against World'

WTAM Cleveland (May 8) started contest, in cooperation with Campbell Soup, sponsor of Walter O'Keefe's Double Or Nothing program, in which winners will receive week-end trip to Hollywood. In addition to expense-paid trip, winners will appear on Walter O'Keefe show in "Cleveland Against the World" contest. To enter contest, listeners must complete (in 24 words or less) sentences: "I'd like to appear on Double Or Nothing in Hollywood with name of artist because: "WTAM's local programs which will participate in contest are: Jim Chapman's Musical Farmer, Jay Mitten's Musical Clock, Bob Reed and His Two Mandolins, de Luminous, the Record, and Mildred and Gloria's Woman's Club of the Air."

'Novel Stunt'

IN NOVEL stunt to promote sponsor interest in NBC's "Night Beat" TV program, network distributed RCA record players to nearly 100 agency officials in New York. With record players went audition record of three shows.

The stars of today and tomorrow are yours for more sales... with the new era in Thesaurus.
USED BY EFFICIENCY-CONSCIOUS BROADCASTERS

...THROUGHOUT THE WORLD!

Phasing Unit for 6 tower directional antenna system.

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

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

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

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

Andrew Corporation
363 East 75th Street - Chicago 19
World's Largest Antenna Equipment Specialists

Transmission Lines for AM-FM-TV - Antennas - Directional Antenna Equipment
Antenna Tuning Units - Tower Lighting Equipment - Consulting Engineering Services
CHESAPEAKE MEET
AP Group Has Spring Session

SPRING meeting of the Chesapeake Associated Press Radio Assn. was held in Washington May 5 with broadcasters from 20 stations in the Chesapeake Bay area attending the day-long session. Principal luncheon speaker was Sen. Millard Tydings (D-Md.). He and Maryland Congressmen were guests of the association.

Speakers also included Oliver S. Gramling, AP assistant general manager for radio; W. L. Beale Jr., Washington AP Bureau chief; Max Fullerton, chief of the AP Baltimore bureau; Howard L. Kany, AP Washington radio representative, and Denis Sartain, WWDC Washington news editor, association president. Mr. Sartain appointed a committee to explore the advisability of establishing annual awards for best station cooperation with AP and for the most commendable local coverage by station reporters or newscasters.

Named on the committee were: Ernie Tannen, WGAN Silver Spring, Md.; Stewart Phillips, WARK Hagerstown, Md.; Ed W. Dockeney, WEPM Martinsburg, W. Va.; John Alderson, WFBR Baltimore, and Mr. Fullerton.

Mr. Phillips was elected second vice president of the group, replacing Edwin Hinkle, formerly of WTBO Cumberland, Md., resigned.

It was voted to hold an outing in September at the transmitter site of WJEJ Hagerstown, Md.

Head table group at Chesapeake AP group's luncheon included (l to r): Mr. Kany, Mr. Fullerton, Sen. Tydings, Mr. Sartain, Rep. George Fallon (D-Md.) and Rep. Edward T. Miller (R-Md.).

Statistics Ready

FCC book, Statistics of the Communications Industry, for the calendar year of 1948 and based on annual reports field with the Commission, is now available from the Superintendent of Documents, Government Printing Office, Washington 25, D. C. Price for the 292-page volume is $1. Section A deals with common carrier services. Section B, available separately at $1, deals with broadcast networks and stations. Financial data for FM and TV are included for the first time, FCC said.

'SOUND' RECORDINGS

Bill Would Exempt From Duty

SOUND recordings imported by State Dept. for use in its Voice of America programs would be exempt from duty, provided in the 1930 Tariff Act, under a bill introduced in the Senate May 5 and another being drafted on the House side.

The legislation—a bill (S 3545) sponsored by Sen. Walter F. George (D-Ga.) and a companion measure slated to be thrown in the hopper by Rep. Robert L. Doughton (D-N. C.)—was urged by State Dept. as a means of “speeding up” current import procedure involving foreign countries. Recordings sometimes are delayed in mail through customs red tape, it was explained.

"HANDLE"
WITH CARE

Whether the thinnest of trebles...or the fattest of bass notes...sound is a perishable commodity to be handled with care. If you would preserve it perfectly, you need a device of exceptional versatility. And that device—in its most perfect, dependable form—is a PRESTO recorder. Here, within a single instrument, electronic fidelity and mechanical exactness are combined to attain results beyond excelling. Whether you choose to record on disc or tape, PRESTO units give the same dependable, accurate reproduction of sound as it was...a faithful, repeatable echo of whatever you wish preserved.

There are many other instruments that will record sound. There are none that do it better than a PRESTO.

RECORDING CORPORATION
Paramus, New Jersey. Mail to: Box 500, Hackensack, N.J.

IN CANADA:
Walter E. Downs, Ltd.
Dominion Square Bldg.
Montreal, Quebec

OVERSEAS:
M. Simons Company, Inc.
25 Warren Street
New York, N. Y.

PHILCO EMPLOYEES
NLRB Orders Ohio Election

NATIONAL Labor Relations Board has ordered an election to determine collective bargaining representative of employees who produce radio and television sets at Philco Corp.'s two plants in Sandusky, Ohio. The bargaining unit will include "all hourly rated production and maintenance employees" but exclude office and clerical help.

Competing for jurisdiction are separate locals of the International Union of Electrical, Radio & Machine Workers (CIO) and the United Electrical (UE), Radio & Machine Workers of America. Election was directed to be held before June 1. Petition originally was filed by the international union.

CBC Radio Center

WORK is progressing on schedule for the opening of the Canadian Broadcasting Corp. radio center at Montreal. The former hotel building, now in part occupied by CBC engineering, personnel administration, programming and international service, is to be officially opened late in October with all departments headquartered at Montreal. A TV studio annex is to be started soon to be ready for TV planning and experimental production work early next year.
May 9 Decisions

BY THE SECRETARY

WKNA Charleston, W. Va.--Granted license to exchange new remote pickup KA-1841 to WJYD.

WBVR Norwich, Conn.--Granted CP and license new remote pickup KA-300.

WEBB Inc., Buffalo, N. Y.--Granted new remote license pickup KA-2475.

KFYI Grand Forks, North Dakota--Granted new remote license pickup KA-6533.

WABG Greenwood, Miss.--Granted new license new AM station: 990 kc to D. B. Hodges.

KXOL Abilene, Texas --Granted CP and license new remote pickup KA-6534.

KJYM Traverse City, Mich.--Granted new license new AM station: 990 kc to R. F. Feller.

May 9 Applications

ACCEPTED FOR FILING

WCCG Greenville, S. C.--License for CP new AM station KA-8986.

WLOM Florence, Ky.--License for CP new AM station KA-8986.

WLOM Florence, Ky.--License for new non-commercial educational TV station KA-141180.

Accepted for filing

WHEREAS the KTCW Board of Directors, acting in accordance with applicable laws and regulations, has determined that it is in the public interest for KTCW to undertake the license exchange and CP transfer which gives rise to the need for the filing of this application, there is hereby accepted for filing the following:

The application of KTCW, Inc., for the license exchange and CP transfer which gives rise to the need for the filing of this application.

KTCW, Inc.

May 10 Applications

ACCEPTED FOR FILING

AM--1390 kc

WQAY Fayetteville, N. C.--CP AM station to change from 1500 kc to 1390 kc.

DA--FM

WHDY Dayton, Ohio to 1330-1335 kc.

WRTI Phiadelphia, Pa.--Granted CP and new license pickup KA-6535.

WSWR Pittsburg, Pa.--Granted CP and license new remote pickup KA-6536.

KBAT Little Rock, Ark.--To install auxiliary transmitter.

KSSR Springfield, Mo.--To install auxiliary transmitter.

KSBX Kansas City, Mo.--To install auxiliary transmitter.

KBUR Lincoln, Neb.--To install auxiliary transmitter.

WGBH Boston, Mass.-- Granted license new CP station-to change frequency, hours of operation, and type of station.

KLEE Tupelo, Miss.--To install auxiliary transmitter.

WNNY Syracuse, N. Y.--To install auxiliary transmitter.

KRAK Portland, Ore.--To install auxiliary transmitter.

