CHURCH BELLS RING... and with equal fervor and loyalty, Midwest families gather at their radios to enjoy "Little Brown Church of the Air" and its radio pastor, WLS' Dr. John W. Holland, for 18 years a regular visitor in most of the 1,840,320 farm and smalltown radio homes within easy listening of our 50,000-watt, clear channel broadcasts. So church bells symbolize the kinship between listener and broadcaster... a kinship we believe to be unique in all radio, both as a channel of service and a means of achieving unusual advertising results.

and the substantial family people of Midwest America are called to Church... for religion is deep-rooted in the small towns and farming communities that dominate the Midwest... and church bells sound the answer to a basic need in all the 217 counties where WLS is counted a helpful friend as well as a radio station...
Behind: An eventful decade...

Ahead: Strength to meet the needs of free people

STANDARD OIL COMPANY (NEW JERSEY) REPORTS FOR 1949...

The 215,000 stockholders of Standard Oil Company (New Jersey) have just been sent the company’s 1949 Annual Report. Some highlights are given here. The report covers the closing year of an eventful decade—a decade of violent action and change... of war, and war’s results, of great shifts in people’s living standards, and in their hopes and aims.

It was a decade which put the strength and adaptability of American business to great new tests. And proved that the American kind of business enterprise gets jobs done.

To the oil business, these last ten years brought demands far beyond any past experience.

Standard Oil Company (New Jersey) carried well its full share of this load. More new supplies of oil were found and developed than ever before. With them came more new processes, more new products, more new jobs and job opportunities. We took in more money, and paid out more—for wages, taxes, dividends, supplies—than in any previous decade in history. And in that ten years almost four times the amount paid in dividends was invested in new facilities—strengthening the business to meet war and post-war needs.

Like all sound American business, Jersey Standard got these results through skill, initiative, teamwork and the productive use of capital. Men who work in the business of their choice—free to think and make decisions—took actions which got results and got them in time.

In reporting for 1949, this Company offers its stockholders not just the report of one business year... With it comes the hopeful assurance of strength and ability to meet the growing oil needs of free people in free lands.

Highlights from the 1949 report:

(For the consolidated companies)

Production—957,000 barrels daily total (11% less than 1948)

Refining—1,287,000 barrels daily total (7% less than 1948)

Sales—1,363,000 barrels daily (slightly less than 1948)

Research—$21,400,000 spent on scientific projects (6% more than in 1948)

Consolidated net earnings—$268,870,000 or $8.91 a share. This compares with $365,605,000 or $12.44 a share in 1948. Total income $2,934,686,000 (12% less than in 1948)

Parent company net earnings—(from which shareholders’ dividends are paid) $171,707,000 or $5.69 a share. This compares with $155,923,000 or $5.31 a share in 1948.

Dividends—$4.00 a share plus one share for each 50 shares held.

Employee relations—Again no work interruption due to labor difficulties.

Copies of the full report will be gladly sent to anyone wishing full details. Write Room 1626, 30 Rockefeller Plaza, New York 20, N. Y.
Closed Circuit

NAB board will get detailed report in June on Washington hotel facilities. Move to shift annual convention to Washington apparently based in part on theory broadcasters could improve relations with legislators and government officials, following newspaper editors strategy. NAB holds option on Stevens Hotel, Chicago, for 1951 meeting but hasn't signed contract.

WCON, Atlanta Constitution ABC outlet on 550 kc, ceases operation May 31 as result of merger of Constitution Publishing Co. with Atlanta Journal (see story page 30). ABC affiliation will switch to WGST, regional outlet owned by Georgia Institute of Technology. It's presumed Mutual affiliation which WGST will relinquish will go to WATL, Woodruff-owned regional.

PRESIDENTIAL picks for proposed $50,000 post at Radio Mfrs. Asn. veering away from military and government toward own industry with name of Ray Coogrove, now honorary president, looming larger. If honorary presidency is continued—and this is entirely possible—name of W. R. G. Baker, of General Electric, among those being considered. Reorganization decision up to RMA membership in Chicago convention next month.

TOM LYNCH, timebuyer for Cunningham & Walsh, New York, slated to join Ruthrauff & Ryan in similar capacity on June 1. C & W looking for replacement.

IT LOOKS like early June before bids for Thomas S. Lee Enterprises Inc. (Don Lee Network and associated radio and automotive properties) will be opened by Public Administrator Ben Brown of Los Angeles [BROADCASTING, May 15]. Among active bidders are CBS, Music Corp. of America, Col. A. L. lintner, Alaska capitalist and businessman, and several brokerage houses. CBS, primarily interested in KTSL (TV) Hollywood and Don Lee's new headquarters as well as San Francisco properties, is represented in persons of William S. Foley, chairman and principal owner, and Howard Meighan, vice president and general executive now running West Coast headquarters.

FIREWORKS loom when FCC goes before Senate appropriations subcommittee in next fortnight or so for hearings on 1951 budget. Among subcommittee men is Sen. Homer Ferguson (R-Mich.), plain-spoken FCC critic who castigated Commission and called for investigation in fiery speech on Senate floor two weeks ago [BROADCASTING, May 15].

WESTERN UNION can look for claims for rebates as natural follow-up to FCC decision outlawing its $2-per-game special assessment on stations using its baseball reports in networks (story page 28). One of largest, in—

Upcoming

May 22-23: North Carolina Assn. of Broadcasters, Chapel Hill, N. C.
May 31-June 2: Advertising Federation of America Convention, Statler Hotel, Detroit.

(Bulleted text continues on page 30)

Business Briefly

GENERAL MILLS CONTINUES General Mills renew Lone Ranger effective June 2 on 132 ABC stations, three times weekly for 52 weeks. Agency, Dancer-Fitzgerald-Sample, New York.

SCHLITZ PLANS SHOW Television show built around Pulitzer Prize awards being contemplated by Schlitz Brewing Co., Milwaukee, through its agency, Young & Rubicam, Chicago.


WGIL NAMES WLIL Galesburg, Ill., names William G. Rambeau as national representative.

PACKARD RENEWAL Packard Motors Inc. Detroit, has renewed Holiday Hotel on 47 ABC-TV stations, and effective Sept. 14 will change to new time 9-9:30 p.m. Thursday. Agency, Young & Rubicam, New York.

COLATE TESTS Colgate-Palmolive-Peet Co., Jersey City, starts Tello-Test June 5 for 52 weeks. Mon-Fri. (10:15-10:30 a.m. PDT) on 35 Don Lee stations. Agency, Sherman & Marquette, New York.

LOOKING FOR SHOW Celanese Corp., through its agency, Ellington & Co., New York, understood to be in market for prestige television show.

CHRYSLER WANTS TIME Chrysler Corp., through McCann-Erickson, New York, dickering with NBC-TV for specific time to sponsor T-Men.

NEW CAPITAL SERVICE New business music service, Tempo Inc., started in Washington last week by group of businessmen. Service affiliated with Functional Music Inc., Chicago, and competes with Musik. Music of WWDC-FM transit service is utilized, with pulse signals cutting out transit commercials. Pulse system will prevent bootlegging. Music will be sold in time blocks. WWDC may extend separate FM programming additional hours.

LIFSHULTZ NAMED


NAMED VICE PRESIDENT

SYDNEY RUBIN, radio and television director of Frederick-Clinton Co., New York, named vice president.

BROADCASTING • Telecasting
Announcing!

WNOE
NOW NEW ORLEANS
50,000 WATTS

Available Right Now —
SPOTS ON LONG ESTABLISHED LOCAL SHOWS.
PROGRAMS: NEWS... SPORTS... MUTUAL CO-OPS
LIKE KATE SMITH... DIXIELAND JAZZ!

NEW Spot on the Dial 1060 K.C.

NEWEST, Most Modern All RCA Equipment!

Building listener loyalty 25 years!

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

Building More Listeners Now With Our Greatest Promotion In History!

WNOE MUTUAL BROADCASTING SYSTEM

James A. Noe, Owner

Natl. Reps.
RA — TEL
420 Lexington Ave.
New York City

50,000 WATTS DAYTIME — 5,000 WATTS NIGHTTIME

Get in Your Orders Now!
Sales ARE A FAMILY AFFAIR

...and Flint Families want what they hear about on WFDF

- Flint's families, with their high $5,764 average effective buying income, spend their money... and it's natural for them to patronize WFDF advertisers because their products are best known to them!

Morning, noon and night, more Flint families listen to WFDF than to all of the other Flint stations combined. It's hardly surprising that local and national advertisers choose this top advertising medium—to make sure of getting their full share of the $288,000,000 annual retail sales in Flint.

Remember—sales are a family affair... don't just try to get your foot in the door when you can sit right down with Flint's high-income families in their own living rooms. That's the SURE way to make sales!

910 Kilocycles

WFDF FLINT MICH.

AMERICAN BROADCASTING COMPANY

Represented by the Katz Agency

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

Page 6 • May 22, 1950
The prairie wagon which carried goods and settlers to California... the original "Snowshoe Express," 10-foot skis with a single pole... the Hangtown stagecoach which ran the tortuous course from Hangtown (Placerville) to Carson City... an engine reminiscent of those which met at Promontory Point for the Golden Spike ceremony... an early San Francisco cable car...

the old paddle-wheeler on the Sacramento River. These were familiar sights in the early days of northern California. Today 28-year-old KNBC is as familiar to the people of northern California as were the wagons and steamboats of the 1850's. It is northern California's best buy.

Represented by NBC Spot Sales
A statement of our business philosophy on our 17th Anniversary
by John Blair, President—JOHN BLAIR & COMPANY

We’re solving today’s tough problems of radio representation with the proved old principles that brought us success!

What lies ahead for radio and television? This year...next year...and from then on? One thing is sure: The problems are changing. They’re getting tougher...not easier. Solving them will be tougher...not easier. And it’s going to take strong, sound, experienced representation...working closely with stations, advertisers and agencies alike...to maintain the profitable progress of the whole field of broadcasting.

The seriousness of today’s problems, including television, has prompted us to review our whole business philosophy. And, having done so, we proudly repeat the basic pledges we first made in 1933 to the broadcasting and advertising fields we serve. These are the principles by which we have grown through 17 years. They are the principles through which the stations we represent have prospered. We are convinced they are the principles which will continue our growth and the success of our stations in 1950...and from then on!

WHAT is the John Blair & Company philosophy?
When John Blair & Company was new we published a simple statement of policy which included these four essential points:

1. To maintain a staff of professional, seasoned advertising men, with radio experience so far as possible.

2. To create and adopt new and better methods of service to advertising agencies and to simplify their time-buying job.

3. To foster such an intimate relationship with the stations represented—to know them so well—that we are able to act as the station itself at the point of sale.

4. To keep faith with our customers by making only recommendations which are conscientious and sincere.

This is still our philosophy of operation. That it has been a sound one has been attested, I believe, by the success we and our stations have known throughout the years.

WHO is John Blair & Company?
The strength of a firm of representatives rests on the people in it. We at John Blair & Company have consistently sought the most experienced, best qualified men available. Consequently we now have an organization that is outstanding in the field of radio representation.

60% of our men have radio station backgrounds. Another 10% have network experience. All others have had broad advertising experience—with agencies, other media or other representative firms.

These men are John Blair & Company. The extreme care with which they have been chosen has resulted in a closely knit, well-integrated staff. Internally, that has meant a congenial, cooperative, efficient relationship. Externally, it has assured the same kind of relationship between us, our clients and our customers and has helped build not only our business but theirs.

WHO owns John Blair & Company?
Under a profit-sharing, stock distribution system—unique in the industry—only men who are currently active in this business own John Blair & Company. A generous Employees' Retirement Trust and a liberal Employees' Pension Plan (established more than 10 years ago) further cement the bond between the company and the individuals in it. Blair salesmen have a vital personal interest in doing more than an adequate job because they are paid on a salary and commission basis. They are rewarded promptly and substantially for what they produce.

Our men look upon their positions as permanent careers. Personnel turnover is virtually nonexistent, nearly half our staff having been with us 10 years or more. We have no need for constantly educating and training new people. John Blair men know their business; they own their business; and they work constantly to develop better ways to better their business. The benefits to advertisers, agencies and John Blair stations are obvious and virtually automatic.

WHAT has John Blair & Company contributed to Radio
We have always felt that whatever
benefited the radio industry by us. In our own consistent advertising, in Fortune magazine and numerous trade papers, we have concentrated on developing the use of Spot Radio. Through the years the effect of these campaigns has been felt by us, of course, and by the entire radio industry as well.

Timebuying in the early days was pure guesswork. Stations were remote and buyers unfamiliar with radio practice and potential. In 1933, in an effort to overcome pig-in-a-poke buying, we pioneered the new common practice of auditioning local station productions on our own portable equipment. We followed up with standardized presentations which included case histories, result stories, talent information and other factual data.

We have always worked vigorously to simplify the buying of Spot Radio. We were the first to develop a standard program-schedule form which we made available to our stations at no cost. This form was later adopted by the NAB and distributed widely throughout the industry.

After the 1946 BMB study was released, we originated and distributed standardized coverage maps and presentations for our stations. These four-page folders included availability sheets, BMB maps and complete BMB breakdowns and marketing information. These forms were adapted by BMB, itself, for distribution in its 1949 study.

We were the first to develop a standard method and form for the presentation of availabilities. We also designed and used standard forms for the presentation of programs and other information on our stations.

Knowing that it takes more than a rate card, a coverage map and an affable personality for a salesman to make an intelligent solicitation, we created a Sales Development Department which keeps our salesmen supplied with effective sales materials of all kinds. All of these things are necessary for successful representation. We pioneered with them and we plan to continue them because they have paid off well—for us and for the entire industry.

WHAT does "represented by John Blair & Company" actually represent?
We are proud of the relationships we enjoy with our stations—many of which go back to the founding of the company. These relationships have been so intimate that we can indeed act as the agents when doing business with buyers of radio time.

We are proud, too, of the confidence placed in our men by the buyers of radio time. It is an absolute essential to success in this field and one which results only from years of genuine and conscientious service.

These two assets, made more valuable by their rarity, make up the worth of Blair representation. They explain, perhaps more than anything else, the success we and our stations have earned, and the enviable position we hold in the field of radio representation.

WHAT about Television?
The problem of television representation faced us immediately after the war. We recognized that AM broadcasting stations are basically a competitive media. We recognized our primary obligation to the AM stations we represent. At the same time, we felt a responsibility to the TV stations which were already seeking our services.

Blair-TV, Inc. was the logical outgrowth of these considerations. Established in 1948, it was television's first exclusive national representative. Blair-TV, Inc. recognized and met television's real need for exclusive, hard-hitting, single-minded representation.

That our approach to this problem has been sound is demonstrated in part by the way other organizations have followed our lead. Even more important evidence is the fact that Blair-TV, Inc., in its most competitive television market, has outstripped all competition!

While Blair-TV, Inc. has been expanding to meet the increased needs of television, the sales force of John Blair & Company has also grown substantially. Thus, both organizations are equipped to meet the severe competition which is inevitable.

Each can give the stations on its list aggressive representation. Each has its own specialized and fully qualified personnel and its own single goal. Each offers the sure promise of success.

WHERE do we go from here?
The original statement of principle we published many years ago still stands. We feel that by following those principles for the past 17 years, we have kept faith with the industry, our stations and ourselves. We have maintained a staff of seasoned, experienced, successful men. We have made them more effective by giving them an ownership stake in the business and its profits. We have made every effort to improve our service to agencies, clients and stations alike. We have cemented even more firmly our relationships with our stations. And we have preserved the high confidence and trust of those who buy through us.

We have done all these things for one simple reason: to increase the national Spot Radio business done by each of the stations on our list. The measure of our success in doing so lies in the constantly increased billings placed with our stations. We stand on that record... proudly!

John Blair & Company is pledged to a continuation of our original principles and to the principle of complete separation of sales and service. We are convinced that there is no better way to produce increasing profitable business for our stations, to provide the finest service to advertisers and their agencies... and to continue our own uninterrupted success.

John Blair, President

JOHN BLAIR & COMPANY

OFFICES IN CHICAGO - NEW YORK - DETROIT - ST. LOUIS - DALLAS - SAN FRANCISCO - LOS ANGELES

BROADCASTING • Telecasting
ON THE
WASHINGTON SCENE

FOR THE FIRST TIME
IN THE GREAT WASHINGTON MARKET
The Rudy Vallee Show

...a smash hit in New York and other cities... now bringing to thousands of Washington homes that refreshing Vallee repertoire of stories, anecdotes, tidbits, music... plus the sales message of the advertisers who have already boarded this great selling bandwagon.

CALL ABC SPOT SALES

Monday thru Friday
1:15 to 1:45 pm

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

WMAL-FM

Agencies

JOHN L. MCQUIBB, vice president, partner and manager of Detroit office of Geyer, Newell & Ganger, New York, elected to agency's board of directors. He also is group director on Nash and Kelvinator accounts in Detroit.

FRANKLYN W. DAWSON, vice president in charge of radio and television, appointed partner and member of board of Turner, Leach & Co., New York. He currently directs KMAO television show on CBS-TV.

FRANK W. CHAFFEE joins LeValley Agency, Chicago, as vice president in charge of merchandising, June 15. Mr. Chaffee, who works for American Home magazine, is former Western advertising manager of Look magazine and has been associated also with Curtin Publishing Co., Good Housekeeping and the Chicago Herald-American.

R. IAN LAIDLAW appointed associate radio director of Russell T. Kelley Ltd., Toronto. He has served with CFRB Toronto, CHSJ and CFBC St. John.

ALGOT SWANSON appointed vice president and account executive of MacKenzie Inc., Minneapolis. He was formerly account executive for BBDO and McCann-Erickson.

JAMES BURTON, former manager of Hutchins Adv., Hollywood, joins firm's New York office as assistant to H. PIERSON MAPES, vice president in charge of radio and television, including Philco TV Playhouses. Mr. Burton also is manager of agency's commercial film production department.


LEONARD CAROLTON, agency producer for the Mark Trail program, sponsored by Kellogg Co., appointed production director of radio department of Kenyon & Eckhardt, New York.


FRANK MCKIBBEN, account executive for Hal Stubbins Inc., Los Angeles, named vice president of agency.

MRS. MARJORIE ALLEN, formerly with Compton Adv. and McCann-Erickson, joins copy department of Kenyon & Eckhardt, New York. ROYALL SMITH, formerly with Benton & Bowles, New York, also joins copy department.

ED SACHS, formerly with Independent Lithograph Co., San Francisco, joins Guild, Bascom & Bonfigli, same city, as production and traffic manager.


CATHERINE BRADY, formerly with General Service Corp., Los Angeles, and one-time executive assistant to Ed Gardner of Duffy's Tavern, joins Western Adv. Inc., Los Angeles, as radio and television timebuyer. She replaces Ruth Johnson, who left to take government position in Japan.

CYRELLA ANDERSON joins Ruse & Urban, Detroit, as timebuyer after working at Wolfe, Jickling & Conkey, same city.

HECTOR FONTAINE appointed chairman of board of Canadian Advertising Agency Ltd., Montreal. L. ERIC SCHOFIELD appointed president and R. M. DARG, vice president.

GORDON C. VANDERWARKER, former media coordinator for Benton & Bowles, New York, joins BBDO, New York, in same capacity.

GEORGE KLOSSMAN, formerly with Leo Burnett Co., Chicago, joins L. C. Cole Co., San Francisco.

JOHN M. MILNE appointed manager of Walsh International Adv. Ltd., Toronto, succeeding ROGER IRWIN, who recently was appointed Ottawa representative of agency.

RUSs Mc CollUM AND JOHN FERSHING join Tullis Co., Hollywood, as account executives. Mr. McCollum formerly was in production and management capacity with KFRC San Francisco, KOMO Seattle and KPOA Honolulu; Mr. Pershing in retail merchandising.
GET OFF THE SPOT!

Be ON the Spot
WHEN it Happens

It is a proven fact that dials stay at the station which broadcasts every important event. Many events are aired minutes after they happen—there is no time to install lines.

Gates offers the RP-10, a compact highly efficient wide response mobile transmitter... complete with antenna and hand microphone, ready to install in your car.

At a very modest price, you can add something new and so dominantly effective that increased business is bound to result. A line on your letterhead will bring the story entitled, "Get Off The Spot—Be On The Spot When It Happens."

The Gates RP-10 delivers 10 watts of solid signal in the 26 Mc. band over a surprisingly wide area. Any good high frequency AM receiver may be used.

After clamping the antenna to the bumper and attaching to the car battery, you are on the air—on the spot where action means listeners and dollars.

GATES RADIO COMPANY
MANUFACTURING ENGINEERS SINCE 1922
QUINCY, ILLINOIS, U.S.A.
**FELS & Co., Philadelphia, for Felsol (detergent), through Elser & Cethran, New York, planning spot radio announcements in selected Eastern and Midwestern cities early in June.**

ROYCE CHEMICAL Corp., New York (Royo household cleaner), names Samuel Croft Co., same city, to handle its radio advertising campaign.

CARLSON & SULLIVAN, Los Angeles (steel tape rules), planning June test TV spot campaign on Midwestern stations. Campaign to start in Kansas City and proceed to Indianapolis, Minneapolis and St. Paul. If successful, it will be extended to other markets. Agency: Stejler-Miller-Lester Inc., Los Angeles.

NEW MINIATURE magazine to be launched in June by Newsweek appoints Lennen & Mitchell, New York. Radio and television spots being considered.

BLUE SUDS MFG. Co., and WESTON BISCUIT Co. appoint Ruse & Urban, Detroit. Test campaigns planned in Michigan with radio and TV contemplated.

JULES MONTENIER Inc., Chicago (Squeese Spray deodorant), planning schedule of one-minute live-action TV spots to be placed in eight markets before mid-June. Agency: Kaufman & Assoc., Chicago.


ZENITH RADIO Corp., Chicago, entering spot TV for first time late in June with series of six one-minute and 30-second commercials for new phonograph combination. Spots expected to be released regionally and to dealers for co-op sponsorship. Plan will be introduced with new model at dealer convention in Chicago next month. Agency: MacFarland-Aveyard, same city.

BANNER SPECIALTY Co., Philadelphia (automatic merchandising machines), appoints Weightman Inc., same city. Television will be used.

JOHN MECK INDUSTRIES, Plymouth, Ind. (TV receivers), names LeVally Agency, Chicago, to handle its national advertising. Rhodes Newbell is account executive. Radio and TV may be used later.

**Network Accounts . . .**

MILES LABS., Elkhart, Ind., moves One Man's Family from Sun., 2:30-3 p.m. (CST) on NBC to slot now occupied by Lucky Strike Light Up Time, five-a-week, 6-6:30 p.m. (CST) starting June 6. In addition, broadcast will be repeated 10-10:15 p.m., both on 149 stations. Agency: Wade Adv., Chicago.

MARS Inc., Chicago (candy), renews Mon.-5:45-6 p.m. segment of Howdy Doody on NBC-TV 13 weeks from June 15, adds Wed. and Fri. segments, 8:30-9:45 p.m., on 27 connected stations (Mon. kinescoped on 14 outlets). Agency: Leo Burnett, Chicago.

FARMERS INSURANCE GROUP, Los Angeles, June 2 starts 52 week sponsorship of Proudly We Hail on full Don Lee Network (45 stations), Friday, 8-8:30 p.m. Agency: Bishop & Assoc., Los Angeles.

TIDEWATER ASSOCIATED OIL Co. buys sponsorship of George Putnam's commentary, Broadway to Hollywood, on DuMont Television Network, Wednesday 10:15 p.m. Lennen & Mitchell, New York, is agency.

GENERAL MILLS Inc., Minneapolis (Kix breakfast cereal), June 5 starts sponsorship of five weekly Frances Smully program Monday through Friday, 3:00-3:05 p.m., PDT, on full ABC Pacific network (38 stations). Contract for 52 weeks. Agency: Tatham-Laird Inc., Chicago.

**Adpeople . . .**

J. E. DREW, associate director of public relations for Lever Bros., named director of public relations, and G. P. GAMBER, associate director of personnel, named director of personnel. Both have been with company for past two years.

CHARLES G. MORTIMER Jr., vice president in charge of marketing for General Foods Corp., elected to board of directors. He has been with General Foods since 1928 and in 1947 was named to his present post.

**Page 12 • May 22, 1950**
Handwriting on the Wall—1950!

To Belshazzar, king of ancient Babylon, the fearful warning on the wall of his banquet hall came too late. That very night he and his kingdom were destroyed.

Here in America there’s handwriting on our own walls today: “EXCESSIVE DEBT LEADS TO DISASTER!”

Our public debt... national, state and local... staggers the imagination. Worse yet, through the so-called policy of “Deficit Spending,” we are plunging deeper and deeper into the red. We’re spending money we don’t have.

These spending policies now endanger the security and prosperity of all American business and industry, both large and small, and of their employees, stockholders and customers. That means, of course, that the security and prosperity of you and you... and everyone else... is at stake, too!

Take a look at the record. During America’s first 152 years (1789 to 1941), the federal government spent a total of 180 billion dollars. Now, in the five years ending June, 1950, it will have spent 217 billion dollars. That is 37 billion dollars more, spent in the last five years alone, than was spent during the first century and a half of our nation’s existence.

Any man can create a false and temporary prosperity for himself by living beyond his income and by borrowing money to make up the difference. Would you handle your own family finances that way? Of course not. Nor would any sensible business man handle his company’s affairs in such a manner. A day of reckoning always comes. Debts must be paid.

The policy of “Deficit Spending” has now increased the federal debt to 256 billion dollars. Your share of this debt burden is $1700. Your wife and each member of your family owes that much, too. So does every person in America. Each of your children must face the future, carrying a $1700 mortgage, as of today. It may be more next year.

There is one answer to this frightening problem... SIMPLE, SENSIBLE, DAY-BY-DAY ECONOMY. Most of us practice that kind of economy in our private lives. Isn’t it time we started to practice that same kind of economy in our national, state and local governments, too?

SEND FOR THESE FREE BOOKLETS TODAY!
Republic has prepared interesting booklets on two of today’s most important economic problems. Booklet titles are “Profits” and “Is Bigness Bad?” Address Republic Steel Corporation, 3100 East 45th St., Cleveland 1, Ohio, and simply ask for “Economic Booklets.”

REPUBLIC STEEL
Republic Building, Cleveland 1, Ohio

A GOOD PLACE TO WORK—A GOOD PLACE TO STAY

BROADCASTING • Telecasting

May 22, 1950 • Page 13
WCS C Charleston, S. C., May 14 observed its 20th anniversary on the air. Slogan for the CBS voice of coastal Carolina is "1290 since 1930." Assigned 500 w when it went on the air in 1930, WCSS now operates with 5 kw. Owned by John M. Rivers since 1944, the station has grown from four full-time people in 1930 to a staff of 28 full-time employees.

Utilization of booth space at the 1950 Builders' Show helped WING Dayton, Ohio, publicize its 25th anniversary last month. Motif for the WING display was furnished by a three-tiered 4½ foot cake, 10 ft. in diameter, done in white and silver and featuring 25 lighted candles. Pictures of WING personalities on blue, white and silver posters flanked the cake on each side.

The "WIS Hired Hands" hillbilly group April 16 celebrated their 14th year of continuous broadcasting in WIS Columbia, S. C. Heard twice weekly, with an early-morning and a noon-time show, members of the group are "Snuffy" Jenkins, Ira Dimmery, Tommy Faile, Marion Pyper and Grady Linder.

NBC's Your Hit Parade observed its 15th anniversary April 22. The show's first stars when it made its debut in 1935 included Lennie Hayton and his orchestra, Gogo De Lys, Johnny Hauser, Charles Carlisle and Kay Thompson. Current singing stars are Jeff Clark and Eileen Wilson with Raymond Scott as conductor.

KDYL-TV Salt Lake City marked its second anniversary April 19 with a special half-hour show. Mayor Earl J. Glade complimented the outlet for its record of performance. In addition, the TV audience was taken on a "behind the scenes" tour of more than 6,000 square feet of floor space in the KDYL-TV Playhouse.

In recognition of his fifth anniversary with KWK St. Louis, Disc Jockey Gil Newsome was feted May 3 in St. Louis by 65 leading personalities in the music and record business worlds. Also joining in the tribute to Mr. Newsome were civic leaders, including Mayor Joseph Darst who presented him with a special citation, and praise from colored and religious leaders recognizing Mr. Newsome's efforts to improve inter-racial relations in St. Louis.

THEY KNEW he was coming, so Mutual officials baked a "cake" for MBS President Frank White (r) to help celebrate his first anniversary at the helm of the network. Attending the presentation of the sketch, which bears signatures of Mutual employees, are (l to r): Theodore C. Streibert, chairman of the board; E. M. Johnson, vice president in charge of engineering and station relations; James E. Wallen, treasurer and comptroller; Robert A. Schmid, vice president in charge of promotion, advertising and research; William Finsterhbert, vice president in charge of programs, and Mr. White.

Luncheon was held May 1 [BROADCASTING, May 1].

The hour-long salute included a special tribute over Mutual during the 15-minute origination from the Chase Hotel.

WATR Waterbury, Conn., last month celebrated the 12th anniversary of its telephone quiz show Phone Your Answer. Claimed by WATR to be the oldest of its kind in New England, the program has been produced and emceed by Sam Elman, station manager, since its inception in the pre-war days.
For the most meritorious public service rendered by a radio station in the United States in promoting greater safety from fire in its community...

The National Board of Fire Underwriters Presents its

1949 Gold medal award to Radio Station KANS and GEORGE GOW KANS News Editor

KANS used the above red check mark as a symbol of fire prevention and distributed these stickers to over 40,000 Kansas school children to place in their homes.

Children such as the group shown here were visited at their respective schools and appealed to personally by KANS representatives. These children agreed to obey instructions including pasting up the red check stickers and at all times to be on the alert for fire hazards around their homes.

George Gow, KANS News Editor, and the dynamic leader in this Fire Prevention Campaign, gave every available minute to talk to the school children, to write and phone personal appeals to the fire officials in neighboring cities. Gow closed each night's broadcast with the admonition: "Be sure to check your house against fire before going to bed!"

Tops in News KANS WICHITA, KANSAS 5000 WTS. DAY 1000 WTS. NITE 1480 K.C.

Affiliated with NBC National Representatives THE TAYLOR CO., INC. NEW YORK • CHICAGO • DALLAS LOS ANGELES • SAN FRANCISCO PORTLAND • ATLANTA • SEATTLE
WJZ-TV uses this RCA De Luxe studio crane to get dramatic viewing angles, smooth panning of big scenes, approaches, retreats.

WJZ-TV's Empire State transmitter room is completely RCA-equipped. It includes a 5-kw transmitter (plus 2.5 kw for FM sound), a 500-watt stand-by transmitter, control console, antenna diplexer, vestigial side-band filter, dummy load.

WJZ-TV's famous ABC Studio One—and its six other TV studios—is RCA-equipped with cameras, dollies, booms, stands, mounts, microphones, and accessories.

WJZ-TV uses two fully-equipped RCA field trucks—including seven field cameras.
Stations Use RCA

...WJZ-TV, for instance

Now on the air from atop the world's tallest television tower...the Empire State building in New York City...WJZ-TV is setting an enviable record for wider coverage, and brighter, clearer pictures over the vast Metropolitan area.

We are proud that the superior service of this important ABC network station is backed by equipment designed and built by RCA. Seven modern studios, complete with RCA's new remote video relay switching system. A modern film-projection and film-recording room—complete with four Kinefotos. A fleet of field trucks—with all necessary gear. A complete transmitter room with all associated equipment.

Good reason why WJZ-TV can count on continued unexcelled performance from its new Empire State location.

Master Control Room. All seven control rooms of WJZ-TV use RCA equipment—video consoles, program console, audio consoles, microphones, turntables.

WJZ-TV uses RCA Studio Cameras
Draws Comments
EDITOR, BROADCASTING:

Just wanted to say thank you for the nice story [Respects, BROADCASTING, April 24] . . . Since the . . . issue came out, I’ve had quite a few complimentary comments about the column . . .

* * *

Cites Cancer Report
EDITOR, BROADCASTING:

Broadcasting’s many informative features and excellent industry news coverage long have been among my most reliable means of keeping abreast of developments in the field.

It was especially gratifying, then, for me to read your “In the Public Interest” column in the May 16 issue. The 11 reports of what radio stations and networks did during the recent Cancer Crusade summarize what we have known the industry has been doing—giving the American Cancer Society vigorous, ingenious and determined assistance in its efforts to bring about the control of cancer.

May I take this means of again thanking radio for its splendid and invaluable support of our work. And may I also congratulate Broadcasting for its good sense and fairness in giving recognition to a phase of radio which is too often sniped at and too seldom applauded.

Walter King
Director, Radio and TV
American Cancer Society Inc.
New York

Not Worried About TV
EDITOR, BROADCASTING:

Is television hurting AM radio? When your magazine becomes an 80-page TELECASTING with a 12-page Broadcasting insert, then I’ll begin worrying about radio’s future.

But not until then.

Art Loevitt
Announcer
KOY Oklahoma City, Okla.

* * *

Evaluating Radio
EDITOR, BROADCASTING:

My congratulations to the man who wrote “John’s Other Bull” [BROADCASTING, May 8]. Some of our learned pedagogues confuse everybody except the man who is spending his money. Apparently it took Shakespeare several hundred years to become the immortal bard and required classroom reading, but when he wrote—he wrote for money. And, he came out of the most commercially productive era in English history.

Back in 1940 I took a young lady from the Australian BBC on a guided tour through Radio City, New York. She was amazed by the stupendous organization and the splendor. She had to admit that things were a bit stuffy on the BBC.

Most of us today are no better at evaluating our culture than most of Will Shakespeare’s contemporaries were in his day. But, radio is on the rack for being a medium of trash and I say that the day the college professors stop picking on us is the day we’d better evaluate ourselves.

Bill Roche
Promotion Director
WFBR Baltimore

Only Lord Haw Haw
EDITOR, BROADCASTING:

I wonder if Dean Kenneth G. Bartlett of Syracuse U., whom you spanked in your editorial “John’s Other Bull” [BROADCASTING, May 8], has ever stopped to realize that while the American broadcasting industry has produced dozens of radio stars and personalities who get small fortunes for personal appearances in Great Britain, the only English radio personality ever to receive much publicity in this country was the late Lord Haw Haw. Even he had to take lessons from Axl Sally who broke him of his dull and boring air habits acquired from too many years listening to the BBC.

Thomas B. Newsom Jr.
Radio Station Sales
Transfer & Investment
Melbourne, Fla.

* * *

Defends Peabody Award
EDITOR, BROADCASTING:

I think that Broadcasting missed the point in its editorial criticism of the Peabody Award to Harold Ross [BROADCASTING, May 8]. Terminal Radio Inc. by direct line rather than a radio transmitter, and thus, in the technical sense, was not “radio.” Nevertheless, the audience, on hearing the transcribed music, commented . . .

(Continued on page 64)
Here's Pinchpenny in Person

It is 1950's great engineering gift to the harassed, cost-conscious AM broadcaster.

A brand new one-kilowatt transmitter that will get by on a leaner operating and maintenance budget than ever before, while delivering a thousand fat watts of power to a transmission line.

This new, ultra-frugal transmitter, the Collins 20V, is the product of new engineering techniques resulting from research conducted during the past five years, and only recently available in terms of tubes and other components. It obsoletes the engineering of pre-war 1940.

The modulator and power amplifier tubes used in the new Collins 20V are high gain tetrodes, of types that have regularly chalked up operating life records of 4,000 to 8,000 hours, even at FM broadcasting frequencies. Their characteristics permit great simplification in associated circuitry, and the use of low-drain receiver type tubes in the driver stages. Only 16 tubes are employed in the entire transmitter. The replacement cost of the complete tube complement is only $217.10.

Whether you are thinking of building a new station or replacing an obsolete thousand-watt transmitter, get all the facts about the Collins 20V. Write, wire or phone your nearest Collins representative.

FOR BROADCAST ECONOMY, IT'S...

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

BROADCASTING • Telecasting
Feature of the Week

RELUCTANCE of a Muskegon, Mich., department store to employ radio in an advertising medium soon evaporated following twin promotions on WKNK Muskegon this spring. Results of the Grossman's department store radio campaign gave rise to this comment from Louia Grossman, vice president of the firm, to Don Mann, WKNK general manager:

"We are convinced that WKNK is a medium to obtain results. Part of our new advertising budget has been allocated for radio on WKNK. We feel confident that our new program with you, Koffee Klatter, will bring immediate results for us and our co-sponsor, General Electric. Enclosed please find the signed contract for the show."

Promotion consisted of a series of daily spot announcements with two live 15-minute interview type programs aired from the fourth floor of the store April 13-22. Grossman's ran several tests on WKNK. One day a setting of silveryware for six with each purchase of a major GE appliance was offered. The unanticipated response made it necessary for the store to withdraw the offer the next day. Three days after the twin promotion programs ended, Mr. Grossman signed a contract.

All promotion, the shows Grossman Days and Grossman's Housewares Pair and spot announcements, was aired only on WKNK. No other medium was used. Koffee Klatter, Mr. Mann explained, follows the format of the last shows—interview type and broadcast direct from the store.

On All Accounts

HUGH S. HOLE, radio and television director for Brooke, Smith, French & Dorrance, Detroit, is a baseball fan, but he's wondering if two opening days in the same season aren't too much.

When Goebel Beer decided to bring Detroit fans the opening day ceremonies from Cleveland on both AM and TV this year, it meant a flying trip home from Colorado for Hugh to make all necessary arrangements in the city across the lake. Then, three days later, back to Detroit for the opener there.

This was the first time an out of town opening game was brought directly to Detroit viewers and listeners, but was in line with a standing Goebel policy to bring direct all important series involving the Tigers. Under BESPAD guidance, the Goebel Network has now grown to 36 stations in Michigan and Ohio. In addition, a selected number of games are telecast by WWJ-TV Detroit.

Slim, quick-grinning Hugh got an earful exposure to radio and radio personalities on a trip to New York to visit his brother, Leonard, who was one of the earliest employees of Benton & Bowles, and active in early radio shows. There Hugh was thrown into the company of such old timers as Tiny Ruffner and the cast of the "Show Boat."

Returning home to Greensboro, N. C., Hugh could think of nothing else but a career in radio. This ambition persisted through four years of prep school and the U. of North Carolina where he was graduated in 1942 with a B.A. in dramatic arts. This drama training has sent him well many times in his rapid advance in radio and TV.

"No training could possibly have helped me as much," he says. "After all, a stage is a stage, and I felt perfectly at home in TV operations."

Hugh's earning power is no secret, either. He readily tells that he started with Benton & Bowles in 1942 as a mail boy, for the "huckster" salary of $19.52. Of his progress since those days, he openly confesses: "I've had a raise."

Like all ambitious men, in 1946 he decided to go into business for himself, and with his brother, Leonard, and several other partners, he formed Television-Radio Enterprises to develop and market (Continued on page 85)

Lloyd Reisner, edging his truck cautiously through the deluge, stares through the windshield. His air-brakes check his momentum as his alert eyes see the wreck. Pulling off the road, Reisner jumps from his cab. Reisner gave first aid; his training and instruction as a truck driver had given him the instinct to do the right thing in a crisis.

In desperation, he commandeered a car—and holding the little girl in his arms, applied pressure to the throat arteries to stop the dreadful hemorrhaging.

Then—with the little girl safely hospitalized and her life saved—he went on about his job.

For this deed and for his many years of competent, safe, accident-free driving for the Hancock Truck Lines Inc., Indianapolis, Ind., Lloyd Reisner was selected from among hundreds of candidates as the trucking industry's 1950 Driver of the Year.

...Last year's winner, Martin Larson of St. Paul, Minnesota, saved a trapped car driver from certain death by freezing.

The year before, it was Verl Langford of Buena Vista, Colorado, who ran 7 miles down a mountainside to bring help to a badly injured group of motorists, saving their lives.

Some of these drivers have over a million miles of accident-free driving. They are safe, courteous and trained in first aid, often by the American Red Cross. Next time you are in trouble on the highway, chances are it is the truck driver who will offer help.

They are Men You Like To Meet.

©1950, American Trucking Associations
"You say radio is the best buy?"

Yes, sir, we do! You can reach more people at lower cost through radio than any other advertising medium.

And in Baltimore, the way to get the absolute maximum from your advertising dollar is to buy W-I-T-H. No other station delivers so many listeners at such low cost.

That means low-cost results. That means that small appropriations on W-I-T-H do big things. Call in your Headley-Reed man for the whole story today.
CBS QUTS NAB

WITHDRAWS ITS 7 OUTLETS; ABC EXPECTED TO FOLLOW

NAB FACED at the weekend the problem of maintaining normal services without benefit of possibly $55,000 in dues as the result of resignation of CBS and its owned and managed outlets. CBS notified NAB Wednesday it was preparing a letter of resignation. ABC appeared on the verge of resigning. NBC and MBS did not withdraw.

The CBS action culminated a year of discontent with NAB functioning, an attitude shared to some degree at least by the three other major networks [CLOSED CIRCUIT, Feb. 20].

All four networks had aired their views last Monday at an NAB-instigated joint luncheon held in New York.

Whether the CBS withdrawal would start a chain reaction affecting NAB's very life could not be foretold, but the network's announcement said it hoped independently owned stations would not follow the example. There were no immediate portents of wholesale resignations.

Structic Economy Started Withdrawal of CBS and indication that ABC would pull out came as the industry's trade association was starting to operate on a policy of strict economy under direction of William B. Ryan, installed just a fortnight ago as general manager.

"We'll live with it," one top NAB official told Broadcasting Thursday, reflecting the general attitude at NAB Washington headquarters. While no effort was made to conceal chagrin at loss of key industry support, it was noted that for many years prior to 1945 the association had only two of the four networks on its rolls.

From 1942 to 1947 networks had been able to cooperate, with MBS having joined in 1945. The bylaws were amended in 1947, at network suggestion, to give them associate rather than active status and removing them from board membership except through representation of an owned station.

In a statement explaining its resignation, CBS cited NAB duplication of functions the network already performs for itself. If there were other factors, such as reported dissatisfaction over executive personnel or the association's legislative record, CBS did not mention them in its official announcement.

NAB declined to comment Thursday on the ground that it had not been officially notified and had no way of knowing what CBS was doing. Unofficial disclosure came with a series of phone calls from reporters anxious to know if the association had any comment.

Acclaim Accorded Just as CBS was giving NAB unofficial notice Wednesday of its withdrawal, the association was being acclaimed for its active opposition to President Truman's FCC reorganization project (Plan 11) which was defeated in the Senate (see story page 26).

The membership defections came as B. Walter Huffington reported to NAB headquarters as field director, with the job of conducting a one-man membership drive in the field. Mr. Huffington formerly was manager of WSAP Portsmouth, Va. [Broadcasting, May 15].

NAB officials insisted that services would be continued on a normal basis, aside from the drive for strict economy in all phases of association operation. Staff fear of immediate personnel cuts was discounted.

The 1950 NAB budget runs about $800,000 a year. Mr. Ryan has been reviewing the budget carefully and conducting a detailed study of departmental functions. He has full administrative charge under President Justin Miller and will submit a detailed budget report to the board when it meets in Washington June 20-22.

In leaving the association, to which it paid $5,000 a year as an associate member, CBS also withdrew its seven owned stations. The network's total dues amounted to an estimated $40,000 a year.

The NAB dues of ABC and its five owned and managed stations are estimated between $55,000 and $50,000 a year. NAB itself refused to divulge the dues on the ground the information was confidential.

Speculation Arises Future attitude of the other two national networks toward NAB membership continued to be the subject of speculation at the weekend.

Suggestion was heard that some stations historically outside NAB's (Continued on page 50)

AUDIENCE DIVISION

INDEPENDENT STATIONS have felt the competition of TV less keenly than have network affiliates in the same cities.

Television to a substantial degree is creating its own audience. These two conclusions arise inevitably from examination of the accompanying tables which compare the average evening ratings of all programs—network radio, non-network radio, TV—and the way the total evening audience is shared among these three for March-April of this year and the same period a year ago, as measured by The Pulse Inc. in five major markets for which data for both years was available.

General Trend Seen Five markets do not make a nation, but when they all show the same general trends and differ only in detail they may be assumed to present a significant picture of audience changes in the past year in cities which have both radio and TV program service.

Table I, showing average sets-in-use from 6 p.m. to midnight, or average ratings, if you prefer, reveals that in all five cities the total broadcast audience has increased from last spring to this. To put it another way, more people were found listening or looking during (Continued on page 51)

INDEPENDENTS PROSPER

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* May be higher than the total of radio plus TV as some homes reported using both.

Source: The Pulse Inc.
Audience Division
(Continued from page 22)

the evening hours in March-April 1950 than in March-April 1949.

Television should be credited with adding new members to the overall broadcast audience and with increasing the total amount of time spent on broadcast entertainment—either oral or visual—as well as blamed for converting yesterday's radio listeners to today's video viewers.

It is perhaps noteworthy that New York, which has had regular TV programming longer than any other U.S. city and therefore might be assumed to be less affected by TV's novelty appeal than any other city, shows the largest percentage increase in total audience of the five cities reported. In fact, the total radio audience in that city showed almost no change during the year, while the full growth in the TV audience began with the increase in total audience during the 12-month period.

The relative positions of network radio, non-network radio and TV are more clearly shown in Table II, comparing share of total mentions—or share of audience—among the three forms of broadcast entertainment. This table, which reflects the competition among the three classes, shows for all cities the same general changes in the past year: TV share has increased and radio's share decreased, with network stations losing more heavily than the non-network stations.

Type of Programming

This situation seems a natural result of the increasing programming which TV offers, programs that in general compare closely with those offered by the radio networks—name stars, elaborate musical and variety shows, big dramatic productions and the like. Conversely, TV has very little of the music-and-news type of programming which is the basic formula of much of non-network station operation.

The disc jockey, often the most popular attraction of an independent station, has no exact counterpart in TV. It is a logical conclusion, therefore, that people who formerly spent most of their listening hours tuned to network stations should more quickly transfer their affections to television where they find the same type of entertainment, while those who prefer the independent station type of entertainment stay with radio because they can't find this kind of programming in television.

A corollary explanation for TV making deeper inroads into network radio audiences than into the audiences of independent stations arises from the economic status of TV viewers. Families in the upper income brackets have generally been the first purchasers of video receivers, with TV sets gradually moving down into the middle and lower income groups as set prices decline and as the amount of TV programming available to the community increases.

Network programming rates

highest with the upper income groups, research indicates, with non-network programming most popular with the middle and lower income bracket families. If more TV sets go into the homes of families who prefer network radio programs than into homes of those who do not, it should follow that the network programs will lose more listeners than the non-network broadcasts.

Close observers of the radio-television situation in New York believe that this conclusion should not encourage the independent broadcasters to think they have nothing to worry about and can sit still and watch their network competitors waste away. TV sets are already moving into middle and lower income class homes and at a constantly accelerating rate, they point out. And once a TV set has entered the home, the impact of sight-and-sound programs is bound to make some impression on even the most faithful disc jockey fan.

The answer given by one radio-television veteran is simple: All broadcasters, network and independent alike, have got to do the best program jobs they possibly can, have got to offer new program ideas, new program formats, new stars, to keep 'em listening instead of looking.

Stanton Plans Vacation

FRANK STANTON, CBS president, will leave on an extended vacation on May 26. Mr. Stanton is planning to tour the country by motor.

PROTO 7

"Is this counted as a public service or will I be charged regular rates?"

MARY DUNLAVEY

MARY DUNLAVEY, former time-buyer with Cunningham & Walsh, New York, has been appointed head of the timebuying department of the Harry Cohen Advertising Co.

Miss Dunlavey takes over her new duties today (May 22). While with Cunningham & Walsh, she handled the Auto-Lite and Chesterfield spot campaigns. Before that she was with Pedlar & Ryan and Rothrauff & Ryan, both New York. At the latter agency, she placed one of the largest spot announcement campaigns in radio history for Pall Mall cigarettes with their "On Land and In the Air" schedule. She also placed time for Lever Bros.

At the Cohen agency Miss Dunlavey will handle the Grove Labs and Fitch Shampoo accounts, both active radio and television users.

Hamm Campaign

50 Outlets Set by Beer Firm

MORE than 50 stations will be used for the advertising program of Hamm's beer during the spring and summer months, Clyde E. Rapp, advertising director of the Theo. Hamm Brewing Co., St. Paul, announced last week.

Mr. Rapp said Hamm's has agreed to sponsor baseball broadcasts in Duluth, St. Paul and Moorhead, Minn.; Fargo, N. D.; Sioux Falls, S. D., and Wichita, Kan. Sportscasts and news broadcasts have been purchased from California to Wisconsin on an individual market basis. The Inter-medium Network also is included and Transit Radio is being used in Houston, Mr. Rapp said.

Brewster Joins M-E

ROBERT J. BREWSTER, program manager of WOR-AM-TV New York, joins McCann-Erickson, Chicago, as executive assistant for radio and television. He will report to Homer Havenmale, vice president in charge of the Chicago office. James S. Bailey continues as radio and television director. Mr. Brewster formerly worked as an account executive at J. W. Thompson Co. in New York and at JWT in New York and Hollywood as a radio producer. He produced the Bing Crosby show for five years.

Carlos Franco Weds

RETURN BOUT IN TALENT FIGHT

STUGGLE for leadership between CBS and NBC last week was erupting in such intensity that NBC had abandoned the defensive tactics it chose two years ago—when CBS began raiding its talent—and was in the raiding business itself.

NBC's top brass was personally leading what it hoped would be a series of successful forays, not only to capture some stars from CBS but also to tie up Bob Hope, the current NBC television star.

Joseph H. McConnell, NBC president, and Mannie Sacks, whom RCA hired away from Columbia Records Inc. a few months ago to become a top talent executive of RCA Victor, were in Hollywood making overtures to half a dozen stars, some of them now on CBS.

The revival in NBC's talent tactics was obviously caused by the ascendancy of CBS in both audience ratings and radio billings. Within recent months, through its kiosk and promotional and sales techniques, CBS has repeatedly announced its claims to network leadership in both areas.

Last week CBS publicly unveiled its latest presentation, "Radio's Extra Profit Margin," which asserts that because of its expenditure of $20 million a year in acquiring top talent and building programs CBS has won "the largest weekly circulation of all networks ... both right and day" (see page 39).

Quotes PIB Figures

In the same presentation, CBS reports Publishers Information Bureau figures showing that CBS led all networks in radio billings in the first quarter of this year.