WILX Jackson, Miss.--To install auxiliary transmitter.

WISC Madison, Wis.--To install auxiliary transmitter.

KLOM St. Louis, Mo.--To install auxiliary transmitter.

KASH New Orleans, La.--To install auxiliary transmitter.

WJYD St. Petersburg, Fla.--To install auxiliary transmitter.

WREX La Crosse, Wis.--To install auxiliary transmitter.

WJMJ Chicago, Ill.--To install auxiliary transmitter.

WABC New York, N. Y.--To install auxiliary transmitter.

KDKA Pittsburgh, Pa.--To install auxiliary transmitter.

WJZ Baltimore, Md.--To install auxiliary transmitter.

WAVX New York, N. Y.--To install auxiliary transmitter.

WJKY Kansas City, Mo.--To install auxiliary transmitter.

KLTU Altoona, Pa.--To install auxiliary transmitter.

KZTV Phoenix, Ariz.--To install auxiliary transmitter.

KWCH Wichita, Kans.--To install auxiliary transmitter.

KCRW Long Beach, Calif.--To install auxiliary transmitter.

KUSZ Kansas City, Mo.--To install auxiliary transmitter.

KDKR Fort Worth, Tex.--To install auxiliary transmitter.

WJZ Baltimore, Md.--To install auxiliary transmitter.

KSL Salt Lake City, Utah.--To install auxiliary transmitter.

KWHO Kansas City, Mo.--To install auxiliary transmitter.

WNVK New York, N. Y.--To install auxiliary transmitter.

WJZ Baltimore, Md.--To install auxiliary transmitter.

WAVX New York, N. Y.--To install auxiliary transmitter.

KDKA Pittsburgh, Pa.--To install auxiliary transmitter.

WJZ Baltimore, Md.--To install auxiliary transmitter.

WAVX New York, N. Y.--To install auxiliary transmitter.

KDKA Pittsburgh, Pa.--To install auxiliary transmitter.

WJZ Baltimore, Md.--To install auxiliary transmitter.

WAVX New York, N. Y.--To install auxiliary transmitter.

KDKA Pittsburgh, Pa.--To install auxiliary transmitter.

WJZ Baltimore, Md.--To install auxiliary transmitter.

WAVX New York, N. Y.--To install auxiliary transmitter.

KDKA Pittsburgh, Pa.--To install auxiliary transmitter.

WJZ Baltimore, Md.--To install auxiliary transmitter.

WAVX New York, N. Y.--To install auxiliary transmitter.

KDKA Pittsburgh, Pa.--To install auxiliary transmitter.

WJZ Baltimore, Md.--To install auxiliary transmitter.

WAVX New York, N. Y.--To install auxiliary transmitter.

KDKA Pittsburgh, Pa.--To install auxiliary transmitter.

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KDKA Pittsburgh, Pa.--To install auxiliary transmitter.

WJZ Baltimore, Md.--To install auxiliary transmitter.

WAVX New York, N. Y.--To install auxiliary transmitter.

KDKA Pittsburgh, Pa.--To install auxiliary transmitter.

WJZ Baltimore, Md.--To install auxiliary transmitter.

WAVX New York, N. Y.--To install auxiliary transmitter.

KDKA Pittsburgh, Pa.--To install auxiliary transmitter.

WJZ Baltimore, Md.--To install auxiliary transmitter.

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KDKA Pittsburgh, Pa.--To install auxiliary transmitter.

WJZ Baltimore, Md.--To install auxiliary transmitter.

WAVX New York, N. Y.--To install auxiliary transmitter.

KDKA Pittsburgh, Pa.--To install auxiliary transmitter.

WJZ Baltimore, Md.--To install auxiliary transmitter.

WAVX New York, N. Y.--To install auxiliary transmitter.
NEW WJR RATES

Wismer Announces Revision

REVISION of WJR Detroit's day-time rates was announced last week by Harry Wismer, assistant to the president of WJR, WGAR Cleveland and KMPC Los Angeles. Nighttime rates will remain the same, in line with policy set by other stations, he said.

Other segments of the broadcast time were increased or reclassified in accordance with audience potentials as determined by recent extensive research, Mr. Wismer pointed out. He said present advertisers will continue on old rates for six months, or until Nov. 6, 1950.

Under the new rates, WJR's Class A time will range from $200 for five minutes to $1,000 for one hour; Class B, $154 for five minutes to $700 for one hour; Class C, $115 for five minutes to $550 per hour; Class D, $60 for five minutes to $400 for one hour; Class E, $31 for five minutes to $200 for one hour. Announcement rates go from $40 for the 6:30 a.m. slot to $150 for one minute from the 11:01 p.m. period.

RAILROAD SPOTS

Started on Ga.-Ala. Stations

TEST radio campaign is underway on three Georgia and two Alabama stations by the Atlanta & West Point Railroad, operating between Atlanta and Montgomery. It was reported last week. Schedule of announcements began May 8 on a basis of five announcements daily.

Campbell worked out for an indeterminate period, until it is leveled off on a basis of seven announcements per week. Ed Mullinax, president, Georgia Assn. of Broadcasters, worked out details with W. W. Snow, railroad's general passenger agent. Stations are: WOH Newnan, WLAG LaGrange, WALS Columbus, WTVB Coldwater, WAUD Opelika, WAUD Auburn, both Alabama.

WTVB Operation

WTVB Coldwater, Mich., began operation May 5 on a non-directional basis using 1 kw on 1590 kc, according to Station Director R. Harrad Munn Jr. Owned and operated by Twin Valley Broadcasters Inc., WTVB operates daylight and has been on a directional basis.

1930—1950

20th Anniversary Year

46.0

"HOOPER"

(*average 5 periods winter, 1950)

proves the best buy

in DANVILLE, VA.

is

WBTM

Rep: HOLLINGBERY

5kw (a) ABC 1kw (n)

BROADCASTING • Telecasting

LEADING speakers at the IER convention held May 4-7 at Ohio State U., Columbus, met with the director. L to r: L. Keith Tyler, director of IER; Frieda Hennock, FCC Commissioner who spoke on a national radio-TV policy, and Ralph Hardy, NAB director of government relations, also a speaker.

IER VIEWS RADIO

Educators See Long Use of AM

WHILE educators seem increasingly aware of their profession's blossoming stake in television, there is strong indication that a high degree of concern with sound broadcasting will prevail indefinitely in pedagogues' high councils.

This was the general import drawn at the conclusion of a four-day meeting, May 4-7, of the 20th Ohio State U. Institute for Education by Radio at Columbus [BROADCASTING, May 8].

The radio longevity note was struck by a number of the featured speakers. FCC Vice Chairman Paul A. Walker underscored this feeling by saying, "we are going to need sound broadcasting no matter what television expansion suggests educators might prepare for TV operation by starting with FM.

'Radio to Stay'

At the same time, NBC Commentator H. V. Kaltenborn told 400 delegates that "radio is here to stay; TV will never completely replace it." The teaching profession, he said, is secure because "there is no substitute for the personal touch." He asserted that teachers and broadcasters are "just as disatisfied as ever" with each other, a condition, which is "as it should be." Only by wide differences of opinion and active disagreement, he said, can there be progress toward a common goal.

Continuing this trend of thought, W. W. Charters, founder and honorary director of IER, told the audience that the organization has worked to close the gap between "commercial and educational radio people" and that "we believe something in that direction has been brought about through a better understanding of common problems.

Discussing one of these "gaps"—that of current TV program-

sent at the convention: Du-Mont's Court of Human Issues, on the question of losing Constitutional freedoms, and a 15-minute program on anesthesia prepared by the Illinois State Medical Asan, over WBNS-TV Columbus.

At the closing general session, a panel of four considered the part that radio and TV should take in schools and colleges. Louis P. Hoyer, superintendent of Philadelphia public schools, described educational TV programming in the Quaker City. Other speakers were Richard Hull, Iowa State College, director of radio and TV; J. Max Bond, president-elect, Liberia College, Monrovia, Liberia; and William B. Levenson, Cleveland's assistant superintendent of schools, whose speech was read. Howard L. Beene, Ohio State U. president, presided.