The CBS promotional campaign has emphasized that its audience and billings figures are for 1950, not for 1949, to provide a basis for a promotional campaign which has run in newspaper ads and elsewhere that claims NBC leadership on the basis of 1949 figures (for 1949) and on total 1949 PIB billings.

"One factor above all others has created for CBS advertisers this extra profit margin," the new presentation asserts. "CBS, alone of all the networks, has acted on the principle that effective programming comes before anything else in the endeavor of broadcasters."

Two years ago, when William S. Paley, CBS chairman of the board, announced promotion and a memo to Benny to CBS from NBC on the basis of "capital gains" deals, NBC let it be known that its strategy was to resist joining the high bidding for talent.

At a meeting of stockholders of RCA, parent company of NBC, Br. Gen. David Sarnoff, then RCA President and chairman of the board, announced that strategy in response to a stockholder's question. Gen. Sarnoff said at that time that it was not NBC's intention to let talent prices get out of hand.

The eminence of Mr. Sacks in the Hollywood negotiations was made without significance. As one of the most active talent chieftains in the CBS executive ranks, he had assisted Mr. Paley in turning more than one of the big star deals.

To some of the stars who were being sought, joint NBC and RCA Victor contracts were being offered, a hitherto unprecedented unification of effort by RCA and its sister network.

Competitive bidding is keen with top executives from both NBC and CBS making flying trips to Hollywood to talk with such names as Mr. Hope, Dinah Shore and Dinah Shore.

Niles Trammell, NBC chairman of the board, and Mr. McConnell, as well as Mr. Paley and Frank Stanton, CBS president, and James Seward, CBS vice president in charge of program packages, are among New York executives who have been holding talks.

Although Mr. Hope is said to be safely in the NBC fold on a long term contract for radio and television, it is still a question if he will remain with that network or accept a CBS offer.

All the major points of a contract have been settled, Mr. McConnell let it be known when in Hollywood last week, but there are many minor ones to be clarified before the deal is definitely consummated.

Offer Stock Purchase

The NBC offer to Mr. Hope includes purchase for $1 million stock of his corporation and in addition a five year contract which would guarantee him $10,000 weekly if he works or not. It covers radio as well as video.

Contracts are yet to be signed, according to James L. Saphier, radio manager, NBC.

Meanwhile, there is considerable speculation as to Mr. Hope's radio status with Lever Bros. Although he has made formal request to sever relations, his contract with that firm has three years more to go. Future plans also depend greatly upon this settlement.

* * *

WITT JOINS CHEM&S

is Head of New L. A. Office

APPOINTMENT of Harry W. Witt as general manager of the newly established Los Angeles offices of Calikins & Holden, Carlock, McClinton & Smith Inc., New York agency, was announced last week by H. L. Morey, president, agency president.

Mr. Witt was for four years assistant general manager of the Columbia-Pacific Network and KNX Hollywood and more recently was general manager of KTTV (TV) Los Angeles, owned by CBS and the Los Angeles Times.

U. S. Leaders Named

Members of the committee are: William M. Rand, president, Monsanto Chemical Co.; S. Bayard Coiglate, chairman, Coiglate-Palmolive-Post Co.; Herman W. Stein Kraus, president, Bridgeport Brass Co.; Keith McHugh, president, New York Bell Telephone Co.; Raymond W. Fogler, president, W. T. Grant Co.; J. Cameron Thompson, president, Northwest Bancorporation; B. W. Conner, president, Canada Dry Ginger Ale Inc.; Gilbert W. Chapman, president, Yale & Towne Mfg. Co.; William A. Beridge, economist, Metropolitan Life; Murray Shields, vice president and economist, Bank of Manhattan.


May 22, 1950 — Page 25
A CONCERTED campaign by NAB and other radio factions was credited with defeat of President Truman's FCC "reorganization" plan last Wednesday as the Senate "vetoed" the controversial proposal by a slim margin.

The President's plan to vest administrative and executive functions in the FCC Chairman was beaten by a vote of 50-25—one more than the constitutional majority of 49 needed to keep it from becoming effective tomorrow night (Tuesday).

The "defeat," one of five suffered so far by the Administration on reorganization measures (without a victory), culminated a spirited drive by opponents, including Sens. Edwin C. Johnson (D-Col.) and Ernest W. McFarland (D-Ariz.) of the Senate Interstate & Foreign Commerce Committee; Sen. John L. McClellan (D-Ark.) of President Eisenhower's Legislative Expenditures Committee; and the Federal Communications Bar Assn.'s executive committee, as well as NAB.

Though no official comment was forthcoming from NAB, the association assuredly was gratified with the result, which many observers felt had stemmed largely from NAB's campaign carrying the fight to both member and nonmember stations. NAB had received over 200 replies from stations reporting action on the plan and this week plans to send out detailed reports summarizing the proposed legislation, according to Ralph Hardy, NAB government relations head.

Sen. Johnson Led Fight

Sen. Johnson led the floor fight to reject the plan after the Senate Executive Expenditures Committee had reported "adversely" its resolution, on which technically the Senate acted.

Simultaneously, in bi-lateral blasts at FCC and Chairman Wayne Coy, he quoted the committee's report charging that FCC was the "only" agency which "declined to cooperate" in the compilation of memoranda requested by Sen. McClellan's group, and that Chairman Coy "countermanded" a report requested by the committee and prepared by the Commission (see story page 38).

Sen. Johnson noted the FCC Chairman is appointed by the President and questioned a statement by Sen. Hubert Humphrey (D-Minn.) that "no dictatorship" is involved in the Truman plan. Sen. Johnson declared:

"The Commission prepared a report, Congress wanted that report, but Mr. Wayne Coy vetoed the request. I call that dictatorship... This plan gives all the powers of the Commission to the Chairman so that he can become, in the operation of the Commission, a complete dictator, just as he indicated he would become when a committee of the Senate asked him for a report..."

Sen. Johnson had obtained unanimous consent to set aside only 30 minutes for debate, a move strongly protested by Senate Majority Leader Scott Lucas (D-I1l.), who defended the Truman plan along with Sen. Humphrey.

Question of Appointment

Pointing out that the issue involves a "fundamental principle of government involving an arm of Congress," Sen. McFarland noted a, "distinct difference between transferring certain functions of a commission to a man who owes his appointment as chairman... to the President... and transferring [them] to a Chairman who owes his appointment... to the Commission itself."

Staffs of independent agencies have become "more and more important and Commissioners must consult them for advice and for expert opinions," Sen. McFarland noted.

"Are the Commissioners going to have to consult staff members who do not owe allegiance to them? Are [they] to be placed in a position where they will not be able to function independently because staff work and staff opinions, on which they must rely, are prepared under the direction of the Chairman, who, in turn, is wholly within the domain of the executive?" he asked Senate colleagues.

Sen. McFarland then quoted FCC's statement on the Hoover Commission recommendations:

"The Commission believes that the existing provisions of sections 4 and 5 of the Communications Act of 1934 provide sufficient flexibility to enable the Commission to delegate to the Chairman necessary authority to expedite Commission administrative activity. Under these provisions the Commission has over a period of years delegated increasing powers to the Administrative matters. Administrative order No. 8 has recently been adopted setting forth this principle of Chairman initiative in Commission administration..."

"The extent that any additional legislation may be deemed advisable to expressly designate the Chairman as the chief executive officer of the Commission, the language proposed in section 5 (a) of S. 73, a bill providing for extensive changes in Commission procedure and organization which was favorably reported by the Senate Commerce Committee on July 21, 1949, would appear to meet such requirements..."

Conceding that Chairman Coy had favored the plan as a means of relieving other Commissioners of day-to-day administrative details [BROADCASTING, May 1], Sen. McFarland noted that "only one other member" (Comr. E. M. Webster) had "supported him" and that two others (Comrs. Rosel Hyde and George Sterling) had opposed it in statements filed during hearings on the proposal.

Opposition from FCC

Sen. McFarland said he assumed the rest of the Commission took no "official position publicly" because they had previously adopted and submitted to Congress their opposition report to Hoover Commission recommendations.

Sen. McClellan, who served on the Hoover Commission, told the Senate that it was "never the intent of the Hoover group to concentrate power under the Chief Executive" and claimed the Hoover task force findings and Commission recommendations were not necessarily always identical. He charged that there is not a "$1 of savings in any of the plans."

At one point in debate on reorganization, which also included a plan covering Interstate Commerce Committee, also defeated. Sen. Johnson remarked: "There is a man in Washington who calls himself a Commissioner may come and go, but the staff goes on forever."

Sen. Lucas thought it "ridiculous and fallacious" that the Chairman (Continued on page 38)

APRIL NETWORK GROSS

GROSS time sales of the four nationwide networks in April totaled $15,018,972, down 5% from April 1949, according to data compiled by Publishers Information Bureau.

For the first four months of the year, gross radio network time sales amounted to $65,252,978, a decrease of 4.5% from the like period of last year. For television

PIB cannot supply comparable figures for the two systems as the DuMont TV Network billings are no longer available it was announced.

GROSS

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</table>

President's Bill 'Vetoed' by Senate

Chairman with respect to administrative matters. Administrative order No. 8 has recently been adopted setting forth this principle of Chairman initiative in Commission administration. ...
A Bank Builds Prestige and Accounts...  
As Patron of Community Talent

THE HAMILTON National Bank in Washington, D. C., received climactic acclaim May 14 for its radio series—first in the history of the institution.

That day, an audience made up of Congressmen, the city's board of 
these tapings. Hamilton would recognize the winners by awarding them scholarships. Other finalists would receive lesser awards. WMAL felt the big recording job could be done and joined in the project with enthusiasm. At the same time, a city-wide promotion campaign involving school posters and newspaper ads was launched. Student reception was lusty.

Mitchell Heads Judges

Howard Mitchell, director of the National Symphony Orchestra, gave the idea his blessing and accepted an invitation to head a panel of prominent judges: Warner Lawson, dean, Howard U. school of music; Rt. Rev. John K. Cartwright, rector, St. Matthews Cathedral; Patrick Hayes, concert bureau operator, and music critics of the four Washington dailies.

Appointments were made with each of the high school musical directors. J. Wilton Peters, Hamilton assistant president and public relations chief; Jack Logan, director of AM operations, WMAL, and Mr. Waterfield checked school auditoriums for peculiarities which could arise during high fidelity recording.

Following this survey, the lengthy recording job got underway. WMAL Announcer Jack Henry was chosen to be master of ceremonies at the schools during the recordings. By the end of January, all the city's high school students had heard their musically talented friends introduced by Mr. Henry as entrants in the talent contest. Some 82 vocalists and 82 instrumentalists had their solo performances recorded. In addition, school glee clubs, bands, orchestras—parked and drum corps—were recorded to lend a change of pace.

But the big job had only begun. A tremendous task of editing was required to bring the shows into sharp, interesting focus that would entertain and hold the radio audience.

Impartiality was assured by requesting the judges to hear the performers on playback of the high-fidelity tape. When the judges selected the best talent, the announcer's voice was dubbed in, giving explanatory remarks and introductions of students by name. Music was both classical and popular, with the former category predominating.

Debut of Series

The curtain lifted on the series Feb. 14. The 26 programs, each a half-hour, were placed on WMAL on Tuesday at 8:30 p.m. and on Sunday at 5 p.m. every week. By the first week of May, the semifinals were held, 20 contestants competing for the finals. Nine were selected, three in the vocalist category and six instrumentalists.

Thus on May 14, the finalists were the products of a radio search that had touched upon talents of some 150 aspiring youngsters. At the ceremony, Dr. Sigmund Spaeth, lecturer and writer on music, and in the past eight years in radio on ABC's Metropolitan Opera Quiz, presented the winning soloists with their awards—a $500 scholarship to a school of music. Other semifinalists were given trophies.

In addition, honors were bestowed on the high school with the best musical presentation during the contest, the school with the finest choral singing and the one with the best orchestra.

As early as the first few weeks of the series, results were enlightening to Wilmer J. Waller, president of the bank. Not only did Hamilton begin to notice a large amount of goodwill as seen by batches of letters and postcards and a deluge of telephone calls, but new faces were appearing at the savings account window.

A number of new depositors mentioned they were opening accounts in appreciation of what Hamilton was doing for the city's youth. One letter received from a new depositor said the account was being placed for an unborn baby "because you are doing such a fine thing...."

Aids Musical Life

A local official echoed these sentiments from another approach. Richard Bailes, music director, National Gallery of Art, said the program series would prove to be an important development in the musical life in Washington. Eventually, he opined, the series would make its "contribution toward a finer American music culture."

This radio success has not been lost on Hamilton officials. A total of 400 unsolicited letters praising the program have been received. Present Hamilton plans call for an annual contest series. It is estimated that this year's campaign will cost the bank approximately $30,000.

Hamilton National Bank’s first radio project rang a bell in its ivy tower. Now that it has mixed freely with the powerful medium of radio, Hamilton is rediscovering what traditional radio-users already know—goodwill makes good business.

EXAMINING awards prior to the finalists' appearances are campaign planners J. Wilton Peters (I), assistant bank president, and John Waterfield, Admasters Advertising Inc.'s president.
WESTERN UNION was pondering its next move last week after FCC affirmed—and seemingly strengthened—an examiner’s decision holding unlawful the assessment of special charges for its baseball play-by-play reports when used by networks.

Upholding Examiner Elizabeth C. Smith’s initial decision (Broadcasting, Jan. 9), FCC ordered WU to eliminate the special $2 charge it has been levying upon subscribers for the additional station to which they furnish the play-by-play service.

The same ruling applies in the case of a $1 additional charge which the network agrees to pay for each non-subscriber station carrying, from a subscriber, after-the-game summaries of the highlights of play.

The extra charges, FCC ruled, are “discriminatory” since they apply to radio stations but not, for example, to press associations which similarly transmit the reports to several newspapers. Further, FCC said, use of the reports by several stations in a network does not increase Western Union’s expenses in providing the service.

Western Union authorities said they could not determine their next step until they have studied the decision thoroughly.

But there was speculation that the company may appeal to the courts or perhaps undertake some other tariff revision which might cost sports-service users as much or more in the long run.

Fee ‘Unreasonable’

More clearly than the initial decision, FCC’s final ruling branded the $2 charge not only discriminatory but “unreasonable”—a label which users almost certainly would cite in protest if WU should seek to eliminate “discrimination” by imposing a similar $2 fee for each client served by the press association.

Some observers thought the company might undertake to withdraw the challenged tariff altogether, leaving their regulations with no specific provision for network broadcasting of the sports reports.

This was the situation which existed before the $2 fee was imposed in April 1949. WU claimed that until 1948 it did not know that networks were using its reports and that, in fact, the status of the tariffs at that time did not permit their use by stations not owned by subscribers to the service.

WIND Chicago, however, which operates the Midwest Baseball Network and which was one of the chief complainants against the $2-per-station additional charge, claimed on the other hand that the pre-1949 tariffs definitely did contemplate use of the reports by more than the subscriber station.

On this point FCC’s decision sided with Western Union. It held WU violated the Charter Acts by knowingly permitting subscribers to broadcast the reports to non-subscribers in a network in 1945, even though WU said it did so in order not to upset the stations’ schedules and with clear notice that additional charges would be made for such network use in 1949.

If WU withdraws the contested tariffs and is not overruled by the Commission, then presumably each station which wishes to carry the reports will have to subscribe and accordingly would have to pay in stead of the $2-per-game charge, the basic subscriber’s rate—which averages about $23 per game.

**Question of Rebates**

The question of rebates by Western Union for the “discriminatory” charges collected since the case has been under FCC consideration—which encompasses all of the 1949 season as well as the 1950 season to date—has not been raised and was not mentioned in FCC’s decision. Presumably, however, the company will be faced by a claim for such rebates.

WIND, whose complaint touched off the Commission’s investigation, organized the Midwest Baseball Network in 1947 to carry games of the Cincinnati Reds and Chicago Cubs. The network had grown to some 32 stations in 1949, and also received, from WWJD Chicago, games of the Chicago White Sox and other American League teams. Western Union facilities are used when on-the-scene broadcasts cannot be made.

In the case of the Midwest Baseball Network, the $2 extra charge increased the network’s operating costs by about $30,000, FCC found. Most of its broadcasts were on-the-scene accounts, not dependent on WU reports.

In addition to WIND, KBFC Cheyenne, Wyo., participated in the FCC hearing as key station feeding baseball accounts to some 18 stations on the basis of reports furnished by Western Union.

**Agencies Shift**

THREE top Chicago agencies are shifting into new locations at the Palomino Bldg., 919 N. Michigan Ave., on June 1. Grant Advertising, formerly occupying quarters on the seventh floor, moves to the 19th floor, vacated by Foote, Cone & Belding when it moved into its own building at 155 E. Superior last month.

Other former FOAB space on the 19th floor is being taken by BBDO. The latter’s offices in the tower on the 36th and 37th floors will be occupied by Russell M. Seizin, moving from the third floor. BBDO also relinquished space on the 34th and 35th floors.
N.M. TAX MUDDLE

THE State of New Mexico has abandoned its attempt to collect a 2% gross receipts tax on income from local broadcast stations in that state but has proposed a 250 w outlets, BROADCASTING was sources.

The attorney general's office indicated that it was considering two courses—collection of the tax from low-power stations or recommendation that the legislature enact at the next session a new tax law that would bring broadcasters within its scope.

Thus the six-year controversy over the state's privilege tax remains in a state of confusion after, or as a result of, a series of trial and appellate court decisions.

Last March, when the New Mexico Supreme Court handed down its decision in the case of KOB Albuquerque, there were 13 suits pending [BROADCASTING, March 6, 20]. The decisions called for separation of KOB receipts from local and interstate broadcasts, with the 2% tax to be levied on the local but not on interstate income.

The state attorney general contended that judgment be entered in all of KOB's suits to recover taxes, which it had paid under protest, with KOB also to receive interest on income that was, he was construed as official admission that the station did not have to pay the tax.

Last week, however, it was learned that the attorney general's office was still pondering policy, especially in regard to collection of the tax from low-power outlets on the ground that they were strictly interstate business operations despite the fact that their signals passed over state lines.

Enforcement Undecided

While the state apparently has decided not to attempt enforcement of the 2% tax on KOB's receipts from local broadcasts, the broad legal questions in the case are left in a state of confusion by the two decisions last March.

It is clear, according to industry lawyers, that an unapportioned gross receipts tax on station advertising income is forbidden under the Fisher's Blend decision. It is not clear, on the other hand, whether the New Mexico tax can be levied on state income from interstate broadcasts originating in the studio and bringing business to sponsors from surrounding states.

The litigation started five years ago after New Mexico decided to apply its 2% privilege tax on the gross receipts of broadcast stations. KOB sued to recover $25,000 paid under protest, contending that it was engaged in interstate commerce and the tax was unconstitutional under the Fisher's Blend decision. The trial court held the station must pay the tax.

KOB took the case to the New Mexico Supreme Court which held the tax could be levied on local broadcast advertising revenues but was adjudged liable for taxes on its local broadcasts for a four-month period.

In Docket 5237, however, the appellate court upheld the trial court's order in ordering all suits for another four-month period returned to KOB.

While the two decisions fail to clear up confusion over the interstate character of broadcast business, KOB clearly won a financial victory.

Another series of legal actions, started in 1945, was based on the contention that the tax was unconstitutional because of radio's interstate characteristics. These stations went to a three-judge federal court, which ruled there already was an adequate remedy in the state courts. The U. S. Supreme Court upheld this position in 1947.

ANAHIST CASE

Medical Man Supports FTC

TESTIMONY by a university professor of medicine was offered last Monday in Cleveland, Ohio, in support of Federal Trade Commission's charges against Anahist Co. and Bristol-Myers Co. for allegedly "deceptive" advertising of its anti-histamine cold products.

Dr. John Dingell of Western Reserve U. cited a university research report which questioned the "economical and effective treatment" of colds claimed for the drugs.

Both Anahist Co. (for Anahist) and Bristol-Myers Co. (for Resi-tabs) once again denied the allegations. Attorneys reiterated that claims for their products are based on "clinical evidence" [BROADCASTING, March 27].

Hearings are scheduled to resume in Boston today (Monday), with other sessions slated for Balti more, New York, Chicago and Washington.

The government has filed similar charges against Grove Laboratories Inc. (Antamine), St. Louis, for claims contained in advertisements on MBS in December 1949 and February 1950, Whitehall Pharmaceutical Co. (Krintin), and Union Pharmaceutical Co. (Inhition) [BROADCASTING, May 15].

LOCALS AWRITING RULING

Combines FM With AM
In New Aural Unit

MERGER of the broadcast functions of FCC's engineering division FM Broadcast Division with its engineering Standard Broadcast Division, to form a new Aural Broadcast Division under the charge of James E. Barr, chief of the former Standard Broadcast Division, was announced by FCC last Wednesday. The changes are effective immediately.

Simultaneously, FCC announced that Cyril M. Braum, chief of the former FM Broadcast Division, was named chief of the Television Broadcast Division. He succeeds Curtis B. Plummer, now chief engineer of the Commission.

Although the action permitted the efficient use of existing personnel, FCC explained that the non-commercial educational FM and facsimile functions of the FM Broadcast Division, together with the personnel dealing with those functions, were merged with the functions and personnel of the AM Broadcast Division into the new Aural Broadcast Division.

Functions and personnel concerned with auxiliary broadcast services, including developmental, remote pickup and studio-transmitter services, were transferred to the Television Broadcast Division.

Functions and personnel concerned with international broadcast services were transferred from the television division to the chief engineer's office. Only personnel involved is Engineer Kenneth Miller, now attending the world high frequency conference in Florence, Italy.

Mr. Barr Mr. Braum

only to engineering duties at this time, it was indicated the move in effect is a preliminary step in the overall reorganization of the commission.

Past Realignment

FCC already has abolished its Bureau of Law, Engineering and Accounting with the broad administrative duties now under the Offices of General Counsel, Chief Engineer and Chief Accountant. One complete reorganization effort is that which in the newly established Common Carrier Bureau, which includes legal, accounting and engineering personnel.

Last week's action on FM and AM engineering divisions also was said to have been taken in an effort to more evenly distribute the Commission work load and assure more

185 FAMILIES FOR ONE CENT

ON THE AIR EVERYWHERE 24 HOURS A DAY

May 22, 1950 • Page 29
NEAR RECORD in number of station transfer grants was marked up by FCC last week along with authorizations for 13 new AM stations, two new TV stations, and four FM and TV facilities involved and considerations totaling almost $1,000,000.

Principal transaction approved was the $83,520 change of license and station from WBNF to WSF. This action, known as WBNF-TV Atlanta properties from the Atlanta Journal to Atlanta Newspapers Inc. along with WCON-FM-TV there from the Atlanta Constitution. Atlanta Newspapers is the new parent firm under the consolidation of the ownership of the two papers in which the chief control goes to the James M. Cox Sr. interests which presently own the Journal and WSF [BROADCASTING, April 3, 10]. No monetary consideration is involved in the Atlanta consolidation.

Nashville Approved

WSM-AM-FM-TV Nashville, li- censed to WSM Inc. and owned by National Broadcasting Co. Accident Inc. Co., was granted voluntary relinquishment of control from As- sociated National Trustees to 60 beneficiaries under former lease, now expired. No money or ownership change is involved.

Other major transfers approved by the Commission included:

LEONARD, John L., Atlanta, Ga. - Transfer of control from John C. Shum- ber, Atlanta, Ga., to John L. Leonard. Atlanta Constitution, Inc. to Atlanta Chronicle Newspapers Inc. through sale of assets of the two newspapers to E. Bryon Muselman and family.

WUQA, Montpelier, Ill.-Sale by John W. Olson Jr. of his 6.5% interest for $10,000 to Dalton LeMaster, majority owner of WUQA, Inc. (100% ownership) in exchange for an increased of the license of WUQA.

NIX, Chicago, Ill. - Transfer of control from George W. Dowdy and associates to the Dowdy Trust and managed by Charles W. Martin.

WSBH, New York City, N.Y. - Sale by Archuel Smith for $30,000 to Louis W. Wertheim Co. who exchanges 210,000 in KG and KKO there and presently owned by KOL Seattle and KXLX Missoula, Mont.

WLEC, Sandusky, Ohio - Sale by Lowell A. Showalter for $42,500 to General Manager Albert T. Reiter and 15 other Pickle family owns WCOL Columbus, Ohio.

Transfer Details

Further details of the transfers and new station grants are given in FCC Roundup beginning on page 79.

Date for consummation of the Atlanta consolidation has been set for May 31. WCON-FM-TV will be FCC last week. At that time the Journal will assign the license of WSF, pioneer 50 kw clear channel outlet on 1520 kc. Atlanta Newspapers Inc. and the Constitution will surrender to FCC for cancellation its permit for WCON, assigned 5 kw on 1560 kc.

A joint May 31 WCON's ABC affiliation is to switch to WGST Atlanta, now a Mutual outlet, owned by the Georgia Institute of Technology. WCON will retain its NBC affiliation.

WCON's assignment is being sought by WAGA Atlanta in an application now pending with FCC to switch from 5 kw on 900 kc. WAGA has offered to buy the WCON AM plant for $257,500. The entire WCON-FM-TV investment was reported at almost $1,000,000.

On the May 31 settlement date the license of WSF-TV will be assigned to Atlanta Newspapers by WCON-FM-TV as will the license of WCON-TV by the Constitution. When WCON-TV is licensed for Channel 2 (54-80 me) operation it will lease one of its FM-TV transmitter plant, now nearing completion, the license for WSF-TV on Channel 8 (180-186 me) will be surrendered. The WCON-TV call would be switched to WSF-TV.