Jack Weir Lewis, acting director of Rocky Mountain Radio Council, told delegates "showmanship is as high an art as teaching and only a combination of the two will reach the people who need to be taught." He said the council urges professors to "further the cause of education only when those professors have been humanized and made active through a comprehension of the needs of the common people.

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Jack Weir Lewis, acting director of Rocky Mountain Radio Council, told delegates "showmanship is as high an art as teaching and only a combination of the two will reach the people who need to be taught." He said the council urges professors to "further the cause of education only when those professors have been humanized and made active through a comprehension of the needs of the common people.

The Happy Kitchen, one of the Midwest's most popular radio shows, is conducted by Nancy Goode.

This 9:15 a.m. weekday feature has been on the air for almost 15 years. The program is deftly handled by Nancy Goode, homemaker, mother and active woman. Her recipes, food and household hints are of great interest to KMBK-KFMR listeners. Her April mail averaged more than 250 letters a week.

Fleischmann's Yeast and K. C. Power & Light are current sponsors. Other participation is now available!

Contact us, or any Free & Peters "Colonel" for details!

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Contact us, or any Free & Peters "Colonel" for details!
Classified Advertisements

Payable in advance—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No checking charges. Rate for 4 issues is $8.00. Deadline 7 days. Payment due with order. No insertions accepted after 12:00 p.m. on the 7th day. Situation Wanted—Payable in advance. All advertising subject to our approval. No advertising on political matters. Broadcasting is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial
Manager wanted. Capable manager for FM station. Expanding into trans- cast and network functions. Must be aggressive, experienced in sale, production, and technical areas. Outstanding opportunity. Box 123F, BROADCASTING.

Salaeman
Sales manager-salesman wanted for 5 kw network station in established small town. Young, aggressive man. Will be responsible for all sales operations. Box 102F, BROADCASTING.

Help Wanted (Cont'd)

Managerial
Wanted: Experienced announcer for local ABC network station. Box 134F, BROADCASTING.

Wanted: Announcer must have experience in news, spot announcements, and commercial work. Box 139F, BROADCASTING.

Wanted: Good announcer, no experience necessary. Box 109F, BROADCASTING.

Television
Salesman
Television opportunity: WFMV-TV is only 7 months old and is growing. We need a new good salesman now. This is a chance to get into a rising star of TV sales. Be part of something new and more of solid radio selling experience. Prefer a young, aggressive man with good personality and what it takes to grow with accounts. No high pressure, no footwork. Salary open. Write Greensboro Daily News, in the No. 1 market. Box 130F, BROADCASTING.

Salaeman
Salem man wants experienced announcer or salesmen in or near Salem. Excellent opportunity. Experience not necessary. Box 125F, BROADCASTING.

Announcers
Straight staff with 5000 watt net aff. and 111,000 net effective, 5 call letters. Good all-round sales background necessary. Must be able to handle all types of advertising. Minimum $8,000 billings at 15% guarantee minimum $1000 income with potential to earn much more. Must be creative, dynamic, work with all types of people. Box 122F, BROADCASTING.

Salary

Manager: 350 watt daytime independent woman in charge. Excellent groundwork already laid in three years of good operating results. Must be aggressive, experience in sales, personnel and technical commiss. Only qualified persons need apply. References Required. Box 89F, BROADCASTING.

Wanted: Experienced time salesman for Connecticut in local, independent station, capably run by young, aggressive man. Box 107F, BROADCASTING.

Wanted: Announcer, first class license, 60.00 for 42 hour week. South station. Box 132F, BROADCASTING.

Wanted—Experienced announcer for job 5 kw jumbo network affiliate. Must be young, aggressive, energetic. We man preferably from this area. Send full minute and half hour disc, photo, background, references, experience, salary requirements on social security. Box 137F, BROADCASTING.

Wanted—Experienced announcer for first class license. $65.00 for 42 hour week. Box 138F, BROADCASTING.

Wanted—Announcer with first class license, 65.00 for 42 hour week. South station. Box 138F, BROADCASTING.

Wanted—Announcer, single experience need apply. Disc, photo, tell all first letter. KSCI, Liberal, Kansas.

Wanted—Announcer with first class license for combination position. Ed Anderson, Station WBBO, Forest City, N. C.

Technical
Chief engineer, 850 watt Rocky Mt. net affiliate. Experience in ASL, technical and business phases of operation. Send disc and photo. Box 39F, BROADCASTING.

AM-FM independent near Chicago needs summer replacement engineer after July 1. Personal interview required. Box 41F, BROADCASTING.

Chief engineer for 5 kw midterm Mu- tual network station. Experience in AM transmitter and studio maintenance and repair. Prefer locality in this area. Opportunity for right man. Box 139F, BROADCASTING.

Production—Programming, others
Combination man, Wyoming station, combination position. Salary, experience wanted. Send disc and photo. Box 34F, BROADCASTING.

Wanted—Experienced play-by-play sports pro- gram director with license. Need ambitious, cooperative young man immediately. Salary open. Send tape, disc, details to KAYS, Hays, Kansas.

Situations WANTED

Managerial
Sales manager—who in twenty years has personally sold millions of dollars in broadcasting. Now looking for a dynamic, aggressive, creative manager of substantial station or manage to operate in a small-size network. Experience in television, 45 years old, married and have considerable experience, no references. Box 903E, BROADCASTING.

Wanted: To join us will make you one of the finest operations. First class FM and commercial manager (father) program director. Experienced family man. Join us in the near future. Box 221F, BROADCASTING.

Situations Wanted (Cont'd)

Ravine is an experienced hard working, dependable announcer and operator. Has wide experience in college and commercial station. Residence in the South. Travel anywhere. Salary $1500 to $1800. Box 901F, BROADCASTING.

Newscaster, A newspaperman with a knowledge of radio and TV. References, details, demands upon request. Box 104F, BROADCASTING.

Announcer—Age 25, single, college, veteran, APRS experience, disc experience, good all-round announcer. Have reference. Will work all parts of the country in the near future. Box 116F, BROADCASTING.

Situations Wanted

Florida stations—Announcer, 5 years experience, family man, college, de- greed. Salary: $1500 to $1800. Box 121F, BROADCASTING.

Chairman—Family man. Desires implement managerial or supervisory job at once. Box 119F, BROADCASTING.

Topflight sportscaster: Present 50 kw play-by-play, staff, sportswriting, fea- ture writing, slick disc work. Salary $250 per week. Box 45F, BROADCASTING.

Announcer, experienced metropolitan station. 31, married, free to travel. Desires station job with good disc and commercial. Salary disc available. Box 126F, BROADCASTING.

Announcer, experienced metropolitan station. 31, married, free to travel. Desires station job with good disc and commercial. Salary disc available. Box 126F, BROADCASTING.


Plenty of training—anncing, news, continuity. Writing. Excellent voice, dialect. Good disc and advertising material. Worker. Interested in more experience than salary. Disc photo available. Box 102F, BROADCASTING.

Announcer, reliable, married. Age 22. Some experience prior to recent pro- fessional training. Will accept reasonable request, Box 114F, BROADCASTING.

Announcer, network and independent experience. Young, single. Good selling voice. Top references. Available immediately. Make your request. Box 115F, BROADCASTING.

Announcer—3 years experience. Desires opportunity to become station manager. Currently chief en- gineer, 7 kw station. Will move. Have car. Box 118F, BROADCASTING.

I'm currently employed as an announcer-writer at a 1 kw regional net- work. I would like to take advantage of the opportunities that are available in this market and that's the reason for this ad. Disc, photo, references, references on request. Box 120F, BROADCASTING.

Announcer—30, single; rich, low voice. Desires staff announcer work. Be able to work controls. Will travel. Disc and photo on request. Box 121F, BROADCASTING.

Experienced play-by-play sportscaster and news man. College graduate, vet- eran of both networks. Fully capable of handling disc and commercial. Salary $600.00 per week. Box 158F, BROAD- CASTING.

Announcer, young, deep voice. Graduate of New York radio school. Desires opportunity to work in the South. Experience in loyal man-ager and independent station handling all types of shows. Salary secondary. Free to travel. Box 159F, BROADCASTING.
Announcer, graduate oldest broadcasting school. Has taught all phases of broadcasting. Produced, sang, emceed amateur shows at the University of Chicago, Chicago College. Former staff announcer, WLS, Chicago. nights desired. Box 139F, BROADCASTING.

Sports director-anncouncer-enngineer, if you are ready to make a spectacular job of play-by-play announcing. Also a network calliber announcer with a first class voice, experience and working conditions and to go. Box 616F, BROADCASTING.

Experienced announcer and program man. 10 years all phases. Want some- where where I can be satisfied with salary that will permit family and children. Box 143F, BROADCASTING.

Disc jockey—500 watt experience. Can cap- able of handling any situation. Box 149F, BROADCASTING.


If you need an announcer-writer com- bined, write me. Box 159F, BROADCASTING.

Announcer, vet, graduate of leading broadcasting school. Many years experience in field of radio broadcasting. Free to travel, ready to work. Phone, Eng., 233, New York. Available immediately. Start at bot-tom or top. Box 160F, BROADCASTING.

Attention midnight stations. Topflight calliber announcer seeks advancement. 4 years experience, sports, news, disc and program, studio and construction. References. Box 147F, BROADCASTING.

Keep your own record library. Pronounce French, German dialects. Chance available at any location. Box 159F, BROADCASTING.

Woman—experienced talent with 12 years experience, air. Excellent delivery, versatility. Avail- able immediately. Box 154F, BROADCASTING.

Experienced combination man wants to work in play-by-play radio announcing position south or southwest. Plenty experience engineering and en-gineering. Sober, dependable, hard working, always available. Box 79F, BROADCASTING.

Engineer, degree, licensed, 12 years experience, 8 as chief, now employed. Box 137F, BROADCASTING.

Plenty of personality, no announcing, excellent references. Go anywhere. Box 628F, BROADCASTING.

Engineer available on short notice—consider only 5-20 kw stations. Best references, Box 628E, BROADCASTING.

Experience desiring permanent position anywhere from 5-20 kw. Will travel. Box 408F, BROADCASTING.

Engineer: 10 years experience. Con-struction, economic operation, Field strength surveys, FM background, professional recruiting job for 4 kw. Box 408F, BROADCASTING.

Recent graduate, 1st class phone with position, anywhere. Box 163F, BROADCASTING.

Seeking announcer, engineer. Excellent experience. Through knowl-edge of TV. Excellent references. Box 164F, BROADCASTING.

Chill iddle, college graduate, age 22. Desires job immediately. Box 224F, BROADCASTING.

Excellent experience. Through knowledge of TV. Excellent references. Box 165F, BROADCASTING.

Excellent announcer, voice. Can deliver any copy, variety-shows, musical pro-drama, all phases of all types. Box 333F, BROADCASTING.

Experienced announcer, engineer. No other qualifications. Box 166F, BROADCASTING.

Excellent personality. Record.-born excellent. Box 167F, BROADCASTING.

Most years experience, sports, radio man. Top engineering, degree, licensed, as engineer of S.R.T. Telecasting engineer; travel. Box 343F, BROADCASTING.

Excellent sales record. Box 500F, BROAD-CASTING.

Desire location together. Box 168F, BROADCASTING.

General Electric FM trans- mitter, type 25A, 10 kw output power of 10 kw. General Electric BC- 25A, 30 kw output power of 40 kw, speech input equipment; also Western Electric Telecasting antenna, type 54A—Make offer. Box 992E, BROADCASTING.

RCA-BTF-25FA FM transmitter and type 60FT-REL frequency modulation equipment. Price $1500. Box 138F, BROADCASTING.

Presto 90-A recording console, as new, with tubes, plugs and instruction book. 9000.00. Box 139F, BROADCASTING.

200 stations have saved $500,000 by using my shortwave remote re-recording technique, fully guaranteed, ready to install, as per sample. I-10 Handbook. Low price. Write Wm. Grove, F.K., Cheyenne, Wyoming.

For sale. CP deleted. 25% discount. Enthusiastic young woman (25) with "radioactive" imagination and several years of experience. Believes mind and talent required. Box 159E, BROADCASTING.

Excellent female personality (with musical background). Pronounce French, German dialects. Chance available at any location. Box 159F, BROADCASTING.

Salesman

WANTED

Young man, personalable, intelligent, has been in radio for five years, acquir- ing position in broadcast field out of New York City. Fred Krompolz, New York. Write me. Box 140F, BROADCASTING.

Engineer, first phone, BA Degree; will work anywhere. Contact me. Write Romar, McCamy, 316B, S. Tama- pachah, Virginia. Radio engineer, Operator, first license, five years broadcast experience. No salary. Box 315F, BROADCASTING.

Operator—First phone, broadcast experi- ence during War, married, North or southeast. J. M. Wall, South River, N.J.

Production—Programming, others

Woman continuous director with air and sales experience. University graduate. Excellent references. Box 200F, BROADCASTING.

Woman commentator, director. Versa- tile, experienced all phases radio, seeks opening on one side 60 fide opportu- nity for employers write: "Personality, record, background just right for aggressive operate strong public service line. Box 246, BROADCASTING.

Newscaster: "Newspaperman with voice." BS family, AM or TV. Screen or 1100. Box 157F, BROADCASTING.

Man with future seeks continuous job in broadcasting. College Degree in music and radio. Knowledge news, sports, sales, tv, radio. Fully secondary to opportu- nity. Box 58F, BROADCASTING.

Four years experience. Top broadcasting, 10 years oper- ating small station. Will invest $1000 and operate with eventual purchase in mind. Box 160F, BROADCASTING.

Women interested in talent agency. Box 172F, BROADCASTING.

For Sale

Stations

South Atlantic exclusive net- work affiliate. Owner's take 15,000 annually. 6000.00 in hand. Box 158F, BROADCASTING.

Controlling interest New York area. All brands in new in original cartons. GR modulation monitor. C.R. low distortion oscillator. GR noise and distortion meter. 1060 watt tuned unit 1% co-ax. RCA mike boom. Other equip- ment. Write for complete list KNGS, C. O. Box 600, Hampton, California.

For sale: Two Model Y-2 Presto record- ing consoles. Very little use. Condition very little. Good condition. Equipment cost over $2,200 and is avail- able complete. Write Wm. Kennedy, WILM, Wilmington, Delaware.


Have several used gong Washburn towers will sell. Gorton Con- struction Co., 107 Fourth St, Sioux City, Iowa. Phone 54611.

Wanted to Buy

Television

Equipment, etc.

For sale: General Electric FM trans- mitter, type 27A, 10 kw output power of 10 kw. General Electric BC- 27A, 30 kw output power of 40 kw, speech input equipment; also Western Electric Telecasting antenna, type 54A. Make offer. Box 992E, BROADCASTING.

RCA-BTF-25FA FM transmitter and type 60FT-REL frequency modulation equipment. Price $1500. Box 138F, BROADCASTING.

Wanted by WABC

WANTED

5000 watt AM transmitter. Four 200 foot towers. Box 4F, BROADCASTING.

Turntable, preferably RCA, complete with pickup. Beautiful condition. Box 37F, BROADCASTING.

Wanted to buy—A good used Western Electric 9-A, reproduce type BA-2, and im- peller type 541-A. Box 168F, BROADCASTING.

(Continued on next page)
**WNBF-FM TESTS**

ONE OF FM’s pioneers, WNBF-FM to join WTMJ-FM Milwaukee and abandoning this form of broadcasting, according to Cecil D. Mastin, general manager of WNBF-AM-FM-TV.

Instead, Mr. Mastin has decided to keep WNBF-FM in operation for the result of a test survey just completed.

Early in April WNBF announced it would ask FM listeners for their opinions. WNBF-FM carried its first announcement April 9-27: “WNBF will decide next week whether or not to continue with its FM system. Write WBNF-FM c/o Box 48, Binghamton, telling us of your use or dependence upon our FM system.

The station received 637 replies, 482 coming from New York State, 155 from Pennsylvania. Of these 431 said they used FM exclusively, day and night; 65 said they used FM at night; 170 complained of “hash” on the AM band; 83 said they wanted CBS service; 43 indicated recent purchase of FM sets; 9 spoke of shopping in Binghamton; 9 advised the station to discontinue its older AM service.