WSF-TV Transfer Action

Similarly on May 31 the license of WSF-FM also will be transferred from the Journal to Atlanta Newspapers Inc. as well as the license of WCON-FM from the Constitution. WCON-FM would cease interim operation, it was explained, and would become direct director of the present WSF-FM to run on the present WSF-FM being can-
celled.

FCC's approval of the transac-
tional was conditional upon the as-
signments not being effected until the Journal surrendered its license for the lease of the Constitution its permit for WCON. The Com-
mision also ruled there shall be no simultaneous operation of WSB-
F and WCON-TV and that no program material be used for WCON-TV except simul-
taneously with the cessation of op-
eration by WSB-TV and the sur-
render of its license.

Ex-Gov. James M. Cox, chief owner of the Journal, becomes chief owner of Atlanta Newspapers and board chairman under the consoli-
dation. Clark Howard, president of the Constitution, becomes vice chairman of the board. The Howell interests acquire all the preferred stock in the new firm. J. Leonard LeMaster, Southern California, WCON-FM, WHIO Dayton, Ohio, in addition to WSB, owners of Atlanta Newspapers, and a member of its board of directors.

WAIJL (FM) FLINT

LEASE arrangement for WAIJL (FM) Flint, Mich., transit FM outlet licensed to Advertisers Press Inc. and operated by Flint Transcast Co., was declared by FCC last week after the Press was regained "exclusive use and opera-
tion" of WAIJL or face the sanction of revocation.

In the unprecedented action in the transit FM field, FCC said that from information on hand it believed the lease agreement between Advertisers Press and Flint Transcast Co. violated Section 301 of the Communications Act, prohibiting unauthorized transfers of control, and Sec. 301 of the same statute prohibiting the operation of a broadcast station.

WAIJL program are carried on busses of the Flint Trolley Coach Inc. Established in 1946, the station is assigned Channel 208 (107.1 mc), a Class A facility. President of Advertisers Press is Myron Weigand.

Lease Terms Outlined

The lease between Advertisers Press and Flint Transcat was entered into Nov. 1, 1940, FCC reported. Flint Transcat agreed to lease all equipment, premises and facilities used by WAIJL in consider-

ation its 100% of gross income from all time sales. In addition Flint Transcat agreed to assume all operating and maintenance ex-

penses and to keep the facilities in the condition, the Commission stated.

The lease, good for one year and with option to renew for nine one-

year periods, further provided that "programming shall be left solely to the discretion" of Advertisers Press and that the lessor should

FCC WORK LOAD

Actions Near Record High

May 25-26: CBC board of governors, Ottawa.
June 2-3: Florida Assn. of Broadcasters, Orange Court Hotel, Orlando, Fla.
June 3-5: Washington Assn. of Broadcasters annual membership meetings, Washington, D.C.

RADIO DOLLAR

Biggest Return Cited

THE ADVERTISER is now get-
ting more for his radio dollar than at any other time in radio history despite television competition. That was the opinion of Robert J. McAn-
drews, managing director of the Southern Californi

a Broadcasters Assn., speaking before the regu-

larly scheduled meeting of Southern California Adver-
sers Agencies Assn. at San Pedro [BROADCASTING, May 15].

Discussing "What's Happening in Southern California Radio," Mr. McAndrews offered a statistical report saying that today radio is making a point today in set distribution costs compared with other media, and success stories in various categories.

Radio has managed to retain its top position in Southern California, he said, because of the huge growth of the audience in that area with-

ning in terms of rates. Audience captured by television is also made up of the increase in total broadcast time. Actually, he said, TV has cut into total Los An-
gles home radio audiences only 5%.

George Arthur Arnott

GEORGE ARTHUR ARNOT, 36, sales manager of William Wright,radio station, died suddenly May 14 at his home at Weston, Ont. He started with William Wright as representative in Wapping, going to the Toronto office five years ago. He was sur-
vived by his widow and two sons.
AMONG those at the May session of New Jersey Broadcasters Assn. in Atlantic City (Broadcasting, May 8) were (I to r): Seated, Ivan Newman, WVNJ Newark; Harry Goodwin, WNIR Newark; Fred Bernstein, Estelle Feiner, both of WTTM Trenton; Mansel Compton, WKDN Camden, vice president of NJBA; Carl Mark, WTTM, NJBA president; Charles O'Neil, WNJR; Mary Haines, WCAM Camden; Mrs. William Maran, William Maran, WPOE.

HOOVER'S VIEW

Toby Demands Statement
SEN. CHARLES W. TOBEY (R.-N.H.) last Monday called on Herbert Hoover to "speak out specifically and unequivocally" on President Truman's FCC and other reorganization plans up for Senate consideration last week (see separate story).

In a telegram to the former President and chairman of the commission to study government reorganization, Sen. Tobey noted that "group after group has sponsored resolutions of disapproval" and wondered whether arguments raised against the plans are "valid." He further observed that the proposals are "not in line with Hoover Commission recommendations;" establish "dictators of Commission chairmen," and "delegate powers of Congress."

Sen. Tobey said many Senators, not members of the Executive Expenditures Committee which has considered the plans, are "not in a position to determine the fine points of these arguments."

"...the climate to reorganize is daily growing more unfavorable under the incessant hammering of these special groups, both within and without the government," he told Mr. Hoover.

UN OBSERVANCE

NBC To Spearhead Week

NBC, in cooperation with the National Education Assn., and the American Assn. for the United Nations, will again spearhead the observance of United Nations Week, Oct. 17-24, in which 80 to 100 other national organizations, including NAB, NAM and U. S. Chamber of Commerce, as well as the national AFL and CIO bodies, will also cooperate.

Theme of this year's UN week will be "Today's Best Hope For Peace Is UN Plus You" and all organizations and all media will be used to tell the American public that any individual can do his part by helping UN to stay off of that third world war. Justin Miller, NAB president, is chairman of the radio and TV committee, which is expected to repeat last year's achievement of filling the air with UN programming on Oct. 24, climax of the observance.

NIELSEN RATINGS*

(Total U. S., incl. Small-Towns, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)

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<th>Previous</th>
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<td>2</td>
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<td></td>
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NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000-the 1950 estimate of Total United States Radio Homes.

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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ABC STOCK

Anderson Sells 6,000 Shares

KARL E. ANDERSON, ABC vice president and member of the board, sold 6,000 shares of his stock in April. It was learned last week that Mr. Anderson is the third among ABC officers and directors to sell stock during April, when prices of the shares on the New York Stock Exchange rose sharply. Others were Charles C. Barry, ABC vice president in charge of programs, who sold 600 shares of his stock, making his holdings total 601, and Daland F. Davis, chairman of the board of Commercial Cable Co., who holds 50,000 shares.

FM CHANNELS

FCC Puts Changes Aside

PROPOSAL to reallocate certain FM channels in Gadsden, Ala., and several other locations in the eastern United States was held over yesterday when the Federal Communications Commission voted to accept the proposal. The FCC decided to hold over the proposal until the next FCC meeting.
DO WE SAY ONE MILLION?

WELL—ALMOST!

WCKY DELIVERS 923,850 BMB FAMILIES NIGHTTIME

FOR

$50.00*

(*—open 1 min. Jamboree Participation Rate)

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

INVEST YOUR AD DOLLAR WCKY'S-LY
DO WE SAY ONE CENT?

YES, EXACTLY!

FOR ONE CENT, WCKY DELIVERS

185 FAMILIES NIGHTTIME*

FOR THE LOWEST COST COVERAGE OF THE SOUTH
WCKY IS YOUR BEST BUY

(*—1 min. open rate & Total BMB Nighttime Families)

Call Collect Thomas A. Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688
or
C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Ci 281

S. B. Wilson
WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
Still a Seven-Man Team

BY ITS REJECTION of President Truman's plan to concentrate FCC's administrative and executive functions in the Chairman (see story this issue), the Senate has made clear that it wants the Commission's business run by seven Commissioners, not a Snow White and six dwarves.

We judge it a commendable and far-sighted decision, chiefly because it minimizes—insofar as it is possible to do so without specific, affirmative action—the risks which always lurk where powers are concentrated.

It is not enough to say the powers would not be used unwisely or arbitrarily in the present regime. So long as the qualities and tempers of future chairmen and future commissioners are unknown and unknowable, it is unwise to court even the possibility of one-man dominance.

Credit for defeat of the President's plan can be shared by many—the NAB, whose Government Relations Director Ralph W. Hardy was notably and effectively active; the broadcasters who responded to NAB's call; the Federal Communications Commission's Telecommunication, Licensing and Policy Division; the Senate's Interstate and Foreign Commerce Committee; the Senate Banking and Currency Committee; the Senate Agriculture Committee; the Senate Finance Committee; the Senate Commerce Committee; the Senate Appropriations Committee; and the Senate Agriculture Appropriations Subcommittee, all of whom, we understand, were informed of the NAB plan.

We do not have any evidence that NAB-RMA collaboration will be more effective henceforth. A new mutuality of interest has developed by virtue of TV and radio's common regulatory problems. And manufacturers at long last are learning that radio and TV can deliver sales faster and cheaper than other media.

There is an opportunity at the upcoming convention for RMA to perform a real service for its radio contemporaries. The April NAB convention passed a resolution requesting TV set manufacturers to install FM tuners in all sets. It costs but a few cents, and it performs a real service. It will pay long-range dividends.

Broadcasters extend to their RMA brethren every good wish for a successful convention and a painless reorganization which will bring in inspired leadership. If proof be needed as to the blood relationship of the two associations, it may be found on the agenda. FCC Chairman Wayne Coy, who was principal speaker at the NAB convention in April, holds that honored spot for the RMA too.

Radio's Heart Beats

THE AGENDA for the annual convention of the Radio Mfrs. Assn. to be held June 5-9 in Chicago has a familiar and nostalgic ring. RMA is going to reorganize, and acquire a form of machinery that has been its "paid" president. Thus it will be organized along the lines of the NAB, the Motion Picture Assn., and numerous other trade groups which have gone outside their own backyards for leadership.

The broadcasters and telecasters have, so far as we know, been satisfied with RMA. RMA, after all, is their "circulation" department. And, were it not for the broadcasters and telecasters, who supply the programs, there would probably be no RMA—a point which many manufacturers may have overlooked in the past. Most of them, however, are doing much better with TV, through the use of both aural and visual radio to merchandize their products.

The convention will mark the retirement of Bond Geddes after 23 years of stewardship as executive vice president, general manager and secretary. He has served valiantly. He carried the association through lean years of depression. He departs for a well-earned respite when his membership is riding the crest of a TV boom that places it in the forefront of all industry.

RMA and NAB have worked together on some projects, but not as effectively as the natural affinity of the two groups would appear to dictate. The outstanding example has been National Radio (and now TV) Week. The notable successes of the last two years are due primarily to teamwork of three men: Gifted W. B. McGill of Westinghouse who spawned the idea; inspired Robert K. Richards of NAB, and resourceful James D. Secret, of RMA. (It is shown that the Secretary of State indirectly stems the tide of Mears. Richards and Secret got their boot training in Washington radio on this journal, and that the editor and publisher of Broadcasting broke into newspaper work under the guidance of Paul Sloan.)

The broadcasts extend to their RMA brethren every good wish for a successful convention and a painless reorganization which will bring in inspired leadership. If proof be needed as to the blood relationship of the two associations, it may be found on the agenda. FCC Chairman Wayne Coy, who was principal speaker at the NAB convention in April, holds that honored spot for the RMA too.

TV Wins Its Case

THE JORDAN SURVEY of television influence on sports attendance, which is reported elsewhere in these pages, is the kind of sober and significant work that is desperately needed to restore perspectives about the newest invention in entertainment.

Too many scatterbrained conclusions have been reached by proponents and opponents who, acting on inadequate information or no information at all, have adopted policies antagonistic to television. The members of the Big Ten, for example, having only a few weeks ago been rebuffed in their research on football games, must now wonder if their decision was sound.

The Jordan survey shows that last year athletic contests in the Big Ten area were telecast than in any other region a higher percentage of the colleges in that area recorded increases in game attendance than colleges anywhere else. It would be for the most nonarithmetical of us to add these figures up to any conclusion save that television not only did not harm the gate but actually may have improved it.

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Once again it is the privilege of the National Board of Fire Underwriters to make its awards for public service in fire prevention. As in past years, these citations include—

A GOLD MEDAL to the radio station for the campaign which has been most effective in the fight against fire in its community.

HONOR AWARDS to five radio stations for distinguished achievement through their campaigns.

In reporting the news, hundreds of America's radio stations, through the years, have been close to the tragic stories and appalling property losses due to fires. This has made them keenly conscious of the need for public education in fire prevention and they have made invaluable contributions toward this end. They have been behind the drive for modern fire fighting equipment and more effective fire departments...behind the drive for better fire safety laws...stimulated the work of civic organizations...made millions of listeners more aware of fire hazards in their homes...at their jobs...on their farms.

Through the constant work of these radio stations thousands of lives have been saved.

For this work in the public interest the National Board of Fire Underwriters joins with the grateful citizens of America to pay you homage.

TO RADIO for a job well done in the interest of America and Americans

GOLD MEDALIST

Station KANS
Wichita, Kansas

This station made every week Fire Prevention Week in Wichita. It built a fire safety campaign around the nightly suggestion of news commentator, George Gow, "to check your home against fire before going to bed." A red check-mark was made the symbol of the campaign, and 40,000 stickers bearing the check-marks were distributed to homes by school children. The station also enrolled 2,000 listeners in a KANS Fire Brigade in a voluntary movement to inspect homes and other buildings.

HONOR AWARDS for fire protection campaigns of unusual merit

WEBR, Buffalo, N. Y.—For its mass fire drill for all schools in Buffalo and Western New York, its weekly fire department program, and its year-around fire prevention campaigns.

WJEF, Grand Rapids, Mich.—For originating a special Saturday morning program for children to promote fire safety consciousness, and emphasizing the cause of local fires in newscasts.

KONO, San Antonio, Texas—For its daily broadcast describing the fire alarms of the previous 24 hours in human, real life terms, including the errors which had caused the fires.

KELO, Sioux Falls, S. D.—For its year-around campaign against farm fires, which included 1,033 spot announcements, 55 special programs, and 150 announcements in newscasts.

KSYC, Yreka, Calif.—For aiding volunteer fire fighters by interrupting its programs and giving the location of fires, and for its effective campaign against forest fires.

Judges

Ted Cott, Vice-President and Director of Programs, WNEW, New York City

Barry Mahool, Radio Director, American Heritage Foundation

Gerald Maulsby, Manager of Broadcasts, Columbia Broadcasting System

NATIONAL BOARD OF FIRE UNDERWRITERS
Public Service Organization of the Capital Stock Fire Insurance Companies
85 John Street, N. Y. 7, N. Y. • 222 West Adams St., Chicago 6, Ill. • 1014 Merchants Exchange, San Francisco 4, Calif.
By PAUL A. LOYET
Vice President-Resident Manager
WHO Des Moines, Iowa

THE RECENT release of the 1940 BMB study has already brought forth numerous articles regarding it, some pro and some con but none overenthusiastic. This might also describe the 1940 subscribers since there was no whole-hearted reception of the 1946 study. Most subscribers seem to have felt it at least was common to all broadcasters and its technique was generated by advertisers and advertising agency representatives as well as broadmeister.

Loyet Compares Other Data

This article by Paul Loyet is an excellent presentation of the results of a careful study of the BMB data relating to his station. The technique he has used—that of relating his BMB data to other things he knows about his station—is one that should be employed by every station. It is foolhardy to accept a measurement merely because it gives one a high standing or rating. It is equally shortsighted to reject a measurement simply because it does not put one in first place.

Mr. Loyet's engineering background has accustomed him to a reliance on facts and he realizes that facts sometimes contradict each other and must be reconciled. This imposes a requirement of objectivity which it is hard for many to attain. When it is attained, as in the case of this article, facts are made clear and presented in such an array that everyone can examine them and come to his own conclusions.

Everything possible should be done to encourage other similar careful examinations of the BMB data. BROADCASTING is to be congratulated for making this possible.

Kenneth H. Baker
NAB Director of Research
Acting Director, BMB

AN EVALUATION OF BMB

standardizing since "the ability to listen" might be a long way from "pleasurable listening."

For instance, engineering committees have found that a wide cross-section of people, if given free choice, prefer a signal to noise ratio exceeding 100 to 1. This ratio is exceeded in parts of the U.S. for a certain percentage of the year handle by engineering alone.

If we can show the divergence of these listener "extremes" by more practical means, about a mean engineering background, our problem becomes simpler. The engineering curve can then be depended on for coverage information without worrying about program impact. At the same time, we should glean some information about the effects of program material, competing signals, necessity of signal to noise ratios, etc. Since BMB is one source of such practical listening data it should provide these answers.

Figure 1 is a scattergram of BMB daytime "Total Weekly Audience" percentages applied to the various counties against the distance from the center of the county to the location of the WHO transmitter. Each point thus represents a lot of listeners. The open dots represent counties within the state of Iowa, the black ones counties outside of Iowa. The dotted curve is the root mean square value of the white dots representing counties within the state of Iowa. The solid curve is representative of all of the dots 9 the page.

Ability to Listen

These two curves indicate several things. First, of course, both curves pass through the 50% BMB ordinate at approximately the 0.6 millivolt line. It would appear, therefore, that the 50% BMB figure, aside from its own average value has significance when related to engineering concepts of ability to listen. The scattered points produce a field strength curve but individually are highly influenced by program and other factors. The measured field strength curve it-
SINDLINGER & Co., Philadelphia, is back in the radio audience analysis field with new clients and a new approach to the radio-TV industry's problems.

That was the announcement last Tuesday from the firm's president, S. A. S. Sindlinger. The company, which for 22 months operated Radox, audience measurement system, closed doors about a month ago because of financial losses and lack of satisfactory response to its circulation of the Radox reports [BROADCASTING, May 1].

Mr. Sindlinger told BROADCASTING that the radio picture in regard to inroads made by TV has been clouded by conflicting reports. He said he has found discrepancy in surveys made on the audience share of TV sets-in-use. In addition, Mr. Sindlinger said, the stress has been on TV vs. radio rather than television vs. time.

Subsequently, the firm, which plans to specialize in qualitative research and media analysis, will study habits of television set owners and the "effect that television has on reading, motion picture attendance and radio," Mr. Sindlinger explained. From his own experience, he said, avid users of radio "are getting excited" over the "survey which claimed Baltimore is the greatest TV town" [TELECASTING, May 1].

Concern Premature

However, he said, such concern is premature and unfair to radio. Mr. Sindlinger made the following points which he said will be brought out in detailed analyses by his company:

1. It is not the presence of a TV set in a home that is significant but the way it is used—which leisure or "entertainment" time consumed.

2. Research in the past has shown that even after TV is in the home, "radio comes back."

Mr. Sindlinger said his firm had gathered much material while sampling Philadelphia homes. This data will be compiled and combined with additional information.

First clients for the qualitative studies, he disclosed, are the four radio networks—ABC, CBS, MBS and NBC—DuMont TV Network, Paramount Pictures and Philadelphia Weekly.

The 90% to 100% BMB penetration occurs generally within the 2.0 millivolt line, which represents an approximate 100 to 1 signal to noise ratio in the state of Iowa on a year around basis. In this area, generally, the high signal is sufficient to override not only noise but other forms of interference and results in a marked degree of fidelity.

Figure 2 is the same type of diagram derived from the 1949 Iowa Radio Audience Research conducted by Dr. Forest L. Whan of the U. of Wichita. The Iowa curves are remarkably alike again despite the fact that IRAS used the "Total Regularly" question as it has for many years past. We thus have a distinct correlation between the daytime BMB "Total Weekly Audience" and Whan "Heard Regularly" studies.

Figure 3 is a graph similar to Figure 1 but of the BMB column "6 or 7 Days Weekly." This curve supplies additional data on listening. The 50% BMB "Daily Audience" figure is applicable near the 1.0 millivolt line, and inside of the 0.5 millivolt contour a 25% BMB audience can listen daily. Here, as mentioned before, is a distinctive showing on state or local loyalty.

It would appear therefore that the "Total Audience" and the "6 or 7 Days Weekly" figures bear a close relationship to previously used data, engineering, or listener-reactive methods. The "Total Weekly" figure serves to validate the 1946 BMB study.

Summing up, BMB is not only a useful tool to substantiate coverage but provides a measure of "extremes" not easily susceptible to engineering appraisal. With fair exactness it shows that:

1. The average person can listen "once a week" inside the 0.5 mv contour regardless of other factors.

2. The average person can listen "daily" inside the 1.0 mv contour regardless of other factors.

3. Field strength alone is not a criterion for determining a "wanted" or "unwanted" signal factor.

4. Field strength has more merit as a coverage indicator than listener surveys.

5. If all BMB percentages, 50% is most easily related to field data.

6. There is definite local listener loyalty.

7. That both 1946 and 1949 BMB questions elicit useful answers.
FCC HIT

Hill Group Charges Lack of Cooperation

A CHARGE that FCC refused to cooperate with a Congressional committee was raised last week by committee staff members.

But FCC ventured into the record of hearings on President's plans to "reorganize" FCC and other agencies (see story page 20), they asserted, the "uncooperative" Chairman Wayne Coy, "countermanded" delivery of information they had requested.

They said Mr. Coy subsequently sent them a letter but that it was "silent" on the point on which they had particularly requested information.

FCC's Reasoning

Failure of FCC to deliver the material they sought was ascribed to the fact that Chairman Coy had just testified before the committee on the subject of the reorganization plan and that a scrutiny of his testimony would disclose those facts which we sought.

But his testimony did not cover all the points on which they needed information, they asserted.

The memorandum was signed by Thomas A. Sappington, professional staff member with the Senate Committee on Expenditures in the Executive Departments, which conducted the hearings, and approved by Staff Director Walter L. Reynold.

The memo dealt with the authority which the chairman of the agencies in question—FCC, Interstate Commerce Commission, Federal Trade Commission and Federal Power Commission—would have in the selection of hearing examiners and other personnel if the President's plan were put into effect.

The question had been raised during the hearings [BROADCASTING, May 1]. To get specific information the staff queried the four agencies and the Civil Service Commission.

Of FCC, the memo said in part:

Of the five agencies from which information was required in the compilation of this memorandum, only the FCC has declined to cooperate.

In view of the necessity for expeditious accumulation of the data herein, the staff made request by telephone for the several reports requested.

We are advised by the FCC that the material requested by us had been prepared but the delivery thereof was countermanded by "the Commissioner," understood to be Mr. Wayne Coy, the Commission Chairman.

The reason given for this countermanding is that Mr. Coy had testified on Tuesday, April 23, 1950 before this committee with respect to Reorganization Plan No. 11 of 1950 and that a scrutiny of his testimony would disclose those facts which we sought.

The staff of this committee has not only read Mr. Coy's testimony but had also been in attendance at the time of its personal delivery. Although there is not available therefrom complete information as required for this memorandum, in view of the declination of the FCC to comply with our request it is necessary that we extract from the testimony and from other sources such pertinent data as may be available.

It was the original advice from the FCC, referred to in the first paragraph of this section, a letter has been received confirming the (memorandum) statement of the personnel appointment situation there. However, the staff, had in each verbal request to the several agencies involved in this memorandum, emphasized the Committee's interest in the appointment of hearing examiners. Mr. Coy's letter is allent as to that segment of the Commission's staff.

The Committee staff concluded that it did not have available information "whether or not the positions of hearing examiners are included in that particular group whose appointments must be submitted to the Commission for approval" under the ill-fated reorganization plan.

Present Operation Outlined

It was pointed out that FCC's present operation is "substantially" the same as the original provided in the President's proposal.

But, the memo noted, "although certain staff appointing actions are now subject to the approval of the President, which the President's plan "those matters would be under the sole authority of the Chairman, with the qualification . . . which reserves to the entire Commission the appointment of the heads of major administrative units and exemptions from the plan personnel employed regularly and fulltime in the immediate offices of the respective Commissioners."


c

NCAB SESSION

Annual Meet Opens Today

ANNUAL convention of the North Carolina Assn. of Broadcasters opened today (Monday) at Carolina Inn, Chapel Hill. The two-day session was called to order by Robert Wallace, WHOS Shelby, NCAB president.

Highlights scheduled for today's program include address of welcome by W. D. Carmichael Jr., acting president, U. of North Carolina; and showc: of NAB-FILM, "Lightning That Talks" luncheon address, "Trend in Music Licenses," by Robert Burton, vice president, Broadcast Music Inc.; discussion of NCB group insurance plan by James Vincent, Pilot Life Insurance Co., Greensboro; address on "Tackling Another Look at North Carolina's Time Tax Law," by W. C. Harris Jr., Raleigh attorney; cocktail party hosted by WDNJ WSBB WTIC Durham, WPTF WRAL Raleigh. Also scheduled is a banquet at 7:30 p.m.