Report on AM Service

Majority of responses was in an area 25 to 50 miles from Binghamton, complaining they could get “no satisfactory AM service by any AM station in any area,” or “not at all,” to Mr. Mastin. “Frankly, I do not know what this survey represents viewing it as a sample of probable listeners. Sure it isn’t 100%; most likely not 50%; and I presume substantially 20%. It does indicate to us a bonus to our AM coverage of up to 12,000 listeners. If not that, a substantial amount in any event. “So, perhaps the FM Nag is getting out of the starting gate. Will she overcome her handicaps? Who knows! Anyway, we will continue to ride not one, not two, but all three—AM, FM, TV.”

Mr. Mastin, a former chairman of the NAB FM Committee, recalled that WNBF applied for experimental FM license in 1938, getting on the air in 1942 on the old band. “A Jansky & Bailey measurement indicated possibility of an 80 to 100-mile coverage for FM, day and night, exposing us to a potential audience of over a million people,” Mr. Mastin said. “We invested thousands of dollars in equipment and

**Truman’s WGIL Speech**

FULL ACCOUNT of President Truman’s first stop on his current cross-country speaking tour was aired over WGIL Galesburg, Ill., on May 8. The President spoke to a gathering of 7,000, and into the WGIL microphone, reported General Manager Robert W. Frudeger, who also lined up state dignitaries from Springfield, Ill., for a warm-up show. George Thoma, station’s news director, met the Presidential train in Chicago and rode with the party to Galesburg where Mr. Truman made his speech.

**FOR SALE—**5/10 kw composite transmitter. High level, modulated air cooled used less than 500 hours as auxiliary transmitter. Excellent frequency and distortion characteristics, first class mechanical and electrical workmanship. Will make excellent main transmitter for new 5 or 10 kw station or as auxiliary for 5, 10 or 50 kw. Price FOB Cincinnati uncrated with one complete set tubes, misc. spare tubes and spare parts $4500 cash. C. H. Topmiller, WCKY, Cincinnati.

**Listeners Favor Continuance**

Mr. Mastin carried a separate program service during the war years, expecting to realize financial returns after the war.

“Boom, the low band went. Our FM marbles were swept away so we got more marbles, a 10 kw transmitter, new antenna, and broadcast on both bands. Soon we would arrive in FM elysian fields. Two years ago we dropped our low band and duplicated on FM all WNBF programs from 6 am to 1:06 am.

Climax to Complications

“The one hand the engineering standards of AM were being diluted; on the other the FCC was granting broadcasters to get into FM or be left at the post. Then along came the glamour girl, television. We took the leap and started our feverish TV building, and boom the free-for-all.

“So we decided this spring to re-examine FM and see if we could save a little money. The response to the survey shows we that we can not operate on barren ground but that FM is a young sapling worth cultivating. Neither the number of sets nor the number of treasurers is economically sufficient, but they are nevertheless substantial. And of course we realize that as more and better FM sets are made, our service is increased.”

**Money-Making Stations**

East

Top network facility long the number one station in one of the most desirable medium sized markets in the east. Has lead in record of the call gram indices. Price $150,000.00. Good financing arranged.

Midwest

One of the best exclusive market properties available. This attractive Wisconsin station has always made money and increased revenue more than 25% on the sales price of $90,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKHURST-MACDONALD, INC.

RADIO STATION AND NEWSPAPER BROKER

WASHINGTON, D.C.

James W. Blackburn

Ray V. Hamilton

Washington Bldg. 332 14th Ave. 235 Montgomery St.

Sterling 4341-2

Randolph 6-4550

Exbrook 2-5672

**Help Wanted**

Salesman

OPPORTUNITY CALLS SOUTHWEST REGION KILOWATT has opening for time salesman. Dale Director’s position will soon be open. Excellent Canary and HMB show we dominate this progressive thirty county area with retail sales per family exceeding $4000, highest in state. Cinn. progressive, community that is growing rapidly. Beautiful modern studios with forest equipment and best of facilities, including Hammond organ. Top quality announcers. Everything to make the sale job easy. Here is your chance to become part of a progressive, progressive station in a modern, fast growing community, noted for its wealth. We are looking for an experienced news announcer who wants to settle down and become an institution in the community. The man we want has a low authoritative voice, lots of ambition and the ability to keep his feet on the ground. Some new, editorial assignments required. Primary emphasis will be placed on ability to deliver on the air. $80.00 a week to start. Send all information and applications in the first letter and be prepared to supply a transcription on request. Apply to Box 25F, BROADCASTING.

Announcers

NEWS ANNOUNCER: Here’s a real opportunity for the right man to join a big California station. We are looking for an experienced news announcer who wants to settle down and become an institution in the community. The man we want has a low authoritative voice, lots of ambition and the ability to keep his feet on the ground. Some new, editorial assignments required. Primary emphasis will be placed on ability to deliver on the air. $80.00 a week to start. Send all information and applications in the first letter and be prepared to supply a transcription on request. Apply to Box 25F, BROADCASTING.

**Situations Wanted**

**Production-Programming**

Are you interested in a

**PLAY?**

★ RADIO: Network, Metropolitan

★ AGENCY: $10 Million Billings

★ NEWSPAPER: Local & Chain

★ SELLING: Printing, Enlarging

Interested in this man?

BOX 12BF, BROADCASTING

Harbach Heads ASCAP

OTTO A. HARBAECH, playwright, author, and songwriter, was elected president of the American Society of Composers, Authors & Publishers, by the ASCAP board at a May 3 meeting. Other new ASCAP officers are: Vice president, Oscar Hammerstein II; vice president, Saul H. Bourne; secretary, George W. Converse; treasurer, Leon Bern- stein; assistant secretary, Walter A. Kramer; assistant treasurer, Frank H. Connor.

Okey Funds

NEW OUTLAY of $10,000 to cover expenditures has been accorded the Interstate and Foreign Commerce Committee in a routine resolution (S Res 287) approved by the Senate May 1, Sen. Edwin C. Johnson (D-Col) chairman of the powerful communications committee, had asked the Senate for the additional sum to replenish the group’s depleted fund. The request was granted without objection.
FCC Actions
(Continued from page 8)
License Renewal... WAER Syracuse, N. Y.—Request for license renewal noncommercial FM station.

Modification of CP... WLWC (TV) Columbus, Ohio—Moder. CAE new commercial, Madison, license authorize extension of date to 12-18-50.

TENDERED FOR FILING... AM—1400 kc... KNAL Visalia, Calif.—CP AM station to change hours of operation from D to unti.

May 11-Decisions... BY COMMISSION EN BANC Request Denied... Commission denied transfer to Columbus, Ohio. See 17 FCCB 1022. Request that the Commission charge for use of "intercity" video circuit in cause for 10-color test. Commission stated that it is without authority to grant charge.

Order... By order Commission withdrew Nov. 10, 1949, protracted decision in Class B FM frequencies for Gaden, Al., to New Orleans, La., to Philadelphia, Pa., and Baltimore, Md., and terminated proceedings in Docket 7802.

STA Granted... KGGF Coffeyville, Kan.—Grantd 250 kc for 12 months effective Nov. 10 to operate for STL purpose of providing program circuit from studio to new transmitters site of KGGF.

May 11 Applications... ACCEPTED FOR FILING... Flagstaff Best Co., Flagstaff, Ariz.—CP new AM station 1400 kc 250 w unlimited. Kettle Moraine Best Co., Hartford, Wis.—CP new FM station 1230 kc 500 w unlimited. KGAF-AM and KGAF-FM to change hours of operation from D to unti.

License for CP... WWNR Evanston, Ill.—License for CP new noncommercial educational FM station.

TENDERED FOR FILING... AM—1320 kc... KNCM Montgomery, Tex.—CP AM station to change from 1220 kc 250 w to 1230 kc 250 w.

APPLICATION RETURNED... WPVS-TV New Orleans.—Times Picayune Pub. Co., LLC—Application for return of license on CP on Ch. 10 in Heu of Ch. T. Not in order.