Tomorrow's activities will open with an address by Andrew G. Haley, Washington attorney, on "Broadcasters' Responsibility Toward Airing Controversial Issues"; talk on "Foresight Will Minimize Construction and Operating Costs in Radio and Television Stations," by Robert Young, professor of engineering, DuMont TV Network; address by Harold Essex, WSJS Winston-Salem, District 4 director of NAB, "Hear About NAB" luncheon and tour of Morehead Planetarium. Concluding event will be a business session with Mr. Wallace presiding.


c

MANIPULATING the switch, Arthur F. Rekert (1), chief engineer, turns on the KXOK-FM St. Louis now 10 kw transmitter located in the Boatsmen's Bank Bldg. in downtown St. Louis. Robert V. Nicholas, assistant, operates the control panel. New facilities, in operation since April 27, enable the station to broadcast with a radiated power of 70 kw in a 17,500 square mile area. Its new tower rises 574 ft. above street level. KXOK-FM, affiliated with Transit Radio Inc., broadcasts continuous music-news-weather programs to 1,000 buses and streetcars of the St. Louis Public Service Co.

SUPER MARKETS

Use of Radio Outlined

SUPER MARKET operators can best expand their business "through low-cost, word-of-mouth advertising over the radio," Frank Reardon, president and general manager of KBOW Butte, Mont., and owner of the largest super market in the state, asserted in Chicago last week.

Reardon outlined how to use radio at a panel meeting Tuesday morning during the 13th annual Super Market Institute, attended by super market operators from all parts of the country.

Mr. Reardon recommended radio over all other media for super market owners because (1) it is fast—"With radio, you can clean up on any item that would spoil over a weekend and you can turn a loss into a profit—and (2) it sells junk as well as brand name goods, "and is best at selling nationally advertised and known brands."

Our Experience

Discussing his own experiences with radio before he built KBO-AM and KBO-FM, Reardon remarked that he had been in the super market business 15 years and in the grocery business 30. He recalled a success story which concerned a 30,000-pound shipment of cherries which arrived on a Saturday afternoon.

Reardon had not ordered fast so they wouldn't spoil by Monday. He spotted announcements on a local station and before 8:30 P.M. had sold the entire load. "There is no other advertising that can advertise that will do this for you," he said.

In another instance, he stocked up on canned goods before the war and planned to store them in a warehouse and sell from there with the help of radio. "I gave floor space to the first carload, and we never used the warehouse."

As each carload arrived, it replaced its predecessor and was emptied immediately by purchases of customers.

Registers Run Riot

"We were taking money out of the store fast enough to pay cash for the goods as they arrived and get discounts. We had six cash registers, and because they didn't work properly and shorted the governors so we couldn't attend to more customers. We averaged one burned-out motor a week on the registers."

In merchandising his goods, Mr. Reardon "always ties in with nationally advertised brands, especially when they are radio-advertised. We have our own radio spots and use all store and place posters referring to the radio shows beside merchandise displays."

It is recommended that super market owners "give up private brands, which meet a stiff sales resistance, and stick to nationally advertised brands, which increase profits and sales simultaneously."
CBS SALVO

CBS last week let go its latest promotional salvo, a full-dress presentation which asserts that network radio delivers more audience per dollar than either magazines or newspapers.

The presentation, called "Radio's Extra Profit Margin," compares results to be expected from a $22,000 investment in (1) CBS network radio, (2) national magazines, (3) newspapers.

The study was first shown on May 12 to representatives of 56 CBS affiliates meeting in New York. The enthusiastic response was described as enthusiastic.

In CBS radio, the presentation says, $22,000 will reach 12,070,000 prospects—figures arrived at by computing costs for time and talent on the average CBS half-hour, evening programs and computing audience size by applying the most recent Nielsen Radio Index CBS evening, half-hour average to the total radio homes and multiplying that by the 2.34 persons per set that C. E. Hooper estimates. In Life magazine $28,000 will reach 9,519,000 prospects—figures arrived at by computing the cost of a four-color, full-page ad and using magazine audience group study figures on average noters of such an ad per issue.

In newspapers, $22,000 will buy 500-line ads in leading newspapers in 49 of the biggest cities and will reach a total of 5,886,000 prospects—figures arrived at by applying the percentage of noters per 500 line ad (Analysis of Continuing Study of Newspapers) against total circulation of the papers.

The CBS presentation points out that "noting" magazine and newspaper ads creates the largest possible audience figures for those media and that "average audience" creates the smallest figures for radio.

Even with those facts in mind, the conclusion that radio is cheaper than magazines and newspapers is inescapable, according to the presentation.

It points out that the average $22,000 CBS program delivers 577 listeners per dollar while Life delivers 414 noters per dollar and newspaper delivers only 263 noters per dollar.

In the past two years, CBS points out, television homes grew from 189,000 to 5,000,000, but radio also grew—not to 600,000 to 40,700,000. Despite the growth of television, the average CBS nighttime sponsor is getting 1,243,000 more listeners per broadcast now than he got in 1948, the presentation asserts.

The new CBS presentation, plus optimistic sales reports from network executives and from stations, reportedly evoked enthusiasm among the representatives of the 56 CBS radio station affiliates who gathered at the Ritz-Carlton Hotel, New York.

The special meeting was confined to affiliates situated in television markets and was designed to invigorate radio activities in those areas where television constitutes a threat.

A roster of CBS executives, headed by Frank Stanton, president, addressed the affiliates, and all had cheering news of rising billings and audiences to report.

The meeting of the officials from the 56 affiliates followed a three-day session, also at the Ritz-Carlton, of the CBS Affiliates' Advisory Board.

Pioneers Meet May 26

RADIO PIONEERS will hold a special luncheon May 26 at the Hotel Roosevelt, New York, at 12:30 p.m. Session has been called by the group's new president, Frank E. Mullen, board chairman of Jerry Fairbanks Inc.

NAME LOUNSBERY

Again Heads CBS Affiliates

I. R. LOUNSBERY, president and general manager of WGR Buffalo, has been reelected chairman of the CBS Affiliates Advisory Board.

E. E. Hill, executive vice president of WTAG Worcester, Mass., has been reelected secretary. In addition to Messrs. Lounsberry and Hill, members of the board are: C. T. Lucy, WBVA Richmond; Glenn Marsh, WNEW New York; and Mr. Lounsberry WMBR Jackson ville; Howard Summerville, WWL New Orleans; Richard Borel, WBNS Columbus, Ohio; William Quanton WMN Cedar Rapids, Ia.; Clyde Rembert, KRLD Dallas; Clyde Coombs, KROY Sacramento, Calif. The board met in New York May 10-12.
CBS Quits NAB
(Continued from page 21)
fold because of opposition to network membership, even as associati-
ates, might decide to join the asso-
ciation as a result of last week's defections.

Charles R. Denny, NBC executive vice president, said that NBC had "no plans for withdrawing from the NAB."

Frank White, president of Mutual, issued a similar statement.

It was learned, however, that both networks were carefully try-
ing to assess what influence would be exerted by further network withdrawals on the operation of the trade association. The elimina-
tion of all four networks and their owned stations would seriously de-
plete NAB income, perhaps so seri-
ously as to require complete re-
vamping of the present structure of the association.

Mr. White, it was learned, will discuss the question of Mutual's continuing as an NAB member with the Mutual board of directors at its next meeting, scheduled for mid-June in New York.

Ream Statement

In announcing the CBS resigna-
tion from the association, Joseph H. Ream, CBS executive vice presi-
dent, said the question had been under study for more than a year.

"We have concluded that the services provided by NAB are largely duplicated by the services which we ourselves provide for the CBS network and the CBS-owned stations," Mr. Ream said, "and the fact that we have been members of the NAB has led to confusion and misunderstanding in a number of areas in which CBS has been active in its own name."

"It is our belief that the NAB can and does provide many valu-
able services to independently owned stations, and we do not wish our resignation to be taken as an example to be followed by any in-
dependently-owned station."

"The manifold problems of the radio industry attest to the need for a trade association such as the NAB. The anomaly, however, of network membership has become increasingly apparent recently, and it is for this reason that CBS is resigning."

The seven CBS-owned stations whose memberships were resigned simultaneously with the with-
drawal of the network are WCBS New York, WEEI Boston, KMOX St. Louis, WBBM Chicago, WCCO Minneapolis-St. Paul, KCBS San Francisco. ABC's owned and managed sta-
tions are WJZ New York, WENN Chicago, WXYZ Detroit, KGLO San Francisco and KECA Los Angeles.

ABC INCOME UP

TV Billings Are Credited

SPECTACULAR increase in TV billings, both on the network and on owned - and - operated stations, was mainly responsible for the im-
provement in ABC's first quarter financial report this year as com-
pared with last [Broadcasting, May 15], it was pointed out last week.

According to Publishers Infor-
mation Bureau, ABC-TV network gross billings for the quarter of 1950 were $784,311. In the same period last year they were only $51,299.

The billings of individual ABC-
owned television stations are not matters of record, but it is known they have increased sharply since the first quarter of last year, and some of the stations are near the break-even point.

ABC recorded net income of $93,000 in the first quarter of 1950, compared with a net loss of $34,000 in the first quarter of 1949.

A factor influencing the improved financial report, it was said, was rigorous economizing at the network, both in operations and personnel. For example, WJZ-TV New York, key station of the network, has been telecast-
ing on a five-day-a-week schedule in recent months, thus saving over-
head. Last week it was announced the station would return to the seven-day-a-week schedule, an indication of how much the television revenue situation has improved for the network.

The better ABC financial record in the first quarter of 1950 was achieved despite a severe decline in radio network billings. PIB re-
port ABC's gross radio billings in the first quarter of 1950 were $10,184,501 compared with $12,-
160,604 in the same period last year.

VIRGINIA ASSN.

Irvington Meet May 25-26

INDUSTRY problems centered in station operating costs, local pro-
motion and impact of TV will be discussed by the Virginia Assn. of broadcasters at a meeting to be held May 25-26 at Tides Inn, Irv-
ington, Va. Phil Allen, WLV
Lynchburg, will preside.

Opening speaker will be Harold Essex, WSJS Winston-Salem, N. C., newly elected NAB District 4 di-
rector. Mr. Essex will discuss NAB functions. Richard P. Do-
 hectares, National regulations director, will discuss NAB's station cost study and wage-hour regulations. Keith Kiggins, of Edward Petry & Co., will review TV developments.

Station promotion in the local field will be discussed by Fred Low, promotion manager of WVAR Norfolk, winding up the Thursday proceedings. Business meeting and election of officers are scheduled Friday.

FIRST QUARTER of 1950 Canadian radio set sales amounted to 143,600 units compared with 149,000 in 1949, Canadian Radio Mfrs. Assn. reports.

Radio inventories increased to 152,839 receivers as against 125,884 before.

NEW standards for disc and tape recording devices, designed to bring uniformity in equipment and re-
sponse, have been approved by an NAB committee and are being sent to the industry for comment. The standards will be added to revised standards adopted in April 1949.

The Executive Committee of the NAB Recording & Reproducing Standards Committee has approved the new standards, originally sub-
mitted by the committee in 1949. The group was organized in April 1949 under the chairmanship of Robert M. Morris, ABC. The top Recording & Reproducing Standards Committee, of which NAB Engineering Director Neal McNaughten is chairman, comprises all industry elements having an interest in recording.

NAB board approval is required before the standards become effective. The new proposals are to be submitted to the board in June along with standards covering magneti-
mic specifications as well as disc wov factor, platen size and center hole which were approved by the top committee April 15 [Broadcast-
ing, April 24].

Started in 1940

Adoption of recording standards was started in 1940, leading to vir-
tual worldwide use of many char-
acteristics. The project was sus-
pended by NAB during the war and then resumed in 1947 by nine project groups under Chairman Morris.

The standards were completely revised in 1949, but some elements in the recording process are still not standardized.

NAB has been considering an oft-heard proposal that it exclusively produce and distribute standard reference recordings, both tape and disc, to ensure maintenance of standards.

Newest additions to the mecha-
nical recording standards provide clockwise rotation for disc records. Minimum rumble characteristics are specified. Specifications for lateral frequency records are listed, including physical characteristics, groove contour, recording level, frequency characteristics, symmetry of transmittance, light pattern, recorded frequencies, noise, distortion and label information.

Additional standards are pro-
voked for magnetic tape recording. Erasing force is to be applied to the entire width of the tape. With present standards for high-
quality broadcast use set at 15 inches per second, length of tape is to be 2,400 feet, providing 30 minutes of recording. A secondary standard of 1,200 feet provides a 90-minute recording time.

Deviation of response is not to exceed plus or minus 1 db. De-
tailed specifications are given for the standard reference tape.

NAB Drafts Data

RECORDING STANDARDS

Page 40 • May 22, 1950

BROADCASTING • Telecasting
The nation's solons, with one eye on unfinished Capitol Hill business and the other on the '50 Congressional elections, are currently channeling their interest to stateside matters. Their next move will hinge the complexion of the 82d Congress and the legislative course of communications during the 1951-52 session.

Of particular interest to the radio industry is the membership of the House Interstate & Foreign Commerce Committee, whose 28-column charter includes the House Interstate & Foreign Commerce Committee, five of whose members will be up for re-election this fall. With respect to the House group, the test will reach its peak in primaries involving its members this September when nine Congressmen bid for additional two-year terms. Six committees have an interest in primaries held during May.

Of the powerful, more radio-active, Senate Interstate Commerce Committee, five senators each will seek another six-year term. They are Sens. Charles W. Tobey (R-N.H.), Ernie H. Gruenhut (Ind.), Elmer F. Ribicoff (Conn.), Frank S. Moss (Utah) and Warren G. Magnuson (Wash.).

Tenure of Sen. Edwin C. Johnson (D-Col.) has not expired until 1955, though admittedly his chairmanship of the Senate group and its makeup in the interim would hinge on the fortunes of the Democratic Party. Sen. Ernest W. McFarland (D-Ariz.), head of the Senate Interstate Commerce communications subcommittee and second-ranking committee member, will face voters in the '52 Presidential election. The terms of Sens. Owen Brewster (R-Me.), John W. Bricker and James J. Meek (R-Ohio) also expire in 1953.

Sen. David J. Allison (D-Ind.), second ranking Democrat and Majority Whip, last week was unopposed for Democratic renomination in Pennsylvania. Primaries in New Hampshire and Washington, home states of Sens. Tobey and Magnuson, respectively, are slated for Sept. 12.

Status Net Set

Nominations of Sen. Copehart and Sen. McMahon will be determined by party conventions. Sen. Copehart, former owner of a radio manufacturing firm bearing his name, presently is active in a commercial phonograph producing firm. Sen. Tobey, ranking Republican committee member, anti-monopolist leader and outspoken critic of FCC, has served since January 1939.

On the House side, Rep. Robert Crossen (D-Ohio) of the Interstate & Foreign Commerce group appears virtually to have assured himself of the chairmanship if the Democrats preserve their majority. Though opposed in the Ohio primaries, he is expected to return to Congress next January for his 18th term.

In the event that the Republicans gain control of the lower chamber, the post presumably would go to Rep. Charles A. Wolverten, ranking GOP committee member, who is favored following conclusion of the New Jersey primaries last April.

Rep. Alfred L. Bulwinke, (D-N.C.), titular head of the group's FCC anti-SCC subcommittee, already has announced he will not compete in his state's primaries, which begin this Saturday.

In his absence the communications post has been filled by Rep. George Sadowski (D-Mich.), himself acting, as acting chairman. Rep. Sadowski plans to enter the Sept. 12 primaries in Michigan in search of his eighth term. Rep. Sadowski has been more actively associated with radio measures during the 81st Congress than either Chairman Crossen, whose greatest interest is transportation, or Rep. Bulwinke.

Other nominations. In radio circles also will be watched with interest as the primaries unfold.

Congressmen and dates of primaries follow:

Rep. John Phillips (R-Calif.), who with his sons sold KPAS Banning, Calif., last year (June 6); Alvin E. O'Konski (R-Wis.), owner of WLIN Merrill, Wis. (Sept. 19); Harris Ellsworth (R-Ore.), whose brother Valentine is president of West Chester Broadcasting Corp., licensee of WFWA White Plains, N. Y. (Sept. 19); Karl Stefan, formerly WJAC Norfolk, Neb., news caster (Aug. 8); Francis Walter (D-Pa.), frequent critic of FCC, (unopposed last Tuesday, May 16); R. B. Wigglesworth (R-Mass.), another FCC critic (Sept. 19); H. R. Gross (R-Iowa), former news editor of WHO Des Moines, Iowa; KXL Waterloo and WISH Indianapolis (June 5).

Unopposed nomination of Frank T. Bow, former counsel for the House Select Committee to Investigate FCC during the 80th Congress, is expected to result in a primary for Ohio's District 16 also is being closely watched. If elected this fall, Mr. Bow may introduce a resolution to probe FCC on broadsides.

(Closed Circuit, May 8, Broadcasting, Dec. 5, 1949). He formerly was a newspaperman and commentator for WPAY Portsmouth, Ohio.

Up for re-election on the Senate side is Sen. Chan Gurney (R-S. D.), whose family formerly operated WAX Yankton, S.D. Three South Dakota primaries will be held June 6.

Sen. Robert Taft (R-Ohio), ranking Republican of the Senate Labor & Public Welfare Committee and member of the Senate Finance group, is expected to carry one of Ohio's two Senatorial seats.

Sen. Taft's family holds membership interests in WKRC Cincinnati and the Times Star.
FCC Reorganization

(Continued from page 86)

has "to take it up with the Commission every time he makes a minor work assignment." He said functions dealing with the expenditure of funds and reviewing budget estimates were still held by the Commission itself.

Sen. Humphrey felt the evidence before the Expenditures Committee was "rather overwhelming" for reorganization, and said that "what this plan authorizes is merely that the FCC plan which has been in effect for one year on a temporary basis shall become a permanent administrative plan for the organization."

Voting lineup on the FCC plan indicated almost as many Democrats opposed to the President's proposal as favoring it. Twenty-four Democrats and 26 Republicans opposed it, while 35 of those approving it showed 15 Democrats and eight Republicans, including Sen. Charles Tobey (R-N.H.) of the Senate Interstate Communications Subcommittee, which is headed by Sen. Johnson.

Not Opposed to 'Principle'

Comr. Hyde, in a statement on the Truman proposal, wrote Sen. McClellan that he is not opposed to the "principle of delegating certain purely administrative and executive functions" to the Chairman. But he felt the plan "goes too far in delegation of responsibility" and at some future time, result in the concentration of control in the hands of a Chairman desirous of obtaining such control." . . . He observed: . . . The broad powers proposed to be transferred [appointment of personnel] . . . are not sufficiently tempered or limited by the other provisions so as to eliminate the danger of one-man control. . . . Such limitations as are set forth in the plan are so broad as to possibly lead to abuse of the delegation or to undesirable problems of jurisdiction within the Commission.

Specifically, the appointment or suspension of "all personnel" might tend to place such personnel under the personal influence of the Chairman possessing such power and thus to diminish the influence and prestige of the other members . . . with the staff. A natural reaction on the part of the staff might be to unduly minimize the views and desires of the Commissioners, and to favor [those] of the Commissioner directly concerned with their appointment and promotion.

Control over the "disposition of business" might also result in an undesirable stressing or minimizing of individual projects, or perhaps an overemphasis of the Chairman's views which perhaps might not be in accord with the views and desires of the Commissioners in the minority thereof. The control over the use and distribution of funds might result in a possible restriction or delay of projects in accord with a Chairman's personal desires.

Comr. Hyde made plain that his views should not be construed as a "reflection" on Chairman Coty but were expressed to show "what I believe to be the inherent danger" of the plan.

Com. Sterling pointed out to the committee that the Commission already has revised its internal administrative affairs and felt the Truman proposal is a step forward to accomplish" the transfer of functions.

The Senate reversal came after Senator Hart O'Conor had reported "adversely" the Johnson resolution on behalf of the Senate Executive Expenditures Committee Tuesday. The Truman plan had been approved by the Senate over the strong objections of Chairman McClellan (D-Ark.). No minority views were filed with the report.

Opposition Vote

Voting against the Truman FCC plan in committee, it was learned authoritatively, were Sens. Karl Mundt (R-S.D.), Joseph McCarthy (R-Wisc.), Margaret Chase Smith (R-Me.), Andrew P. Schoeppel (R-Kan.) and Sen. McClellan. In favor were Sens. Clyde R. Hoey (D-N.C.), Humphrey (D-Minn.), William Benton (D-Conn.), Irving Ives (R-N.Y.), Edward L. Leahy (D-I-V.) and O'Connor. Sen. Arthur Vandenberg (R-Mich.), who has been ill, and James O. Eastland (D-Miss.) abstained from voting, saying he was the latter was working on reorganization plan on the floor. Sen. Eastland's vote would have deadlocked the committee report had it been cast in committee.

The majority report of the committee felt it "perfectly obvious" that the plan would not have transferred to the FCC Chairman administrative functions which are not presently vested within the Commission. It added:

The most conclusive evidence of the merits of the plan is that the FCC has operated for the past year under FCC Administrative Order 8 which is practically identical with Plan No. 11. All of the "inherent dangers" that witnesses repeatedly charged would be brought about if administrative responsibility for operations were not transferred permanently to the Chairman . . . have come about . . .

With respect to the Administrative Procedure Act, the majority took exception to charges that the Truman plan would vest in the Chairman "the right to hire and fire hearing examiners without re-
course to the Commission, and that he might influence decisions on cases which met his approval by assignments to examiners who were inclined to the same views."

Examiners cannot be appointed by the Chairman alone without the Commission, which contains "adequate protections" through rotation of cases "which the Chairman could not ignore, the majority felt would be corrected by the Truman plan.

HONOR GRIGNON

For Druggist Program

MILWAUKEE County Pharmacists Assn. will honor WISN Milwaukee's general manager, Gaston W. Grignon, at a dinner party June 7 marking his eighth years of continuous broad-
casting of the public service program, Know Your Druggist Better.

The weekly 15-
minute dramatic series, which has been under Mr. Grignon's super-
vision since it first went on the air, has received ac-
claim from prominent figures in the American pharmaceutical world as one of the finest shows of its type in the country. Each week the program features some phase of the pharmacist's work and his con-
tributions to better living.

The radio committee of the Mil-
waukee County Pharmacists Assn. acts as an advisory board for the program and checks each script for professional accuracy. The trea-
ute committee also makes recommendations for new subjects to be featured on the series.

KICK LICENSE

Renewal Hearing Ordered

LICENSE renewal application of KICK Springfield, Mo., was design-
ated for hearing by FCC last week. The Commission indicated it wished to investigate ownership of the station and determine whether any misrepresentation has been made.

KICK, assigned 250 w fulltime on 1340 kc, is on temporary license in Sept. 1. FCC ordered dis-
cense renewal hearing to commence Aug. 1 in Springfield.

The Commission denied petitions by KTTST Springfield, which sought reconsideration of FCC grant of a license to KICK last September and to designate the license application for hearing. FCC said the renewal hearing on its own motion would be more conducive to the proper dispatch of its business than the type hearing sought by KTTS.

HENNOCK HOPE

Educators Must Cooperate

FCC ALONE can't improve pro-
gramming, FCC Comr. Frieda B. Hennock warned educators Wed-
nesday. The regulation of radio and communica-
tion held at Mount Holyoke College, South Hadley Mass. At best, she said, FCC authority, such as license renewal power— is negative rather than constructive.

Urging educators, parent's groups and local stations to create programs themselves which they believe desirable.

On the question of types of pro-
grams available to the American public, Comr. Hennock said "the cultivated and the educated have always been the first to complain about what gets on the air, while their affirmative contributions have been niggardly, to say the least."

The Mount Holyoke speech was a reiteration of Comr. Hennock's views on radio and television pro-
gramming and the educators' re-
sponsibility. Once again, Comr. Hennock warned them to avoid being "greatly out of the radio business"—by ac-
tively supporting those organiza-
tions participating in FCC's TV hearing and by seeking TV chan-
nels for educational purposes.

By pointing out that the respon-
sibility for program improvement is with the educators and teachers, FCC or any governmental agency, Comr. Hennock contended educa-
tors "who can see no further than their own classrooms, or campus buildings, are neglecting some of their most important charges."

Warning that TV now is at a crucial stage of development, the Commission said the educational community must "try to assure that television does not rest com-
pletely in commercial hands."

AWB MEETING

Hardy To Speak

RALPH W. HARDY, NAB gov-
ernment affairs director, will ad-
dress the seventh annual conven-
tion of the Assn. of Women Broad-
casting at the Hotel Cleveland, in Cleveland, ac-
cording to Bette Doultlile, AWB executive secretary. Mr. Hardy will speak at the June 5 luncheon. Convention proceedings open June 1 with registration and a re-
ional luncheon for all districts. Presiding will be Katherine Fox, WLM Cincinnati, AWB Executive Committee chairman. Eleanor Hanson, WHK Cleveland, is chair-
mans of the AWB Convention Committee.
Time & talent cost tears got you swamped?

See Daylight
with Du Mont
Daytime Television

Dry those eyes. Take a good, clear
look at Du Mont Daytime Television—
your customers do. If you need major results
on minor time and talent money—this
is your buy. Network or local, we can
show you actual case histories of
Du Mont daytime programs that pay their
cost many times over in direct
phone and mail sales.
As an important feature of our afternoon program schedule, "Deadline for Dinner" not only gives the housewives of Philadelphia some mighty usable ideas for tomorrow night's dinner but brings in outstanding Philadelphia chefs to tell them exactly how to prepare the special dishes.

The program, part of WPTZ 3 P.M. cooking strip, is on the air Monday and Tuesday immediately following "Hollywood Playhouse," the hour-long daily feature picture.