FCC ROUNDUP... New Grants, Transfers, Changes, Applications

Box Score... SUMMARY TO MAY 11

Class
AM Stations... 2,128 2,102 179 311 267

Condl Licenses Pending Hearing... 23 26 19 2 70

In TV Stations... 104 39 70 350 182

Two on the air.

CALL ACTIONS... KBOK Waterloo, la., changed from KAYVX (Waterloo Best Co., Ch. 12) to KCHN Channele, Kan. (Channele Best Co., 1400 kc, 1 kw day; 5 kw peak). KCHN was re-located 300 ft., 1958 w unlimited.

KXDD Minneapolis, MN (Florida Technics, Inc., Ch. 12; TWIN-AM-5, Inc.) to改成 KHOW-FM. KHOW-FM a commercial station on 1490 kc, 5 kw w unlimited.

KOWL-FM Santa Monica, Calif. (KOWL Inc., Ch. 22)—KRIL Menlo, Ark.; (R. D. Bell, 1450 kc, 250 w unlimited); KRZK San Francisco (Grant R. Willard, 1450 kc, 250 w unlimited).

KANG Best Co., Ch. 280)—KBEY Beverly Hills, Calif. (School of Radio Arts, 1450 kc, 250 w unlimited). KOBW-FM Baltimore, Md. (Hearst Radio Inc., Ch. 23A); WIBRO Brooklyn, N. Y. (Instructor in Radio, campus Comm., Ch. 284).

Acceptance of Applications... AMEND to -CP... STA... KNCM—950 kc, 250 w unlimited. New FM station 1230 kc 500 w unlimited. KGAF-AM and KGAF-FM to change hours of operation from D to unti.

Acceptance of Tenders... RETURNED kc... OFFICE CP... Docket 7802—Nov. 28) FM to w.

APPLICATIONS... TENDERED FOR... ACCEPTED FOR... KFOX-FM Bcstg. Co., (Grant Wrathall, 1450 kc, 1 kw day). WJLC-AM-SF, San Francisco (T. N. Merchant, 1450 kc, 250 w unlimited).

Docket Applications... AMEND to -CP... STA... KANG Best Co., Ch. 280) WJLC-AM-SF, San Francisco (T. N. Merchant, 1450 kc, 250 w unlimited. KGAF-AM and KGAF-FM to change hours of operation from D to unti.

Docket Applications... AMEND to -CP... STA... KANG Best Co., Ch. 280) RETURNED kc... OFFICE CP... Docket 7802—Nov. 28) FM to w.

TRANSACTION REQUESTS... WMMP Peoria, Ill.—Assignment of licenses from Robert H. Krone, 70% owner in CBA, to Robert W. Dennis, 30% owner.

Transfer of William F. Huffman and William F. Huffman in CBA, to (deceased) to Wisconsin Rapids Tri- Star. CBA, for 1490 kc, 250 w unlimited. license for 1490 kc, 250 w unlimited. license for 1490 kc, 250 w unlimited.

Change and new FM station 1520 kc 500 w unlimited. license for 1490 kc, 250 w unlimited. license for 1490 kc, 250 w unlimited.

New Applications... AM APPLICATIONS... Memphis, Tenn....Browns Best Co., Ch. 397 kc 250 w unlimited. New FM station 1520 kc 500 w unlimited. license for 1490 kc, 250 w unlimited. license for 1490 kc, 250 w unlimited.

Catholic Meet... ANNUAL convention of the Catholic Broadcasters Assn. will be held June 30, July 1-2 in St. Louis, according to Rev. Patrick J. Peyton, C. S. C., president of CBA. Sessions will be held at St. Louis, University of Missouri, utilizing facilities of the Institute of Speech and Communications Arts and WEW, school's outlet. Reservations for the convention will be accepted through the office of the coordinator of CBA, 216 W. Ninth St., Wilmington 99, Del., it was announced.

BROADCASTING... Telecasting... May 15, 1950... Page 83

EDWARD PETRY
Instructor at New York Technical Institute, Baltimore (radio school).

TRANSFER REQUESTS... WMMP Peoria, Ill.—Assignment of licenses from Robert H. Krone, 70% owner in CBA, to Robert W. Dennis, 30% owner.

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Change and new FM station 1520 kc 500 w unlimited. license for 1490 kc, 250 w unlimited. license for 1490 kc, 250 w unlimited.

New Applications... AM APPLICATIONS... Memphis, Tenn....Browns Best Co., Ch. 397 kc 250 w unlimited. New FM station 1520 kc 500 w unlimited. license for 1490 kc, 250 w unlimited. license for 1490 kc, 250 w unlimited.
CRIME PROBE

Communications on Agenda

Editorizing
(Continued from page 28)

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"Hopeful Stage"
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By that time, the negotiations were in a highly hopeful stage . . . and my guess is that UAW-CIO did not want any such settlement by public airing of the issues.

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The situation is delicate and critical, but if the UAW-CIO requests time, it becomes necessary for us to consider whether our facilities regardless of whether or not Chrysler also requests or accepts.

We will take this action in deference to the Commissioner's wishes, because it is obvious that you want us to do this . . .

Frankly, I think the best way to handle this matter, and any subsequent matters of the same nature which may arise, is to follow the language of Paragraph 10 which recognizes that each case is different.

To attempt a lateral imposition of Paragraph 8 (the section cited by FCC as denying or side the power to "veto" an entire presentation by refusing to participate) is a blanket rule, in effect, a nullification of Paragraph 10 . . .

Furthermore, it seems to me that the use of such a practice would be highly dangerous on moral or ethical grounds, or by an obvious display of bias or incompetence, you really have no course other than to permit the license to use the fullest latitude in making the said special decision.

If he does disqualify himself on any of the aforementioned grounds, then he should so hold his own license. But I don't see how you can grant him a license and then attempt to mastermind him by remote control in matters of this sort.

KDEA Pittsburgh Agricultural Scholarship awards given Carroll L. Howes, of Penn, State College, Dale W. Zinn of West V, U, and Donna D. Patterson, Ohio State U.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Beechwodd

LET'S GO TO CHURCH (NEXT SUNDAY MORNING)

On Records: Margaret Whiting-Jimmy Wakely-Cap. 960; Perry Como—Vic. 20-3763; Jerry Wayne—Col. 38787; Slim Whitman—Vic. 21-0313; Owen Bradley—Coral 60208; Red Foley—Dec. 46235; Phil Reed—Dance-Tone 496.

ALL-CANADA

Industry Leaders Speak At Toronto Meet

LATEST developments in programming and advertising were studied by some 44 commercial and program managers of stations represented by All-Canada Facilities at a Toronto meeting held May 8-11. Speakers, discussing a wide range of topics from TV to tape recordings, included industry leaders from the U. S. and Canada. Guy F. Herbert, general manager of ACF, was chairman.

First day's sessions included talks by George Bertram, advertising manager of Swift Canadian; T. L. Anderson, general manager of Canadian Brown & Co.; R. B. Wakeley, media manager of H. E. stations to air horse races within that prohibition.

While the Senate subcommittee had indicated a compromise on new Justice Dept. bill and the FCC plan, which many observers feel the "lesser of two evils."

Tobey Statement
Hope that the McFarland group will evolve a bill to strike at the evil of illegal bookmaking and at the same time not do violence to our basic constitutional precepts of a free speech and radio," was voiced last week by Sen. Tobey in a statement accepting an appointment to the special five-man Kefauver unit.

Senator Tobey, ranking representative of the Senate Interstate Commerce Committee, felt that hearings held by the McFarland group would pave the way for the broader forthcoming investigation and said evidence already obtained would prove "invaluable" to the special Judiciary-Commerce committee.

The group also authorized a sum of $150,000 for the probe, also approved a resolution calling for employment of a chief counsel at $17,500 and assistant counsel at $12,500. A lawyer of national reputation will be selected. The committee must file its report to the Senate by Feb. 28, 1961.

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WOMEN'S TOUCH
Theme of AWB Meet June 1-4

THEME centering on "Radio's Feminine Touch" will mark the seventh annual convention of the NAB's Assn. of Women Broadcasters, to be held June 1-4 at Cleveland Hotel in Cleveland, according to Eleanor Hanson, WHK Cleveland, chairman of the AWB Convention Committee, and Bette Doollittle, AWB acting executive secretary.

Opening day will include morning registration for women broadcasters from NAB member stations, with luncheon to be held at noon. Delegates will see lighting demonstrations in the afternoon at the General Electric Co. plant, at Nela Park.

Other highlights on the agenda:

Trip to the Northern Ohio Feed Terminal will be taken the morning of June 2 at 9:30. Business meetings will start at 10 a.m., to be followed by a TV show, Through the Kitchen Window, directed by Louise Winslow, WNKB (TV) Cleveland.

Afternoon agenda includes a food from concept to bowl by June 1-4 as the America. Taking part will be W. Howard Chase, General Foods; Milton Miller, Cleveland; Steve Nisbet, Gerber Products Co.; Esther Latuke, Armour's; Paul S. Willis, Grocery Mfa. of America.

Third day will open with a panel of programs for children, led by Esther Mullin, WGAR Cleveland. Robert K. Richards, NAB public affairs director, will conduct a public relations panel.

Miller to Speak

NAB President Justin Miller will address the June 8 luncheon. A fashion show will follow, staged by Mary Kelley of the New York Millinery Federation. Monday morning sessions will be held in the afternoon with the latter to be led by Kathi Norris, WNBMT (TV) New York.

Broadcasting Advertising Bureau will hold a panel on its new sales manual titled "Radio's Feminine Touch," with Meg Zahr, BAB assistant director, in charge.

National Assn. of Greeting Card Publishers will be host at a cocktail party following the afternoon meeting. Annual business brunch will be held June 4, with AWB board members, officers and district chairmen discussing association business.

Members of the convention committee, besides Mrs. Hanson and Doollittle, are Mildred Finnell and Gloria Brown, WTAM Cleveland; Esther Mullin, WGAR Cleveland; Jane Stevens, WJW Cleveland.

KGLN OPENING

MBS Outlet Now on Air

KGLN Glenwood Springs, Col., owned by the Western Slope Broadcasting Co., was scheduled to open yesterday (May 14).

Broadcasting 18 hours daily with 250 w on 1340 kc, KGLN is a Mutual affiliate. Its local programming includes news, women programs, weather reports, local sports and civic programs, officials said. Glenwood Springs, Rifle, Aspen, Eagle and interviewing communities, is within the KGLN primary coverage area, it was reported.

KGLN will be under the personal supervision of Rex Howell pending the appointment of a permanent resident manager. Carl Anderson is chief engineer. Owners are Rex and Charles Howell, president and secretary-treasurer respectively of Western Slope Broadcasting Co., which also owns KFXJ Grand Junction.

STROTZ ELECTED

Heads L. A. Charities Group

SINDY N. STROTZ, administrative vice president in charge of NBC Western Division, was elected president of Radio Television Recording Charities Inc., Los Angeles, at a meeting of incorporators and directors May 9. The group was formed recently to organize the many isolated charity drives held throughout this year in Los Angeles into one major combined drive in the fall, RTFRC reported.

Other officers elected to the group were:

Larry Shea, head of Artists & Producers Inc., vice president; Donn Lee, executive vice president and counsel for Donn Lee Network, secretary-treasurer. Executive committee includes Robert Reynolds, general manager; NBC Broadcasting Co. president; Hallie Netz, president; Capitol Records; George M. Bailer, radio writer; John Brown, Hearst; Bob Shoemaker, president; Netley Strong, president; RKO; Crosby Enterprises; Phil Kitter, radio representatives; Mary Lou Manning, commentator; Carl Seaman, comptroller and campaign director for charities group.

POLITICAL CLINIC

SCLA Gives Election Advice

ANTICIPATING California's June election, the Southern California Broadcasters Assn. held its first all day political broadcast clinic at NBC studios last Friday.

State-wide candidates and their staffs, as well as advertising agencies handling political campaigns, were on hand to glean information on how to intelligently utilize radio and TV to best advantage in the election, SCLA reported. The clinic included seven lectures with panel discussions and questions from the floor, and was under the direction of Jennings Fierce, chairman of SCLA's educational committee and NBC Western Division manager of public affairs and education.
PROMPT COLOR DECISION URGED BY JOHNSON

ANY DECISION on TV allocations "now" would involve four to six weeks of hearings without consideration of color and would "set back" advent of commercial color TV by a "generation," Sen. Edwin C. Johnson (D-Cal.), chairman of Senate Interstate & Foreign Commerce Committee, declared Friday, quoting FCC Chairman Wayne Coy as authority.

"The odds are . . . that it could well take 60 days from June 28 for a final decision in the color question," he said. ". . . Under all circumstances, it would appear unlikely that the final allocation decision can be made before late November or early December." He asserted FCC "feels absolutely" it cannot take up allocations before giving color decision. He emphasized, however, that FCC "has no schedule fixed or announced for target dates on completion of the present schedule of hearings."

He said committee expects to receive Condon Committee's special color TV report "early next month," adding that this "may . . . aid the Commission in expediting its own decision" on color. Report to be made public.

Sen. Johnson's statement issued Friday following conference with officials of National Society of Television Producers on problem of lifting of TV freeze. James Lawrence, ex-FCC Chairman and now general counsel to NSTP, said society is "satisfied that the Commission is doing everything it can" and that freeze cannot be lifted before year's end. He said NSTP officials had conferred with two FCC members on Commission TV timetable. Efforts to meet with others Friday afternoon were unsuccessful since Commission was in session for executive session.

NSTP members attending, in addition to Mr. Fly, were: Irvin Paul Sultis, NSTP president and head of Sultz Productions; Mal Boyd, president, West Coast branch, Hollywood; Mike Jablons, vice president NSTP; Fred H. Nelson, vice president, TV Video Events Inc., N. Y.; Oliver W. Nicoli, Radio Features of America Inc., N. Y.; Walter Armright, Cavaldish Productions Inc., N. Y.

ABC NET INCOME HIGHER

ABC announced last week its net income for first quarter of 1960 after taxes was $39,000 or 5 cents a share on common stock. Figure for similar period last year was $64,000.

NEW LAGRANGE, ILL., OUTLET

NEW AM outlet on 1300 kc with 500 w day-time granted LaGrange Broadcasting Co., LaGrange, Illinois, June 1 decision issued by FCC. Friday. Initial ruling also reported to grant new station on 1490 kc with 250 w full-time at Greenville, S. C., to Piedmont Broadcasting Co. and to deny competitive bid of William M. Brace for same facilities at Greer, S. C.

WKZO-TV RELAY GRANT

PRIVATE, inter-city TV relay facilities granted by FCC Sunday, with WKZO-TV Kalamazoo, Mich., to permit it to receive TV net work programs.

SCHLOEDER JOINS R&R

STAN SCHLOEDER, formerly with Benton & Bowles, New York, as timebuyer, joins Ruthrauff & Ryan, same city in same capacity.

DON LEE RENEWAL ORDER IS MADE FINAL BY FCC

LONG-PENDING Don Lee network case set- tled by FCC Friday in adopting as its final decision earlier proposed ruling to grant re- newals to Don Lee's RGB San Diego, KDB Los Angeles, KFRC San Francisco and KJU-AM-FM Los Angeles [Broadcasting, Jan. 2]. Commission majority ruled Don Lee had violated network regulations but since only principle party, Rainbow, majority was inclined to afford special consideration. Chairman Wayne Coy and Comr. Frieda Henwood dissented, voting for denial.

Final decision severed Don Lee's TV application at San Francisco from network case and placed it in proper context. TV freeze is in effect and does now become part of San Francisco comparative TV hear- ing in which four applicants seek two facilities and tentative reservation of Channel 2 (54-66 mhz) there continues, FCC said. Final ruling further severed Don Lee's RCC San Fran- cisco and granted motion to sever RGB application for switch from 1 to 14 on June 19. FCC ordered further hearing on RGB bid on technical issues only. KXRS Book Springs, WYOM. and KMOD Modesto, Calif., were made parties to hearing.