Results from "Deadline for Dinner" in the three weeks it has been on have ranged from excellent to staggering! For instance, the other day the chef of the Hotel Warwick demonstrated how to make Shrimp Lamaze, the hotel's famous and once secret specialty. The first mail brought 1300 letters requesting the recipe! After that we lost count but it seemed like everybody wrote us including a chap who owed us money who said he still couldn't pay but wanted the recipe anyway.

With four years of post war experience in producing cooking shows... facilities which include three full scale working kitchens for both gas and electricity, WPTZ certainly should know how to make the most of such programs.

If you have a food or household product and want to reach the 455,000 television homes in Philadelphia at reasonable cost—"Deadline for Dinner" is a steal! This successful program is now available either on a participation or fully sponsored basis.

For more complete information see your NBC Spot Sales Representative or call us direct.

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WPTZ
FIRST IN TELEVISION IN PHILADELPHIA
KTTV BUYS NASSOUR STUDIOS

WITH PRICE said to be $2 million, KTTV Inc., Los Angeles, has purchased the Nassour Studios at 5746 Sunset Blvd., Hollywood, and the property is now in escrow (Closed Circuit, May 8). Joint statement last Tuesday by Norman Chandler, president of Los Angeles Times and KTTV Inc., and Edward and William Nassour, announced the purchase.

Transfer of studio property title is expected to be completed within two weeks, it was said. KTTV has been operating from four different locations and will move to the new headquarters by June 1.

In addition to purchasing the studios, it is understood that KTTV has arranged to buy land and apartment houses adjoining on Van Ness Ave. which the Nassour brothers had under lease with option.

In "Radio Row" Office structure and sound stages, newest and among the most modern in the motion picture industry, occupy approximately 3½ acres and are located in Hollywood's

TV COMMERCIALS

McNamaras Cites Errors

MANY television commercials fall by the wayside because they were either (1) badly conceived, (2) made on too small a budget, (3) had too short a production schedule or (4) didn't have adequate scheduling.

So declared David C. McNamara, television director of Telefilm Inc., Hollywood, when he addressed the San Francisco Ad Club members in the Palace Hotel, that city, May 16. Analyzing various types of film commercials to show what makes them "ticky," he said that of some 8,000 made, "you can rule out 4,000" not having a chance due to one of those four reasons.

He used the Lucky Strike dancing cigarettes as a successful Illustion and pointed out that this was a new idea worked out effectively and given heavy scheduling. Mr. McNamara said it was the province of the film producer to work closely with the advertising agency in order to produce the finest product for the budget allowed, and by doing so improve effectiveness of known techniques; find new ones and use TV for what it is—"the most potent selling force the world has ever known."

"Radio Row." Construction of Nassour Studios was completed last year.

KTTV television production will occupy a portion of the sound stages with the remainder as well as office space available to independent motion picture producers.

Will Expand

"These fine new facilities will enable KTTV to produce television programs under ideal conditions," said Harrison Dunham, general manager. He added that facilities will also permit KTTV to start daily telecasting at 1 p.m. instead of the current 4 p.m. time, effective June 5. With time expansion KTTV becomes the third Los Angeles station to telecast during daylight hours and will be operating on a 6-hour and 30-minute weekly schedule. Other Los Angeles stations are KFI-TV and KLAC-TV.

Bill Dunn, KTTV's general manager, will be the first filmed by KTTV under the new corporation set up by the Los Angeles Times for the handling of syndicated programs. Shooting is expected to start in late June. Mr. Dunham has signed some 25 TV stations, all newspaper-owned, to participate in the leasing of these filmed programs.

Managers' Meet Set

He plans to have general managers of these TV stations in Hollywood for a roundtable discussion with KTTV executives in mid-June. Besides financing, discussion will include type of programming and amount each station will need or can use. An executive producer to handle the as yet unnamed syndication setup will be appointed in the meantime.

COLOR TELEVISION Inc. demonstrated its color TV system for FCC on its San Francisco home grounds last week, simultaneously attacking the objectives of its rivals—RCA and CBS—as monopolistic and their color systems as impractical and undesirable.

CTI President Arthur S. Matthews, referring to CTI's two "mammoth" competitors, described his company as "the small dark horse" in the color contest and said it asks only a "fair chance" and "no domination over this industry."

After the demonstration, presented Wednesday with Chairman Wayne Coy and Comr. Rosel H. Hyde representing the Commission, Mr. Matthews reiterated that the CTI system is completely compatible with present black-and-white, produces a good color picture, and "requires no souping-up of transmitters."

Uses KPIX

The San Francisco showing, scheduled after CTI equipment defects in the RCA-CBS-CTI comparative demonstrations in Washington earlier this year, was staged at the St. Francis Hotel. Telecasts originated in the CTI laboratories, were microwaved approximately two miles to the KPIX San Francisco transmitter, and were broadcast on KPIX's Channel 5 (762-82 mc). Authorities said no alteration of the KPIX equipment was necessary.

Color and monochrome sets supplied by RCA were used with CTI color sets. The RCA color receiver employed dichroic mirrors. The tests were conducted under the supervision of FCC engineers: E. M. Allen, technical research chief; and Wilmar K. Roberts of the FCC laboratories. Assistant General Counsel Harry M. Plotkin, chief counsel for the Commission in the color proceedings, also witnessed the showing.

CTI spokesmen hailed the tests as a successful presentation of the "interlaced" color shift technique which the company had planned to show before the equipment breakdown in Washington.

Interlaced Shift

The interlaced shift was described as a double shift in which each picture line appears in all three colors—green, red, blue—in the course of six field scanings. Each color appears in successive frames, as nearly as is geometrically possible, "interlaced" or halfway between its appearance in the preceding frames.

CTI officials claimed it to be the best pattern yet produced and called it a "marked step forward, insuring both better color pictures and completely compatible black-and-white pictures."

A four-colored pinwheel spinning at 40, 80, 120 and 150 revolutions per minute in front of the pictures revealed no breakup or fringing of colors.

CTI told the FCC members and more than 100 press and industry representatives at the demonstrations that the tests "completely rebutted charges that lack of definition has masked defects in the CTI system."

Comparative average resolutions on the three types of receiver used in the tests were reported as: 220 lines vertical and 200 horizontal, and 210 vertical and 250 horizontal, for two CTI sets in use; 300 vertical and 267 horizontal for the RCA black-and-white receiver, and 267 vertical and 237 horizontal for the RCA color receiver.

Industry witnesses appeared particularly enthusiastic about the quality of reception on the black-and-white set.

A spot check of several observers brought unanimous agreement that the black-and-white picture from the CTI color transmission was of better viewing quality than is usually achieved with black-and-white transmission.

In his attack on RCA and CBS at a brief hearing following the (Continued on Telecasting P. 17)

Calls RCA, CBS Monopolistic

NEW CBS color camera chain, which is one-sixth the size and one-third the weight of present black-and-white cameras, is held by James Reeves (R), CBS engineer, as Dr. Peter Goldmark, the network's director of engineering and research development, inspects the unit.
A THREE-COLOR direct view television tube, for which a patent was issued last week to Allen B. DuMont Labs, was described Thursday at a news conference by Thomas T. Goldsmith Jr., DuMont director of research, as offering a "basic contribution" to the development of color television.

Similar in construction to the usual black-and-white picture tube, the new tube in place of the coating of black phosphor which produces a black-and-white picture has a fluorescent screen composed of tiny fluorescent dots which give the tube a tricolor "beige color," each surrounded by dots of other colors and are placed so close together that they produce fine picture detail, Dr. Goldsmith said.

Operation Outlined

In operation, as the electron beam of the color TV tube passes over the tiny color spots successively, the beam is turned on and off rapidly in accordance with both the brightness and color of the picture to be reproduced. The fluorescent dots screen is employed at both ends of the TV system, in the camera and in the receiver, and can be used with any of the three color systems which have been proposed to the FCC — the first, second, dot sequential or line sequential.

At the camera end, Dr. Goldsmith said, the new tube has great advantages over the three-gun color tubes which are available today. The three-gun system is also more complicated than the new tube and the color is not as precise. It is more difficult to reproduce accurately on a dot screen as compared to a line sequential system.

"This tube provides an all electronic system of high definition, compatibility, and large picture size," Dr. Goldsmith stated.

"It provides for compact cabinet size with a minimum of additional equipment within the set. It does away with motors, whirling disks, external apparatus, and blanking equipment. It also eliminates expensive distorting lenses or pale, dim projected images, or dicroic shadow tunnel requiring complicated and costly mirrors and optical alignment equipment."

Kasperowicz Inventor

Henry Kasperowicz of the DuMont Labs invented the tube some five years ago, Dr. Goldsmith said. An application for a patent was filed Oct. 28, 1945, but the patent was granted only last week. He said that the tube is not ready for public demonstration as yet but predicted that it will be in about a month. It can produce "good bright pictures," he stated, "with color quality about as good as Kodachrome and substantially better than Technicolor movies."

Dr. Goldsmith noted that the new tube is not limited as to size when used in a receiver, commenting that actually larger tubes are easier to produce than smaller ones. He said it is too early to talk about price but that probably the cost of converting a black-and-white receiver for color pictures by installing a new tube and the other necessary parts would approximate the original cost of the set.

Asked when the tube could be put into mass production, Dr. Goldsmith replied that it would take from 18 months to two years after the FCC has approved standards for commercial color to set up production lines for this tube capable of turning out hundreds of thousands of sets a year.

Dr. Goldsmith said that in announcing this tube the DuMont organization was merely giving a progress report on its own experiments in color TV and was in no way dropping its frequently stated contention that there is much to be done before color is perfected and that standards should not be set at this time.

Dr. DuMont Concurs

This view was also expressed by Dr. Allen B. DuMont, company president, who said, in a prepared statement:

Significant though this development is, it means that there are many avenues of exploration in color TV. The DuMont Laboratories has been investigating for many years. Although this particular tube shows great promise, we still feel there is much work to be done before we will have achieved a color system which is comparable to present black-and-white in quality, ease of operation, and cost.

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

SELF-REGULATORY codes usually are written by majorities in an effort to improve the habits of minorities.

Codes therefore work only if the majority holds enforcement powers to cause the offending minority to fall into line. The enforcement power, however, absent, no code can be considered more than a document of hope. The NAB code, which is being re-examined these days with a view to adapting it to television, is such an instrument. The code of which we are speaking has a similar function, to which the telecasters are also looking for instruction, is not.

Whether agreeing with its principles or not, one cannot ignore the fact that after 20 years of application the movie code is a very active entity. It is questionalbe that the same may be said for the NAB code, last adopted two years ago, and which superseded several others.

Enforcement of the film code is possible through the cooperation of exhibitors, only a scattering of whom will show a picture that has not passed review. The broadcaster, being his own producer and exhibitor, is not subject to such control.

If a broadcaster elects to take liberties with the NAB code, the industry for all practical purposes is powerless to prevent it. The only retaliatory action theoretically possible for the NAB to take is expulsion from the NAB. We know of no instance in which that theory was, or is likely to be, put in practice.

Also the negative means of enforcement becomes, in effect, a formal expression of the attitudes of the majority that adopted it and was practicing its principles before its adoption. It is in no real sense binding upon the minority whose excesses it was to cure.

Now there may be a pragmatic reason for drawing up such a toothless code in spite of its obvious shortcomings. The only reason we can think of is that a code can always be held up, in times of criticism, as proof that the industry's heart is pure.

Such reasoning exceeds pragmatism. It borders on cynicism. It would be a pity if television fell into habits of insincerity before it even came of age.

There is in television, as in every medium of communication, with the public, an overwhelming need for self-regulation. But the need is best expressed in individual terms.

No document, however finely worded or intended, has the power to make decisions that the practical telecaster must make for himself. It does not take 3,000 words of multi- syllabic prose to tell a telecaster when a chemise is correctly tailored or a comedian is turning blue.

The vast majority of telecasters are already aware of the nature and sensibilities of their audience. No code is needed to underline the already obvious fact that the television audience is a family in a living room and not the boys in the pool hall down on the docks.
TV Doesn’t Empty Grandstands

DOCUMENTED proof that attendance at sports events does not suffer from television, after the novelty of set ownership has worn off, is presented in a study conducted by Jerry N. Jordan, U. of Pennsylvania graduate student and son of Clarence L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia.

Results of the study were submitted last Monday by Mr. Jordan to the Milwaukee meeting of the National Assn. of Newspaper Promotion Managers (summary of findings appeared in the May 15 Broadcasting).

Mr. Jordan started the study two years ago while a student at Princeton and continued the research as a Penn graduate student. The results showed clearly, he said, “that television habits do change after people have had their sets for a year or more. When they first get a set, it is an exciting new hobby. They stay home—go out less to paid entertainment.

“But a year later, when the novelty has worn off, the original pattern tends to return. Attendance at some forms of entertainment even shows an increase... It is hard to conceive of the great industry of sports today without the constructive support of sports writers and commentators. Yet, earnest and sincere men once thought they were harmful to the game.”

Major and minor baseball league owners cooperated in the study, as did colleges, high schools and others connected with sports. The list includes 16 major league clubs, 444 minor league clubs, 193 colleges and universities, 32 high schools, and more than 100 race tracks, arenas and so other sports enterprises located in 572 towns in all parts of the nation.

Extent of Survey

Figures in the survey cover all 51 areas where TV was in operation last fall along with major non-TV areas. The public attitude survey consists of 1,203 personal interviews and 918 mailed questionnaires along with data from 13,908 interviews made by Atlantic Refining Co.

Most of the interviews were conducted in the 50-mile Philadelphia area, with highest saturation of any large area in the world—36.4% in April 1950 and 24% last fall. The area has had sports television for a decade. The interviews showed “a marked change in habits the longer a family had owned its television set.”

The same pattern was found in baseball, with 44% of TV owners of less than a year attending major league baseball games in 1949 and 58% of TV owners of more than a year. This compares with 45% attendance by non-TV owners.

It was found that TV owners of less than a year went to 3.7 games in the six-month baseball season (see chart), owners of more than a year went to 5.9 games and non-owners went to 4.4 games. Football shows similar results.

In other words, owners of more than a year actually attend more games than non-owners.

The theory was tested against actual paid attendance figures for all types of baseball and football games; on big teams and local teams; on network and local telecasts, and other types of conditions. Fifteen factors affecting attendance were studied, according to Mr. Jordan, who discovered each sport is a separate study in itself. Four major factors that have caused the fast growth of sports attendance are higher incomes and shorter hours, management, performance and publicity, the study shows. With shorter hours and higher incomes, people have more leisure and money and have autos to provide fast transportation to athletic fields. The amount spent on spectator admissions in 200% since 1929, with personal income up 250% in the same period.

Sports admissions are up 440% compared to 192% for movies, decline of 3% for theatre, opera, etc., and gain of 215% for non-athletic, non-profit and other admissions.

Economic conditions and team performance are powerful factors in attendance. Mr. Jordan found on the basis of a 25-year analysis of the Philadelphia Athletics.

Comparing performance and attendance he found:

- Pirates of 18 major league baseball clubs had television last year.
- The seven clubs that improved their television performance in 1949 over 1948 had an increase.
- The nine clubs that had a lower performance record in 1948 showed a decrease in attendance of 15.3%. These nine included Pittsburgh, the only club not televised.

Obviously television could not have been a very important influence because 15 of the 16 clubs followed performance regardless of TV, according to Mr. Jordan.

Analysis of TV ownership last year (April-October) and combined attendance figures at half-season and entire season showed that baseball attendance slipped 4.2% with economic conditions in the first half, while TV ownership increased 15% of the hottest pennant races in history, attendance picked up despite a 45% increase in TV sets. The same holds true for football attendance, which was found to have practically no effect on the number of admissions at the park, whether day, night or Sunday games.

This finding was confirmed in an analysis of 444 minor league clubs.

The Minors’ Situation

Most of the minor league teams showed attendance records follow performance just as the majors. The minors had an all-time record of 42,000,000 admissions last year. The study shows that telecasting of a major league game, especially at night, creates severe competition for nearby minors but only 3% of minor clubs are within TV range of any major league city and some of these did not show attendance losses last year.

Mr. Jordan contends this does not uphold the charge that TV threatens the future of minor league baseball, especially since some of the teams near major league cities did not show attendance losses last year.

Actual sampling of crowds at Shibe Park, Philadelphia, late last season showed on Sept. 25 (Athletics-Senators) 25.7% of the fans were TV owners; on Oct. 2 (Phillies-Dodgers) 29.6% of the fans were TV owners. On Oct. 1, 18.6% of the families in the Philadelphia area owned television sets.

The payoff, Mr. Jordan found, was the fact that 58% of the TV owners in the stands had owned their sets for more than one year, twice the percentage of long-time owners in the Philadelphia area.

“Now television audiences are higher than ever, the experts have said but in the Philadelphia area, the experts have said nothing new or promising, and the Philadelphia baseball fans are not being snared in the TV trap.”

FOOTBALL ATTENDANCE
WHEN PEOPLE BUY A TV SET

<table>
<thead>
<tr>
<th>TV OWNERS</th>
<th>1-3 MONTHS</th>
<th>4-11 MONTHS</th>
<th>1-2 YEARS</th>
<th>2 YEARS OR MORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>40</td>
<td>30</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>40</td>
<td>50</td>
<td>40</td>
<td>41%</td>
<td></td>
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<tr>
<td>50</td>
<td>50</td>
<td>40</td>
<td>45%</td>
<td></td>
</tr>
<tr>
<td>60</td>
<td>50</td>
<td>40</td>
<td>54%</td>
<td></td>
</tr>
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</table>

% WHO GO TO GAMES

<table>
<thead>
<tr>
<th>NON-OWNERS</th>
<th>46%</th>
</tr>
</thead>
<tbody>
<tr>
<td>OWNERS</td>
<td>54%</td>
</tr>
</tbody>
</table>

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"Now television audiences are higher than ever, the experts have said but in the Philadelphia area, the experts have said nothing new or promising, and the Philadelphia baseball fans are not being snared in the TV trap."
America's No.1 Television

First in programs
Most of the 'Top Twenty'

<table>
<thead>
<tr>
<th>Network</th>
<th>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC</td>
<td>11</td>
</tr>
<tr>
<td>2nd Network</td>
<td>5</td>
</tr>
<tr>
<td>3rd Network</td>
<td>3</td>
</tr>
<tr>
<td>4th Network</td>
<td>1</td>
</tr>
</tbody>
</table>

Highest average rating

<table>
<thead>
<tr>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC</td>
<td>26.8</td>
</tr>
<tr>
<td>2nd Network</td>
<td>20.9</td>
</tr>
<tr>
<td>3rd Network</td>
<td>19.3</td>
</tr>
<tr>
<td>4th Network</td>
<td>14.9</td>
</tr>
</tbody>
</table>

TV Network Hooperatings, January-February, 1950

First in audience

NBC advertisers attract by far the biggest audience in television—25,000,000 different viewers a week, in 60 of America's most important markets.

First in program coverage

Due to its pioneering in the field of television, NBC is now able to deliver the greatest number of major markets for national advertisers. In actual performance, NBC sponsored programs are being viewed on the average in 50% more markets than the programs of the second network, as these figures show—
Here's the precisely right tube for TV. Here's tube design based on more than forty years' tube manufacturing experience. It's Federal's New-Day Kinescope, introducing a new high in light output and fine performance.

Federal's Kinescope is the new over-all advanced design embodying the ion-trap type electron gun. Magnetically focused, magnetically deflected, delivering the sharpest contrast and picture definition, it assures the user quality-first pictures, quality-first performance. For complete details, write to Dept. K409.

BACKED BY MORE THAN FORTY YEARS' TUBE MANUFACTURING EXPERIENCE

Federal Telephone and Radio Corporation

VACUUM TUBE DIVISION, 100 Kingsland Road, Clifton, New Jersey
Export Distributors: International Standard Electric Corp., 67 Broad St., N.Y.
**TV PROBLEMS**

Largely Money Matter, Says Goshorn

THE PROBLEMS of television are largely a matter of money, Clarence B. Goshorn, president, Benton & Bowles, said Thursday. Noting that "it now costs us as much for access to one-sixth of the homes by television as five-sixths by radio," he stated: "Certainly we expect television to be as effective in relation to its cost as any other medium we have used—and that means it must be more effective because the costs will be higher."

Mr. Goshorn spoke at the final luncheon of the Radio Executives Club of New York at the Hotel Roosevelt in that city. In his talk he included the induction of the club's officers for the coming year: Robert Staudek, ABC vice president, as REC president; Ralph Wel, general manager of WOV New York, as vice president; Claude Barrere, Foreign Language Quality Network, as secretary, and Jack Brooke, Free & Peters, as treasurer. Retiring REC president, John J. Karol, CBS sales manager, president.

**Hits Production Costs**

"One reason why the progress in [video] programming has not been as great as we had hoped is that too much of the expense goes into the wrong things," Mr. Goshorn said. "Production costs too much, not only because we are up against new blocs of high-cost union labor, but because we have not yet learned how to handle the physical properties economically.

"Talent costs are too high against the potentials of the present number of sets. That money would do more for television and for the actors if it went into ingenuity and creative brains, into originating new exploitations of the unique television facilities, rather than torturous adaptations from other media and translations from other entertainment forms."

"Many of the big stars of radio are pricing themselves out of television—perhaps, because of the rigor of the work involved, they want to wait until it can support them in the manner to which they are accustomed."

**Lauds Progress**

Declaring that already there are TV programs which indicate that their producers are beginning to learn how to use this new medium, Mr. Goshorn said: "We have some programs probably as good as we will ever have in many fields—drama, comedy, musicals including even opera, children's shows, forums, press interviews and others."

He noted that these good shows "perhaps receive less praise than the bad shows receive blame" and commented that "perhaps all of us with a stake in television should make its public relations our personal responsibility," first making good shows and then talking about them.

"We should tell what's good about them and what we did to make them good," he said. "We should talk in and over and over again what is involved in putting on good shows, what goes on behind the scenes. . . . Tours through studios are more valuable to television than to radio; they heighten the interest of the visitor instead of disillusioning him."

**FILM CATALOG**

For TV Stations' Use

CATALOG of films available for use by TV stations has been published by the Radio & Television Service, U. S. Dept. of Agriculture. Designed in loose-leaf form, the catalog will accommodate future department film releases.

Kenneth M. Gagen, assistant director of information for radio and TV at the department, said some of the films are in color but these will be furnished in black-and-white as soon as time and budget permits. He added that the department has an agency supplying written TV clearance for its films. The catalog tells each TV station where prints can be obtained. With the catalog are copies of the film releases.

**'SCIENCE REVIEW'**

Davison Sponsors WAAM Show

SPONSORSHIP of The Johns Hopkins Science Review, claimed to be the first television program to be presented weekly by a university, was taken over by the Davison Chemical Corp., Baltimore, effective with the May 12 show.

The review is made up of a series of science demonstrations given by well-known scientists of Johns Hopkins U., over WAAM (TV) Baltimore. Commenting on the sponsorship, C. F. Hoedley, president of the chemical firm, said that the general educational format of the program would be maintained under the direction of Lynn Poole of the university.

**Standard Oil Renewal**

STANDARD Oil of Indiana, Chicago, through McCann-Erickson, same city, is planning to renew the Wayne King Show on NBC-TV for 44 weeks starting next fall. Half-hour weekly Thursday night show, which originates in Chicago, goes off the air for the summer June 22. It has been on since September.
MONEY invested in television is "fresh money," coming from increased advertiser profits and not money transferred from other media, such as radio, Mr. J. S. Stolzoff, vice president in charge of radio-television, The Crane-Russell Co., Milwaukee advertising agency, told the National Newspaper Promotion Assn. last Monday.

Mr. Stolzoff's views were presented in connection with the first of a series of international department store television surveys being conducted by Crane-Russell. He emphasized that many of his conclusions were based on "the trend of thinking among department store executives" on the role of TV, radio and newspaper advertising in their plans.

At the association's Milwaukee meeting, Mr. Stolzoff said apprehension that a new medium will cut into the advertising dollar spent for other media was similarly voiced in 1927 when radio was in its infancy.

Ascendency of television, he said, has changed the fact that about 90% of advertisers' funds invested in TV come from advertisers' profits not tabbed for investment in other media.

Mr. Stolzoff pointed out that in 1947 it was said TV's "fresh money" was there because of the experimental period and the situation would change by 1948. However, in the latter year, he said, the same condition existed and the belief was advanced for 1949. Again, the prediction was belied by events in 1950.

"Well," he said, "it really hasn't changed today at all. Most of television's money is additional appropriation money or even better it is money that is coming from bringing non-advertisers or relatively small advertisers into the fold of those who use the sales power of advertising."

TV Dollars Earn Profit

That TV expenditures by advertisers eventually will come out of the other media's dollar is still questionable, Mr. Stolzoff said. He said it was his belief that the TV billing of new money will continue "because most of the dollars being invested in television are earning a good profit. Much of that profit will be plowed back into television space."

Also released at the meeting was the survey made by Jerry N. Jordan, son of Clarence L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia, on the effect of television on sports attendance. [Broadcasting, May 15, also see survey story Telecasting 5].

Third aspect of TV impact was discussed by Charles P. Hammond, NBC vice president. Mr. Hammond told the conventioners that the new art is the top promotion tool for newspapers which seek increased circulation. It can "show the non-reader your front page . . . feature articles . . . bring your writers and columnists before him in person . . . make him want to buy," he said.

Newspapers which also are operators of TV stations present examples of this type of promotion on TV, he pointed out. In the same way that radio-TV's story is told in some instances through newspapers only, Mr. Hammond said "there are many occasions when television can tell your (newspaper) story better than any other medium and bring it dramatically before the people you want to reach."