JOSCELYN HEADS SCA

AUSTIN E. JOSCELYN, CBS Hollywood operations director, elected president of Southern California Broadcasters Assn., succeeding William J. Beaton, KWWK Pasadena, who had served three years. Clyde P. Scott, KECAL TV, Los Angeles, elected vice president. Lee's application for more time to frame proposal to succeed incumbent, Ernest L. Spencer, KVOE Santa Ana. Cliff Gill, KPFM (FM) Hollywood, elected secretary-treasurer. Re-elected to board were Robert O. Reynolds, KMPF Hollywood; Jennings Pierce, NBC; Calvin J. Smith, KFAC Los Angeles, and Mr. Beaton.

HOOPER DEFENDS RATINGS

ACCURACY of Hoover television ratings cited by C. E. Hoover, president of C. E. Hoover Inc., at New York U. advertising convention Thursday as "the most reputable . . . of the critics' complaints. Kendall Foster, TV vice president of William Esty & Co., said TV cost-per-thou- sand is less than newspaper costs. Arthur D. C. Lewis, TV market research director, said TV effect on other media will hit maga- zines hardest. Bruce Robertson, Broadcast- ing, was panel moderator.

WMGM RELEASES EIGHT

EIGHT staff announcers on WMGM New York given four-week notice of release last week. Bert Lebahr, director of WMGM, said action is without regard to personalities and does not represent either a layoff or permanent re- placement. It is announced by WPXW, N. Y., Issues Director, said TV effect on other media will hit maga- zines hardest. Bruce Robertson, Broadcast- ing, was panel moderator.

TUBE PLANT TRANSFERRED

REMINGTON RAND Inc. transferring TV picture division at South Norwalk, Conn., to former WPXW-TV market research director, who is former president of castigated American radio in contrast to British Government monopoly. Author is chair- man of Communications Dept. of New York U.}

CLOSED CIRCUIT (Continued from page 4) it must wait for decision on overall allocations (not expected much before end of year, at earliest).

TOP CANDIDATES for successor to late Judge J. Fred Johnson Jr. as FCC's chief hearing examiner have reportedly been Examiners Fanney N. Litvin, one of FCC's senior attorneys, and James D. Cunningham, who drew assignment to succeed Judge John- son as presiding officer in express G. A. (Dick) Richards news policy case.

FIRESTONE TIRE & RUBBER would star Charlotte MacCullough in sales promotion if money is right. She insists deal must not interfere with other professional assignments.

TWO-MAN NAB team of President Justin Miller and General Manager William B. Ryan will represent NAB in today's New York session with network brass, reversing original plan to take along department heads as re- serves. Associated hopeful networks and owned stations will stay within fold despite apparent lack of enthusiasm by three out of four networks.

ORIGINALLY scheduled as all-day session, proceedings will be confined to luncheon. Net- works are to be represented by these emiss- aries: NBC—announcer Thomas E. Kinnner, ABC president; Joseph H. Ream, CBS executive v-p; Charles R. Denny, NBC executive v-p.

WITH THROWING IN of sponge by his near- est rival, Gordon Persons, former part-owner and manager of WSFA Montgomery, automo- bilyear's Alabama winner, is going to disappear from the landscape next November. Democratic nomination is tantamount to election, but runoff had been indicated. Mr. Persons, who entered politics about ten years ago, selling his interest in Montgomery station which he fashioned, in brother of Maj. Gen. Wilton B. Persons, who handled Congressional liaison for military establishment and now is superintendent of Staunton Military Academy.

NEW BOOK on radio being authored by Charles A. Siepmann, of FCC "Blue Book" fame, has been scheduled to roll off presses in Sep- tember. Book will carry wrapper by Ed Mur- row, CBS news analyst, and reportedly tears into BBC's operation—a departure from Siep- man, a fellow NAB member, who was frank- castigated American radio in contrast to Brit- ish Government monopoly. Author is chair- man of Communications Dept. of New York U.}

PROMINENT SOUTHERN station-owner is under consideration by President Truman for appointment to highly placed economic post in Federal Government, sitting just under Cab- inet.

THERE ARE SIGNS that TV's bite on mo- tion picture attendance has reached peak point where producer marketers are beginning to put it into reverse. In one example, it's reported that Balaban organization in both Detroit and Chicago has offered TV stations in those cities long-term leases at nominal rentals. Theaters, of course, would be used for TV studio production.

NLRB ORDERS ELECTION

SECRET ballots ordered by NLRB to deter- mine if stage electricians, carpenters, and property men at WNBT (TV) and WJZ-TV, both New York stations, are in or against Chicago desire to be represented by NABET or IATSE or neither. Some extras found eligible to vote.

BROADCASTING • Telecasting

Page 86 • May 15, 1950
The smart buy is **BOTH** in WLW-land!

**WHY BOTH?**

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<th>COVERAGE</th>
<th>DOMINANCE</th>
<th>PENETRATION = IMPACT</th>
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<td>Television’s tremendous growth has resulted in a decline in radio listening. But this decline has been OFFSET by an increase in the total number of radio homes.* And when TV enters a radio home, the total viewing-listening activity is more than ever before... thus increasing the advertiser’s opportunity to sell!</td>
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<td>The Nation’s Station delivers 20 million home hours of listening per week in an area comprising 330 counties... 13,494,000 people... nearly 1/10 of the United States. Yes, WLW is still far ahead in... COVERAGEN—In four weeks, WLW reaches 80.7% of all radio homes in WLW-Land—an increase of 25% in coverage since 1946. DOMINANCE—WLW enjoys 16.6% of all radio listening in its Merchandise-Able area... competing with 257 other stations. PENETRATION—The average radio home in WLW-Land listens to WLW 5 hours and 27 minutes per week... more than the four leading competitors combined. And when you put coverage, dominance and penetration together... THAT’S IMPACT! Further, on a cost-per-thousand basis, WLW delivers advertising impressions at lower cost than five combinations of the best local stations in 21 major markets. The savings you realize by using WLW, if invested in WLW-Television, will result in an additional audience and will protect your AM advertising dollars in metropolitan TV areas against the inroads of television.</td>
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<td>The three micro-wave-linked Crosley Stations—WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus—have an average share of Audience of 52.5% from 11 A.M. to 11 P.M. seven days a week. Compare this to an average of 28.5% for the other five TV stations located in these three cities.** And look at the market. It’s the 2ND LARGEST TV MARKET IN THE MIDWEST... 6TH LARGEST TV MARKET IN THE NATION. As for costs, WLW Television has the second lowest cost in the Midwest— as low as 16c per thousand-set owners.</td>
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**SPECIAL SUMMER "BONUS TIME PLAN"**

Special summer discounts are available through September to advertisers on both WLW, The Nation’s Most Merchandise-Able Station, and on WLW-Television, the most dominant television operation in the nation’s 6th largest TV market.

For complete information, contact any of the WLW Sales Offices in New York, Chicago, Hollywood, Cincinnati, Dayton or Columbus.

* All WLW data based on Nielson Radio Index, Feb.-Mar., 1949
** All WLW Television data based on Videodex Reports, April, 1950

Crosley Broadcasting Corporation
New-type glass for RCA television picture tubes filters unwanted light, to give sharper, clearer images.

Wayward light is disciplined—**for better television!**

**Now television pictures gain still greater contrast and definition—through research initiated by scientists at RCA Laboratories.**

Their discovery: That wandering light waves inside a picture tube—and even more important, **inside the glass itself**—may cause halation and blur an image's edges. But, by introducing light-absorbing materials into the glass, the wayward flashes are disciplined, absorbed, so that only the light waves which make pictures can reach your eyes!

Glass companies, following this research, developed a new type of glass for RCA... **Filterglass.** Minute amounts of chemicals give it, when the picture tube is inactive, a neutral gray tone. In action, images are sharper, clearer—with more brilliant contrast between light and dark areas. Reflected room light is also reduced.

**See the latest in radio, television, and electronics at RCA Exhibition Hall, 36 West 49th Street, N.Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, N.Y.**

**Filterglass gives you more brilliant pictures on the screens of today's RCA Victor home television receivers.**

**RADIO CORPORATION of AMERICA**

World Leader in Radio — First in Television