Message Not Limited

Mr. Hammond emphasized that a newspaper which advertises on TV "does not have to have its message limited to three minutes of commercial announcements in a half-hour of entertainment." The whole program content and every part of it, he said, can be a presentation of the information and entertainment to be found in the columns of the paper.

Nielsen Audimeter listening records show with household inventories for the first time to determine for network shows the relative buying power of each audience as compared with the average, A. C. Nielsen, president of the research firm of the same name, revealed in a session Monday.

Outlining the "Program-Market Rating" for the first time publicly, Mr. Nielsen explained how some sponsored shows reach audiences with only 70% of the buying power for a specific commodity. With a more careful selection of program material, he pointed out, advertising can be beamed to homes with a buying power from 25 to 50% above the average for the particular commodity.

Potential Increase Seen

His conclusion—based on ratings made from 1,066 different combinations—is that the potential increase in radio's selling power is 41%. This gain will counterbalance the loss of radio audience size because of TV's inroads, he claims.

Mr. Nielsen said there has been a trend to "exaggerate" television's effect on AM listening volume, but admitted that evening and daytime listening decline 73 and 15%, respectively, in a new TV home. Because the percentage of TV homes is small, however, the actual decline is only about 8%, he explained.

The loss of hours of radio listening per home has been evenly balanced by the increased number of radio homes. Because of this, January 1950 listening for the U. S. was the same as the average for January for the three preceding years, he said.

Harold S. Barnes, director of the Bureau of Advertising of the American Newspaper Publishers Assn., told the convention that television will have a "very negligible effect" on newspapers as long as newspapers are kept readable.

He pointed out that television may affect the hours at which a paper is read, but if it is "alert, well edited, sympathetic to the interests and needs of the community, I'm sure it's going to get as thorough reading as it ever did."

Mr. Barnes referred to the "alarming" evidence that a new medium such as television can grow and prosper only at the expense of older media. As an illustration, he declared that newspaper and magazine circulations increased sharply notwithstanding the advent of radio.

KLAC-TV SUIT

Fedderston Denies Charges

REPLYING to a $250,000 damage suit filed in Los Angeles Superior Court by John Masterson, John Reddy and John Nelson, charging plagiarism of their co-owned and produced "Bride and Groom" program, Don Fedderston, vice president and general manager of KLAC-TV Los Angeles, denied that he had infringed on their rights. The weekly 30-minute video program "Wedding Bell."" Mr. Fedderston, in a formal statement, declared that "our television show is the complete opposite of television and educational."

In addition, Mr. Fedderston said he had "proof" that both he and KLAC-TV had staged radio wedding shows as far back as 1930. He let it be known that KLAC-TV expects to fully enforce prior television rights to its wedding program.

Among defendants, in addition to Mr. Fedderston and KLAC-TV, are Mrs. Dorothy Thackrey Schiff, KLAC-TV owner; Maury Gresham, Herb Allen, M. Morton and John J. Marks, producers, andrea. B. and G. sponsors of "Bride and Groom" broadcast. In addition, Mr. Fedderston said he had "proof" that both he and KLAC-TV had staged radio wedding shows as far back as 1930. He let it be known that KLAC-TV expects to fully enforce prior television rights to its wedding program.

WASHINGTON FILM

Preview First of Series

NEW SERIES of documentary films on the theme "This Is Washington" is being produced by Hullinger Productions, Washington, D.C., for educational use. Preview of the first of the series depicting a typical day in Congress will be shown at the National Press Club Wednesday, May 25, to 50 members of Congress shown in the film have been invited to attend.

The new series is under the direction of Edwin Ware Hullinger, who, during the war, was assistant director the Foreign Broadcast Intelligence Service at FCC. Subsequent films will deal with the White House, the various federal agencies and similar themes.
**Effect of Set Ownership According to Income**

MEMBERS of low-income families spend less time in taverns as a result of television than those in high-income groups, according to a survey made by an independent Chicago research organization at the request of John Meek Industries (TV manufacturing).

Twice as many (24.1%) low-income families ($40 per week or less) reported spending less time in taverns than did families after getting a TV set than those for high-income families ($100 a week and over).

Representative Families Used

The survey was conducted among 54 and 56 representative families in the respective groups, with 75% of the high-income class earning $10,000 per year or more. The study was made by Meek to correlate with the expenses in pricing of TV sets manufactured by the firm—the inexpensive, large-screen Meek set and the high-priced, quality-scout reception--

Fifty percent in the lower income classification said that keeping adults in the home was an important factor in the purchase of a set, compared with 26.8% in the other group. TV's provision of "more wholesome leisure time activity" was a reason for purchase in 48.5% of these $40 families, 46.4% of the other. Both said TV had beneficial effects on family life—87.4% lower income; 50% higher. Other findings:

<table>
<thead>
<tr>
<th>Low</th>
<th>High</th>
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</thead>
<tbody>
<tr>
<td>Income</td>
<td>Income</td>
</tr>
<tr>
<td>41.9%</td>
<td>57.1%</td>
</tr>
</tbody>
</table>

A quarter of the families with the higher income showed more concern about harmful effects of TV, compared with 5.7% for the other group. Points mentioned specifically were mealtimes, difficulties and homework problems.

One-half of the mothers in the lower group mentioned they bought the receiver expecting television to keep children occupied, thus giving mothers more free time for their own actions. In the higher income category, 38.5% of the mothers mentioned this.

Low-income families were chosen from several sections of Chicago, high income from a near-suburban area.

**KFI-TV Los Angeles Announces New Rates**

REPRESENTING an increase of 07% the KFI-TV Los Angeles one-time, hourly rate for Class A time (6 p.m. to sign off) was increased from $500 to $500 effective May 15. Class B time (12 noon to 6 p.m.) was increased from $310 to $300 per hour and Class C (9 a.m. to 12 noon) from $150 to $200 an hour, according to new Rate Card No. 6.

Other time segments on a one-time basis for studio or film in Class A, B and C, respectively, under the rate increase follow: 30 minutes, $600, $180 and $90; 20 minutes, $225, $135 and $90; 15 minutes, $200, $120 and $80; 10 minutes, $175, $105 and $70, 5 minutes, $125, $75 and $50.

**California Seen As Leading Set Market**

CALIFORNIA will be the leading television market from now on, according to S. W. Gros, president of Tele-Tone Radio Corp. of New York. He made the prediction while in Los Angeles last week for conferences with his largest distributor, Wood & Ciss Distribution Co. The local market will absorb about 10% of the five million units expected to be sold this year, he said.

With his company planning further expansion in 1950 and 1951, Mr. Gros was on the West Coast to appraise the markets and distribution. Production this year will place Tele-Tone Radio Corp. well up in the big 10 TV set manufacturers nationally, he declared.

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**Weekly Television Summary**—May 22, 1950 TELECASTING

**City** | **Outlets On Air** | **Number Sets**
---|---|---
Atlanta | WAGT, WMAC, WSB, WAT | 4,620
Charlotte | WJNC, WTVD, WBT, WEPX, WTVN | 6,710
Chicago | WBBM, WLS, WGA, WLS-TV, WTM | 4,350
Cleveland | WOAC, WJW, WAK, WNB, WTVN | 5,180
Columbus | WOSU, WTVN, WPAG, W8TV | 4,600
Dallas | WRAC, KLTV, WITI, KDFV, WAAW | 6,000
Dayton | WDT, WDT, WCM, WTV, WTV | 5,230
Denver | WTVS, WZTV, WTV, WTV | 4,230
Duluth | WATL, WATL, WATL | 3,450
Durham, N.C. | WMBI, WMBI, WMBI, WMBI | 4,150
Erie, Pa. | WJNE, WJNE, WJNE, WJNE, WJNE | 5,530
Fort Worth, Tex. | WBAP, WIFV, KDFV, WOLI, WOLI | 4,630
Great Falls | KFIR, WTVF, WTVF, WTVF, WTVF | 5,180
Greensboro | WTVD, WTVD, WTVD, WTVD | 5,290
Hartford | WNCH, WNCH, WNCH, WNCH | 4,520
Huntington | WCHS, WCHS, WCHS, WCHS | 3,930
Indianapolis | WICO, WICO, WICO, WICO | 4,900
Jacksonville | WJXT, WJXT, WJXT, WJXT | 4,450
Johnstown, Pa. | WJHT, WJHT, WJHT, WJHT | 3,000
Kansas City | KCTV, KCTV, KCTV, KCTV | 5,830
Lancaster | WAP, WTV, WTV, WTV | 4,700
Lansing | WJEF, WJEF, WJEF, WJEF | 4,700
Laredo | KJTV, KJTV, KJTV, KJTV | 5,430
Los Angeles | KTLA, KTLA, KTLA, KTLA | 6,000
Louisville | WAVE, WAVE, WAVE, WAVE | 5,000
Minneapolis | WCCO, WCCO, WCCO, WCCO | 5,560
Milwaukee | WTMJ, WTMJ, WTMJ, WTMJ | 5,180
Minneapolis, Mo. | KTV, KTV, KTV, KTV | 4,520
Mobile | WGST, WGST, WGST, WGST | 4,900
Minneapolis, St. Paul | KSTP, WTCF, WTCF, WTCF | 5,560
Moline | WQIC, WQIC, WQIC, WQIC | 4,180
New Orleans | WDSI, WDSI, WDSI, WDSI | 3,960
New York | WOR, WOR, WOR, WOR | 5,180
New York City | WOR, WOR, WOR, WOR | 6,000
Oakland, Calif. | KFOO, KFOO, KFOO, KFOO | 5,000
Orange, Conn. | WCTV, WCTV, WCTV, WCTV | 4,520
Philadelphia | WCAU, WCAU, WCAU, WCAU | 4,520
Pittsburgh | WVIX, WVIX, WVIX, WVIX | 4,180
Portland | WJOB, WJOB, WJOB, WJOB | 4,520
Providence | WJAR, WJAR, WJAR, WJAR | 4,000
Rochester, N.Y. | WROC, WROC, WROC, WROC | 4,520
Rockford | WIFV, WIFV, WIFV, WIFV | 4,180
Sacramento | KOVR, KOVR, KOVR, KOVR | 4,520
Salt Lake City | KSL, KSL, KSL, KSL | 4,900
San Antonio | KSAT, KSAT, KSAT, KSAT | 4,900
San Francisco | KTVU, KTVU, KTVU, KTVU | 4,180
San Francisco, Calif. | KFOO, KFOO, KFOO, KFOO | 4,520
Syracuse | WNDR, WNDR, WNDR, WNDR | 3,960
Tampa, Fla. | WTV, WTV, WTV, WTV | 4,180
Toledo | WTOL, WTOL, WTOL, WTOL | 4,450
Tulsa | KTUL, KTUL, KTUL, KTUL | 4,180
Union, N.J. | WRGB, WRGB, WRGB, WRGB | 4,180
Vancouver | KOL, KOL, KOL, KOL | 4,180
Wichita | K.setRotation(0), K.setRotation(0), K.setRotation(0), K.setRotation(0) | 4,180
Winter Haven | WFTV, WFTV, WFTV, WFTV | 4,180
Wichita, Kan. | KSHB, KSHB, KSHB, KSHB | 4,180
Yonkers | WABC, WABC, WABC, WABC | 4,180
**Total Markets** | **43** | **Stations on 104**

**Editor's Note:** Source of sets estimates are based on data from dealers, TV Circulation Committee, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in subsequent summaries. Total sets in all areas is necessarily approximate.
Is there a program idea you want to test?

Put it into the “laboratory” this summer . . . and see what comes out.

WSB-TV has the production ability and station facilities for handling any kind of television program for you. Currently, approximately 125 live shows monthly are being produced and shown. Personnel is talented—and experienced.

Moreover, the Atlanta market is so typical that sales reaction from a program test can be considered to have a national flavor, and sales results can constitute an index.

This knowledge of what an audience wants—plus the ability to deliver it—can be used by you to your advantage and to your client's advantage. Let us give you more of the facts. Write us direct, or see your nearby Petry man.

wsb-tv
ON PEACHTREE STREET

Owned and Operated By The Atlanta Journal—Represented by Edw. Petry & Co., Inc.
DETAILS of the extensive TV relay sought by WSM-TV Nashville to obtain network service from Louisville were revealed in applications filed with FCC last week.

The microwave radio relay, similar to that granted by FCC a fortnight ago for a two-year period to WKZO-TV Kalamazoo, Mich., would connect next fall with the coaxial cable of American Telephone and Telegraph Co. at WHAS-TV Louisville [TELECASTING, April 9, May 16].

The WSM-TV Interactivity link, to cost an estimated $188,000, would operate until such time as regular common carrier facilities were available, according to FCC's policy on TV interactivity networking as applied in the WKZO-TV case [BROADCASTING, May 16]. The Commission's intent to allow temporary private relaying until regular common carrier channels are available was reported last December in FCC's ruling to require AT&T to reexamine its plans to operate one year after the estimated date regular AT&T service would be available. During this time the private carrier would have to be amortized, it was indicated. AT&T estimated its facilities would be ready one year after order.

WSM-TV told the Commission

**DOUBLE BONUS**

Advertisers on WLW-Television are now getting extra benefits from two sources:

1. GREATER MARKET

Set ownership in the WLW-Television Three-Station area jumped from 80,200, Nov. 1, 1949, to 185,400 on March 1, 1950. This is an increase of 131% as against the national growth of 60% for this period.

2. SUMMER DISCOUNTS

With the WLW-Television schedule of summer discounts in effect from May through end of summer, advertisers can earn up to 60% discount.

No better time than now, no better way than WLW-Television to sell the markets covered by WLW-T WLW-D WLW-C Cincinnati Dayton Columbus

Cowley Broadcasting Corporation

Page 16 • TELECASTING May 22, 1950

**WSM-TV**

Would Bring Network Service From Louisville

**BACK TO NATURE**

WAAM Plans Open Air TV

MOTHER Nature must be beam- ing at WAAM (TV) Baltimore's latest venture. The station reports its plans are complete for con- struction of an outdoor studio on a 10 acre plot which flanks its tower and building.

In the past few months, WAAM has been using the land to stage and telecast motorcycle crash driv- ing, horse shows, infantry mock attack, athletic exhibitions and other special features. New facil- ities at the "Terrace Studio," fea- turing outdoor environment with na- tural woods as the background, will enable the station to program outdoor events as supplementary to studio origination, WAAM re- ports.

The outdoor area can be entered from adjacent garage type doors opening from WAAM's indoor 126,- 700 sq. ft. studio and will be improved with fresh sodding, planting and trellising. Engi- neers have applied techniques to making the development most effective, among them special filters for cameras and care in "shooting" to avoid bright light reflections and blackening of subjects in the picture.

**CBS FILM PLANS**

Syndicates Series for TV

CBS has completed for syndication to local stations a network of 18 quarter-hour films for television featuring interviews with Holly- wood personalities.

The films, produced in Hollywood by Gene Lester, will consist of inter-views between a local station personality and a Hollywood star, the station's m.c. interviewing the "live" or the star via film. Grant Theis, CBS manager of film procurement and syndica- tion, will handle syndication of the shows from the New York head- quarters.

**FORD DEALERS**

Mull Big Ten Film

FORD DEALERS, through their Detroit advertising committee head- quarters, are considering sponsor- ship again this year of Big 10 post-game film highlights once a week for 10 weeks during the football season. J. Walter Thomp- son Co., Chicago, holds an option on post-game film rights from the Big 10 Conference. Rights to the game's effect sponsor rights selec- tively on 17 stations by Midwest Ford Dealers through JWT last year, are reported to cost $90,000 this year. The Big 10 is under- standing a fee of sponsor's rake, $10,000 from an original figure of $100,000. J. Walter Thompson will try to push the business this year on a regional network basis selectively so that films can be tele- cast closer to the actual day of the game.

**ELECTRICIANS**

**NELR Acts on Jurisdiction**

QUESTION of whether television stage electricians should be lumped with radio and film electricians and protected by the National Labor Relations Board.

The case involves NBC's WNBT (TV) New York and WNBQ (TV) Chicago and ABC's WJZ-TV New York [BROADCASTING, May 15]. Both unions contend that the history of bargaining with each network supports their jurisdic- tional claims. NBC and ABC take no position on the unions' conten- tions. Employes were directed to vote by secret ballot not later than June 14.

No issue has been a sore juris- dictional dispute over a number of years. NLRB's ruling was inter- preted by some observers as a "difficult and ambiguous" deci- sion, indicating no particular board approach to the problem in the future.

IATSE claims to represent electricians and at units at NBC and ABC stations in New York, Chicago and Los Angeles. Its New York and Chicago locals have written and oral contracts, respectively, with NBC Television, the former in ef- fect since 1941, according to NLRB. NABET was certified as bargaining representative for radio and television technical em- ployes of NBC and the Blue Net- work, predecessor to ABC, in 1944.

**ART DIRECTORS**

**Krizman Reviews Problems**

NEED for close coordination between TV art directors and other production units to make the art director's work more effective in video programming was stressed Tuesday by Serge Krizman, KFRTV Los Angeles art director, in a panel held by the Academy of Tele- vision Arts & Sciences, Los An- geles.

Mr. Krizman felt that emphasis by the advertiser on the commercial presentation, rather than on the show itself added to the omni-pres- ent problem of lack of time. Com- mercials, he said, should be inte- grated within the show to create a more overall artistic production.

**WDTV (TV) Moves**

WDTV (TV) Pittsburgh, owned and operated by Allen B. DuMont Labs, has announced removal of its administrative offices in the Clark Bldg. to the second floor of the Channel 13 Studios, to be completed soon, also will be located in the same building, officials said.

BROADCASTING • Page 58
Jordan

(Continued from Telecasting P. 5)

question about it," said Mr. Jordan. "Actual attendance figures—as well as people buying tickets to the games—both confirmed the theory that TV has very little effect on baseball and that long-term ownership may even increase attendance."

Turning to football, Mr. Jordan said 1923 teams in the National Collegiate Athletic Assn. sent paid attendance figures for the last four years, with won and lost records and other data. He found that 84% of colleges showed an increase in average attendance per game in 1949 over 1948—nearly a half-million paid admissions; 67% of colleges in TV areas showed an increase per game; only 51% in non-TV areas showed a gain.

"On a broad pattern of this nature, based upon actual attendance figures, television made no big difference in attendance gains or losses," Mr. Jordan learned.

While colleges in high TV saturation areas showed a somewhat lower percentage of increases, it was found this trend existed in areas where TV has grown very rapidly with a high percentage of new owners (60% or more). On the other hand, longer-established TV areas like New York and Philadelphia had a much better record than the new ones like Los Angeles. This formed the original finding that the hurt to football attendance comes only from short-term owners, not long-term owners. When long-term owners dominate in a few years, results should be favorable to attendance, Mr. Jordan predicted.

Nearby Games

Telecasting of big college games did not hurt attendance at nearby smaller meetings. It was found, though team performance made a difference. Drop in college enrollment is an important factor.

Mr. Jordan suggested sports announcers should help promote attendance and not compete for the home audience. Increase in size of the TV home audience was not made at the expense of attendance, he found, but came from alumni who formerly were not interested in following the games frequently.

Cooperating in Mr. Jordan's study besides baseball clubs and universities were the Radio Mfrs. Assn., 64 television stations, United Press, U. of Pennsylvania, Princeton, N. W. Ayer & Son and other interested groups.

Swift To Use TV

SWIPT & Co., Chicago, uses TV for the first time for its Table-Ready meat starting June 11 for 13 weeks on the four Los Angeles stations. A total of six film spots (20- and 60-second) will be used weekly during the campaign. Agency is J. Walter Thompson Co., Chicago.

Press Release

...
**Interference**

Oscillator Radiation Hit

FCC Made CLEAR last week that it expects the oscillator radiation interference problem in television—which it has under active consideration—to be corrected at the manufacturing or local level.

This tack was evidenced in a letter to Yankee Network rejecting Yankee's proposal that its WNAC-TV Boston be granted temporary authorization to operate Channel 2 instead of Channel 7 because of oscillator radiation interference with WJAR-TV on Channel 11 at Providence, R.I.

FCC's letter asserted that a grant of the WNAC-TV application would violate the principles of the TV freeze order, and added:

The commission is of the opinion that the type of interference involved is due to unsatisfactory receiver design, and may be eliminated by appropriate steps in the manufacture of television receivers to correct design defects. Appropriate measures can be taken by receiver manufacturers, dealers, and service centers to eliminate this type of interference.

Therefore, in the Commission's opinion, the problem can and should be resolved by receiver manufacturers at the source rather than by manipulating the outstanding frequency assignments of existing television stations. Similar problems have developed in other situations; e.g., Astatic's television interference problem caused by the coordinated action of station licensees, manufacturers, dealers, and service centers has been resolved.

Consequently, it is suggested that you follow this course of action in solving your local interference problem.

**Many Sets Affected**

Local authorities estimated that some 300 to 40,000 TV sets are affected by oscillator radiation interference between WNAC-TV and WJAR-TV.

In sending WNAC-TV's proposal, FCC noted that it "must maintain the greatest possible flexibility with respect to frequency allocations in order that it may remain free to adopt an allocation plan upon the conclusion of the current hearings based on the soundest engineering principles."

It was also pointed out that Yankee has proposed the substitution of another VHF channel for No. 7 at Boston and that "the Commission believes that to grant your application or request for special temporary authorization would tend to prejudice the merits of this proposal to be considered at the hearing.

FCC called attention to the fact that it has "undertaken a general study of interference of this type with a view to taking steps to solve the problem on an overall basis." Approaching the problem from an allocations standpoint would cause "a great waste in spectrum space," the letter continued.

The Commission said it is "of the opinion, therefore, that the problem involved must be treated from the overall viewpoint, and that to grant frequency changes upon request of particular stations for eliminating such interference would not be in the public interest."

**Cubs Official**

Says TV Helps Sports

TELEVISION "can't but help sports, especially baseball," Chicago Cubs Business Manager Jim Gallagher admitted Wednesday before members of the Chicago Television Council. Although "we still don't know the exact effect of TV on baseball attendance," he said, "there aren't enough facts and figures to prove anything, we have proved that TV doesn't hurt."

Pointing to other factors which have hurt baseball—bad weather and loss of public following because of the team's losing streak—Mr. Gallagher said: "The only time TV hurts attendance is when there's a better sports telecast than the one you have." Telecasting of "your own event is not harmful competition—the harm comes in pointing out events that are of more interest and higher caliber," he said. The speaker contrasted the conviction of sportsmen 20 years ago that radio would "kill" baseball and other sports. "They think the same thing today, yet I have seen nothing to disprove the fact that television will help baseball."

**Ctc Elects Showerman**

L. E. Showerman, NBC Central Division vice president, was elected president of the Chicago Television Council at the regular luncheon meeting Wednesday. He succeeds George Schager, commercial manager of WGN-TV Chicago. Other new officers are:

- John B. McLaughlin, advertising and promotions manager, Kraft Foods, vice president; Mildred Dudley, Promotion Agency, secretary; Edgar N. Greene, MBS Television Broadcasters, inc., treasurer; and Attorney John Musser, counsel.

- TV Council's committee chairmen: Howard Meyers, NBC Program; Gil Henry, ABC, publicity; Gil Berry, DuPont, membership; Jim Cornhill, Footo. Cone & Fielding, research.

**Agency Tv Clinic**

McCANN-ERICKSON Inc., San Francisco, is attending half day television clinic to inform and staff members on latest developments in the field. Meetings each Thursdays morning are handled by the agency's program director. "The purpose is to keep our clients up to date on aspects of TV use. Among the lecturers are Burton Granicher, Alden Nye, Robert Connell, Richard Tyler and Robbins Milbank.

**Cbs Star Arthur Godfrey**

May Be Movie-Making In Houston

Arthur Godfrey, who was master of ceremonies May 15 of an hour-long, star-studded TV program (10-11 p.m. EDT) marking the opening of the U. S. Treasury Dept.'s Independence Savings Bonds Drive, To make it official, Secretary of the Treasury John W. Snyder pins the National Liberty Bell button, symbol of the drive on the nation's entertainer's lapel [see Programs].

**Coast Circuits**

Sept. Video Hookup Seen

TELEVISION circuits between Los Angeles and San Francisco are scheduled to be ready for service by next September, Ernest H. Schreiber, staff engineer of Pacific Telephone & Telegraph Co., told Electric Club members at their meeting in Los Angeles May 16.

Two channels will be provided initially and present plans contemplate the provision of three additional channels between the two California cities late in 1961, Mr. Schreiber said. On completion of the project, there will be three northbound and two southbound channels, which will be provided by a microwave system using eight relay stations.

"With linking of Los Angeles and San Francisco this year, it is reasonable to expect that further impetus will be given to West Coast television development," he predicted. "Extension will undoubtedly be made from this initial West Coast network."

Further extension to the Pacific Northwest through equipping coaxial cables into that area for TV was indicated. Mr. Schreiber said that work is going ahead rapidly to provide TV channels across country, using both coaxial cable and microwave systems.

**Hits TV Freeze**

PETITION by the City of Chicago for removal of FCC's television freeze and action on pending TV applications there was filed with the Commission last week. Accompanying the request were several resolutions which have been adopted by the Chicago city council in January, March and April (Broadcasting, May 12) and the petition said the freeze "is injurious to residents of ... Chicago and to the commerce and industry" of Chicago.

**Film Report**

GLEN FORD and William Holden, Hollywood movie stars, have formed partnership to produce series of 12 half-hour western type TV films, with George Marshall as co-producer. This is a financing route they have themselves planned to use other name talent in series. Mr. Ford and Mr. Holden both trying to work out arrangements that will permit TV activities with present movie contracts.

David F. Squire, formerly with 20th Century-Fox Films, has been over vice presidency at TV/films Inc., New York. Mr. Squire has announced firm is expanding scope and facilities to produce motion pictures as well as film for TV. During past two years TV/films has specialized in TV commercials for Bulova Watch, Falli Mall cigarette, Weather King and others.

Mack Sennett, producer and star of early comedy pictures, planning TV special, has reported pursuing some 700 scripts of his silent picture comedies, and plans to have 50 ready for TV market early next year.

Gabriel Gonzales Videla, President of Chile, conferring in Hollywood with Filmontile executives on setting up the first major TV film production unit in Valparaiso. Jerry Fairbanks Inc., Hollywood, recently completed one-half minute television film presentation for Glamour Products Inc. (Vitrex Dietary Supplement) for use in forthcoming TV campaign.

Agency: Barton A. Stebbins Adv., Los Angeles. TV-AVIRENE Co., Los Angeles, named to distribute Ern Westmore, Beauty, Glamour and Personality, quarter-hour television film.

KLAC-TV Hollywood telecasting first of recently acquired features. Included in total of 43, are 25 half-hour and 18 as 12-full-length films starring top movie talent. Ford Dealers, Los Angeles, sponsoring latter group. Television Features Inc., New York, currently preparing film commercials for Dawson's Ale, Hudson Napkins, Genessee beer and Siebeling beer.

Edward Schager resigns as Chicago manager of Jam Handy Organizations (film producers) to join Allied Artists Park, New York, as vice president. He was a writer for A T L A S in 1937. K T T V (TV) and KLTA (TV) Los Angeles recently purchased feature length motion pictures on telecasting rights from Hal Roach Studios, Culver City, Calif. KTLA acquired exclusive rights to all Charlie Chase comedies and will telecast them 26 weeks under sponsorship by Murphy Motors, Los Angeles used car dealer. Agency, Charles N. Stahl Adv., Los Angeles.
if it's about radio-tv . . .

look in the

1950 Broadcasting Telecasting Yearbook

clip and mail

BROADCASTING - Telecasting
National Press Bldg.
Washington 4, D. C.

Please send me an extra copy of the 1950 YEARBOOK
☐ I enclose $5.00 ☐ Please bill me

Name
Firm
Address
City State

. . . And the wise timebuyer, account exec, ad manager and station man keeps that bright, red 1950 BROADCASTING-TELECASTING YEARBOOK right where he can lay his mits on it. They know that this 3½-pound, 550-page volume, veritable index to the whole of radio-tv, is finger-tip reference to the booming business of broadcasting—available from no other single source.

. . . or if you need an extra copy . . .

We have a small supply of these books available at $5.00 each. Radio folk just naturally take to the YEARBOOK—so if someone's appropriated yours, or if you need an extra copy, use the handy order form. We'll have the book en route to you by return mail. But, by all means, act now—there aren't many left.
The New Du Mont-Holmes SUPERSPEED Projector

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

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

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

For information on the Superspeed Projector or other Du Mont Telecasting Equipment write, phone, or visit.

ALLEN B. DU MONT LABORATORIES, INC., TELEVISION TRANSMITTER DIVISION, CLIFTON, N. J.
FLORIDA MEET
Agenda Set for June 2-3

AGENDA has been announced by W. W. Escalona, chairman, Key West, Fla., president of the Florida Assn. of Broadcasters, for the annual meeting of the FAB to be held June 2-3 at Orange Court Hotel, Orlando.

Meeting will feature speeches by Rosel Hyde, FCC Commissioner, and Frank King, member of the BAM board. Business sessions, discussions on BAM and NARBA and election of officers headline the program.

The convention gets underway June 2 with a business meeting followed by a luncheon and the BAM talks. Other speaker listed for BAM is Lt. Col. Donald Wilkins, U. S. Air Force publicity officer. Talks also will be heard on the weather bureau and Florida Citrus Commission. Cocktail hour and water show followed by a banquet conclude that day's activities. On June 3, NARBA talks, headed by Comr. Hyde and joined by John S. Cross, assistant chief, Telecommunications staff, State Dept., will be followed by a luncheon, business session and election of officers.

Philco Sales
INCREASED demand for Philco TV sets stimulated the firm's net income and sales this first quarter in comparison to last year's corresponding period, William Balderston, president, Philco Corp., has announced. Sales this quarter totaled $79,487,000 compared to $53,006,000 for the first quarter last year. Net income totaled $4,074,000, an increase of $3,159,000, and equivalent, after preferred dividends, to $2.37 per share of common stock as compared to 49c per share in the 1949 period.

Management

GEORE G. JOHNSON, chief engineer of KOB-AM-TV Albuquerque, N. M., will continue as station manager of KOB-TV in addition to his engineering responsibilities. AM operation is under management of PHIL HOFFMAN, former vice president and general sales manager of WOL Washington (Broadcasting, May 8). KOB properties are owned by T. M. Pepperday, publisher of the Albuquerque Journal.

Mr. Johnson

MARCEL CARTER and G. W. RICHARDSON promoted to positions as executive assistants to management of Canadian Broadcasting Corp., Ottawa. Mr. Carter will be executive assistant to CBC General Manager Dr. Augustin Frigon; Mr. Richardson will be executive assistant to CBC general manager, Donald Manson.

Mr. Pryor

Mr. Nuss

Barbara Koe joins WXG Richmond, Va., as executive assistant to GAELZIEMMER, WXG vice president.

THEODORE C. STREIBERT, president of WOR-AM-FM New York, and MBS chairman of the board, arrives in Hollywood tomorrow (May 23) for one week to inspect various television stations and investigate West Coast methods of operation. While in Hollywood he will confer with Lewis Allen Weiss and Willet Brown, board chairman and president, respectively, of Don Lee Broadcasting System, who also are directors of MBS.

J. P. WILLIAMS, vice president of WING Dayton and WIZE Springfield, Ohio, named to board of directors of Dayton Better Business Bureau Inc.

FRANK SAMUELS, vice president in charge of ABC Western Div., Hollywood, appointed to telethon committee of Los Angeles Chamber of Commerce.

BOB BINGHAM, general manager of WCNC Elizabeth City, N. C., elected to membership in Radio Pioneers Club.

He began his radio career at WKBW Buffalo in 1927.

ROBERT LEAHY, of FCC Accounting Dept., Broadcast Div., and Margaret Kennedy Altman of McAlester, Okla., were married May 15 at Fort Smith, Ark. Circuit Judge J. Sam Wood officiated.

ALVIN C. WALTERS, liaison officer for O & O stations of Yankee Network outside Boston, is the father of a boy, Alvin Charles Jr.

ROBERT J. MCANDREWS, manager of Southern California Broadcasters' Assn., Hollywood, is the father of a girl, Julie Anne.

BENJAMIN BARTZOFF, executive vice president and general manager of WVOM Boston, appointed to Massachusetts Citizens' Committee for Public Health.

CHARLES H. CRUTCHFIELD, vice president and general manager of Jefferson Standard Broadcasting Co. (WBT), Charlotte, N. C., chosen one of 10 best-dressed men in city.

WILLIAM J. JORY, vice president of WJLB Detroit, receives charter member'ship award from Detroit's United Foundation for station's help in first Torch Drive.

JACK YOUNTS, president and general manager of WEBB Southern Pines, N. C., is the father of a boy, Millard Stephen, born May 9.

DR. D. D. PALMER, vice president and treasurer of Central Broadcasting Co. (WHO Des Moines) and Tri-City Broadcasting Co. (WOC Davenport), is the father of a girl, Jennis Wren. Dr. Palmer is the son of COL. B. J. PALMER, president of broadcasting companies.

C. J. MARSHALL, assistant secretary-treasurer of Don Lee Network, Hollywood, and MARGARET COLE, secretary to Ward Ingrim, Don Lee vice president in charge of sales, were married May 5.

KWIR Hearing
NO APPEARANCE was made by KWIR Flagstaff, Ariz., at its license renewal hearing before FCC May 18, the Commission reported last week. FCC earlier had forfeited the station's license but withdrew that action upon a request for hearing. The Commission indicated it wished to determine whether ownership of the outlet had been transferred without FCC approval. [BROADCASTING, May 8]. KWIR is assigned 250 w fulltime on 1340 kc.

CVKL-AM Verdun, Que., has begun operations on 96.9 mc with 3 kw.

185 FAMILIES FOR ONE CENT

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

S. P. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

BROADCASTING • Telecasting

May 22, 1950 • Page 63
Commercial

Dale Lutz, formerly with Firestone's Central Sales Dept. was appointed head of sales department of WRFD Worthington, Ohio. Joe Bradley transfers to handle national accounts.

Richard H. Close, active in NBC Spot Sales Dept. for past 15 years, most recently as account executive, appoints manager of NBC's National Spot Sales. He succeeds John S. DeRussey, who joins WCAC Philadelphia as director of sales for AM and TV (Broadcasting, May 8).

James Fletcher appointed to sales staff of KFAR Fairbanks, Alaska. He was formerly regional manager of Alaska Broadcasting Co., Anchorage.

Fred A. Schwendiman joins sales staff of KS7-AM-TV Salt Lake City. Stan Gordon joins WTVJ (TV) Miami, Fla., as commercial coordinator. He formerly was with WMIE Miami, as salesman. Mary Ford joins station's sales staff, after having been with WMIE and Miami Daily News. Edith M. Carolin becomes office manager for WTVJ replacing Fran Emile, appointed copy and traffic director of station.

Joseph N. Curl, formerly on sales staff of WOV New York, joins WOR New York sales department as account executive.

Schepp-Reiner Co., New York, appointed commercial representative of WASA Harve de Grace, Md.


Bradley R. Eidsman, former commercial manager at WAAF Chicago, joins KBKX Chicago as sales manager.

Charles A. R. Johnson, former account executive for Harper's Bazaar, joins sales staff of WMTR Morristown, N. J.

Weed & Co. appointed national representative for WOTV-TV Ames, Iowa.

David R. Allen, former copy writer and account executive for Puck Adv., joins WWAY-TV Syracuse, N. Y., a local television time sales representative.

George P. Hollinger Co., station representative, moves to new offices at 600 Fifth Ave., New York. Telephone is: BRyant 9-3900.

Jack Woolley, production manager of Hunter Adv., Los Angeles, for past two years, joins KCME Hollywood as account executive.

Vernon Heeren, sales service manager at NBC Chicago, is the father of a girl, Diane Marie.

Whispering' Jack Smith

Jack Smith (Continued from page 18) claims, news flashes, and weather coming out of a speaker, was certain to think of it as radio, and since that was so high in the matter, the radio industry certainly should have been concerned, at least from a public relations standpoint.

If I'm wrong—if the terminal broadcasts had no relation to the radio industry—I'm curious to learn why the birth, death, threes, and ultimate demise of Terminal Radio Inc, was reported so faithfully in Broadcasting, "The News-weekly of Radio and Television.

Keith Connors Commercial Copy Editor WQXR New York

[EDITOR'S NOTE: Terminal Radio, dead or alive, was a matter of tangential interest to radiomen and hence its conclusions were briefly reported in this publication. Neither it nor its executor, however, could properly be considered to fall within the scope of the Peabody Awards which are officially described as "designated to recognize the most distinguished and meritorious public service rendered each year by the broadcasting industry." The italics are ours. Mr. Connors might consider this question: how can the loud speaking system of Grand Central had transmitted good music (of the quality, say, of that aired by WQXR, an award-winning WQXR), when it had deserved a Peabody?]

Cites Responsibility

EDITOR, BROADCASTING: Your editorial comment on the "Phrase That Never Fails" is most interesting [Broadcasting, May 8]. The FCC jumped WBFR for broadcasting one side only when unable to get anyone to take the other side. Then the FCC jumped WWJ for declining to broadcast one side when it could not get anyone to take the other side. But who is to blame? Isn't it a fact that broadcast licensees have the duty to fight for free radio just as newspapers have the duty and responsibility to fight for a press? If the broadcasters would be more alert to their freedom and more determined to stand for it then FCC tyranny would be lessened or eliminated.

Walter Johnson Attorney Heathsville, Va.

WHQA Claimed Oldest

EDITOR, BROADCASTING: As I read your editorial "Phrase That Never Fails" I was about to disagree with your statement that only one station other than WWJ could claim 30 years of continuous operation. Then I realized that WHQA (formerly 9XM) has been operating not 30—but 33 years. It served during World War I in cooperation with the Navy experimental broadcasting, at a time when most other sending stations had been dismantled, and so has a long record of continuous operation.


WHQA's claim to the distinction of being "The oldest station in the nation" has frequently been challenged—yet no other station has been found to have been in operation for so many years. Regularly scheduled programs—with weather reports, farm information, market news and music—were provided in 1919, following two years of sporadic experimental broadcasting.

If you find an older station—let us know. If not—let us know, too.

Harold A. Engel
Assistant Director
WHQA (U. of Wisconsin)
Madison, Wisc.

The Captive Audience

EDITOR, BROADCASTING: I am enclosing a cartoon done by Bill Wheeler of our announcing staff. Thought you might appreciate it. It is an oldie but a goodie. When we did it the other station was WBTM in Danville, Ill.

Broadcasting Cat

1930—1950
20th Anniversary Year

46.0

"HOOPER"*

(average 5 periods winter, 1950)

proves the best buy

in

DANVILLE, VA.

is

WBTM

Rep: HOLLINGER

5kw(d) ABC 1kw(a)
CLAIMING something different in special events coverage, WEEB Southern Pines, N.C., obtained first hand look at joint Army-Air Force "Exercize Swarmer" held in Carolinas in late April and early May. On April 27, Jack Yountos, WEEB president and general manager, Joe Warren, news and special events director, and Arnie Freeman, WEEB commentator, took flying tour of maneuver area culminating at Shaw Air Force base at Sumter, S.C. At base, trio taped several interviews with jet pilots participating in the operation, including actual conversation between pilots and control tower as planes took to air. Also provided was aerial description of 3,000 paratroopers hitting silk.

King-Sized Show SPECIAL one-hour television show for giant Treasury Department bond drive was aired Monday, May 16, on NBC-TV, 10-11 p.m., spearheaded by President Harry S. Truman. Show was encased by Arthur Godfrey and included: Secretary of the Treasury John W. Snyder; ECA Director Paul G. Hoffman; Paul Winchell and Jerry Mahoney; FCC Commissioner Fred A. Hennock; Justice of the Supreme Court William O. Douglas; Jerry Colonna; Harold Stassen, president of U. of Pennsylvania; Perry Como; the Fontaine Sisters; Admiral Forrest P. Sherman; Ronald Reagan; Imogene Coca; Lt. Gen. James H. Doolittle; Gladys Swarthout, and Archie Bleyer and his orchestra. Roland W. Gilbert, vice president and director of television at Young & Rubicam, directed, and David Levy, also of Y & R, produced.

Successful Election Night OPERATING on own, instead of with newspaper in past, WQAM, Miami, Fla., managed to outdo local and state returns on election night. Using students from radio department of University of Alabama, WTBC secured returns and did all tabulations. Election coverage, according to Bert Banks, manager and partner, staffs surprised themselves with excellent job. Sponsor of election program was General Foods Corp., maker of Battery for powering portable radios, picked one-hundredth birthday of set, $10,000,000,000,000,000.

Pork and Beans Month MONTH of May formally declared National Pork and Bean Month over KMTV (TV) Omaha on behalf of Pork Board chairman of Stokely Van Camp Inc. Occasion was "sight-unseen" auction on Penny Auction program, in which bids were won by Mrs. Rose Lee. Unable to identify item which she had purchased, Mrs. Lee was told to make two-minute speech on "Why May should be called National Pork and Bean Month." During her speech, 1,000 cans of pork and beans jumped at her feet. Mrs. Lee's arguments were so persuasive that Stokely Van Camp proclaimed May as "Pork & Beans Month of May." Stokely Van Camp announced that it will back the "Pork & Beans Month of May" with a series of public service announcements, including a television spot, "Make a Pork & Beans Month of May." The campaign will run throughout May in selected markets across the country.

Winnipeg Flood Coverage STEWART MacPherson, WCCO Minnesota staff and native of Winnipeg, journeyed to flood-stricken city for eye witness coverage. Mr. MacPherson returned to Winnipeg May 16 and aired account of damage done and state of flood on WCCO news periods. In addition, he heard on Allan Jackson CBS News and CBS News of America that evening.

Electoral Night Format IN Portsmouth, Ohio, WPTAT-AM-FM and Portsmouth Times cooperated to present Election Night Party May 2. Election night coverage was picked up state-wide election results from WKEO Columbus. On same evening, WPAY aired broadcast of local home talent show, as well as remote broadcast of church musical program.

Billions Battery WHEN Ray-O-Vac Co., maker of batteries for powering portable radios, picked one-hundredth birthday of set, $10,000,000,000,000,000, $10,000,000,000,000,000,000, a million, and a billion. Battery was given to Donald W. Tyrell, president of company, by Carl Swen-son, vice-president and treasurer. Swenson also presented a similar battery to the owner of the first radio station in the United States, KDKA, Pittsburgh, Pa.

More Good Music MONEY donated by Citizens Committee for Better Music in Chicago is paying for some 13 hours of programming weekly on WJR (FM), affiliate of WSB Chicago, which airs only classical music during its 700 hours per week schedule. Station reports commercial sponsors are interested in buying classical programs after widespread publicity following formation of Citizens Committee. Members of group, donating minimum of $10 per year, attempt to foster performance of good music and have started their campaign with radio. Committee has contracted to sponsor hour and a half of symphony six nights weekly and entire opera Sunday nights for a year.

Fishing Feature WSAM-AM-FM Saginaw, Mich., reports "Let's go fishing" really means something in northern Michigan. To help keep Isaac Walton up to date on what's biting and where, NBC outlet has inaugurated 15-minute program each Thursday evening entitled "Let's Go Fishing." On program, phone calls are made directly to several choice fishing localities and accurate reports are made by fishermen themselves. Through use of tape recordings, tell fine anglers what fish are biting, what kind of bait works the best, how weather is and what fishing is like for the day.

Telecast Election Returns JOINING Miami Herald and paper's affiliate WQAM, WTVJ (TV) Miami originated election show in Herald's news room. State-wide returns on hotly contested Pepper-Smith Senatorial race pouring in from tabulators were caught by three remotes carloads in news room. One followed figures on election board, another caught excitement of WQAM news room and third followed news ticker and activity in joint wire press news room. Herald's returns were picked up by WTVJ as John T. Bills, WQAM news editor, and Ralph Renick, WTVJ news editor, explained. Results posted on 40-ft. blackboard.

Daily Funnies EARLY morning program on WNAO-AM-FM Raleigh, N.C., now includes Pennsy Paper Time, which is aired daily by Program Director George T. Case. Using room deplume of "Uncle George," Mr. Case, whose handling of Sunday funnies has been a hit for past years, gives youthful listeners opportunity to follow favorite comic strip and keeps up to date on safety notes, school bulletins, etc.

LANG-WORTH FEATURE PROGRAMS, Inc.
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AM or TV
BLOOMINGTON'S YOUR BEST BUY

WTTS-WTTV
now 5000 WTTSs, and easily the largest in the heart of the world famous limestone industry. For complete information, call or write: Bob Lemon, Sales Manager, WTTS-WTTV, Bloomington, Indiana.

WTTP is a "home-built" station, but don't let heaven's sake—get the idea it's an amateur? It's far from it. People in the industry just can't understand how a town of Bloomington supports TV. We'd like to tell you more about it. Write, wire or call our National Reps, Barnard and Thompson, New York.
Bigger Than Other Media, Berend Tells Ad Club

ARMED with facts and figures, Frank (Bud) Berend, NBC Western Division sales manager, told Hollywood Ad Club members last Monday that "radio is bigger than ever—bigger than 10 years ago and bigger than any other advertising medium.

"There are 12 million more radio families today than 10 years ago, an increase of 48%," Mr. Berend said. "Today's total of 86 million radio sets is more than twice the 1940 figure, an increase of 91%.

Radio listening, he declared, is still No. 1 in public acceptance, and he pointed out that it is over 3% greater now, per home, than four years ago. Directing remarks to agency timebuyers and advertisers in particular, he reminded them that radio time costs are going down. "In the past 10 years they have declined 11%," he said. He also cited other figures to show that radio continues in No. 1 place as a merchandise mover.

Speaking for TV was Norman Blackburn, NBC West Coast director of network television, and Thomas McFadden, newly appointed manager of KNBH (TV) Hollywood, who took issue with a recent statement of Sylvester L. (Pat) Weaver, NBC vice president in charge of television, that Hollywood would be inferior to New York in TV programming until the coaxial cable links both coasts some two years hence.

New York's Start

Conceding New York's two year head start would require some catching up locally, Mr. Blackburn declared that while easterners like their shows live, lower film costs of improved quality and a perfected kinescope will turn the trick. The West Coast has been "out of sight and out of reach," he said, because we are "hamstrung by mountains and money." He advised that New York producers have many fine substitutes for Hollywood talent which has been denied them. "Viewers," he said "are learning to like what they see."

Mr. McFadden said Hollywood can't miss being the world's television center and declared that "we have the answer to all the problems." He told Ad Club members that NBC is developing new methods of kinescoping that will give a quality comparable to live TV. He foresaw a vast new era of entertainment opening in Hollywood, and indicated that the West Coast won't have to wait for the coaxial cable to achieve that.

Sidney N. Strotz, NBC administrative vice president in charge of the Western Division operations, was chairman of the bi-monthly luncheon meeting, designated as "NBC Day." Ernie Belt, club president, presided.

FTC REALIGNS

Announces Bureau Shifts

REORGANIZATION of its bureaus and divisions and appointment of supervisory officials, effective June 1, was announced last Monday by Federal Trade Commission in a move designed to streamline its functions.

Purposes of the reorganization, which would affect FTC's Radio and Periodical Advertising Division, are to (1) eliminate delay in handling cases; (2) promote development of cooperative work with industry; (3) relate investigations of complaints with any trial work that may develop, and (4) associate economic probes with preparation and trial of cases to discourage early monopolistic development.

Donald B. Catling will head the radio division. Lowell B. Mason, acting FTC chairman, will supervise trial examiners and the Bureau of Administration.

Supervisory assignments of other Commission members include: William A. Ayres, former General Counsel's office; John Carson, over Bureau of Restraint of Trade; and James Mead, Bureau of Industry Cooperation and Bureau of Deceptive Practices.

LOW-POWER FM

Indianapolis Meet Set Aug. 3-4

LOW-POWER FM educational stations will be the topic headlined at the fourth annual Conference on Radio in Education, scheduled to be held Aug. 3-4 at Bloomington under the auspices of Indiana U.'s radio department. Meeting aims to aid teachers, broadcasters, school administrators and other interested groups.

Conferences will study station planning, studio design, equipment and installation, program building, script-writing, production, etc. Sessions also will be held for PTA and non-school groups to help them learn to use radio—publicity and planning of projects. Displays will show latest equipment designs. A well-seasoned panel of speakers is planned for discussion periods.
TOMAS A. GONSE, director of personnel and public relations for Lever Bros. since 1947, resigns that post to open his own organization to handle corporation public relations and service educational and philanthropic institutions. Office is at 111 W. Monroe St., Chicago. Before joining Lever Bros., Mr. Gonser was vice president and director of public relations of Northwestern U. for 24 years.

HELEN WILLIAMS, affiliated with Averell Broughton Adv. and public relations agency, New York, establishes her own public relations firm, called Publicity & La Carle, located at 224 Sullivan St., New York, to cater to individuals and small businesses.


WILL H. CONNELLY joins contact and sales promotion staff of The Jam Handy Organization, Detroit.

ASSOCIATED PROGRAM SERVICE signs Westminster Choir of Princeton, N. J., to recording contract.

MEL WILLIAMSON resigns as executive secretary of Hollywood Radio and Television Directors Guild to go into independent radio and television production.

Equipment

ROBERT W. SANDERS, for past 11 years chief engineer of advance development section, Capehart-Farnsworth, Ft. Wayne, Ind., named chief radio and television engineer of Hoffman Radio Corp., Los Angeles.

JACK WHEELER, Newton, Mass., appointed Bendix Radio division merchant.


GLENN HALL appointed statistician in jobber sales division of Clarostat Mfg. Co., Dover, N. H.

STE WART-WARNER Corp. incumbent directors re-elected at stockholders meeting in Richmond: THOMAS H. BEACOM, IRVING S. FLORSHIELD, CHARLES F. GLORE, FRANK A. HITER, JAMES S. KNOWLSON, GEORGE L. MEYER JR. and WILLIAM A. PATTERSON.

SCOTT RADIO LABS elects JOHN S. MECK, president of John Meck Industries, president; LESLIE EVAN ROBERTS, vice president; F. W. ADAMS, vice president and counsel; RUSSELL G. EGGO, secretary; G. F. MECK, treasurer. PAUL SCHRECKING re-elected comptroller. Five-man board includes Messers. Meck, Roberts, Eggo, and Adams. In addition to H. S. DARR, former president.

WORKSHOPS SET

NBC-U. of Calif. Project

SEPARATE workshops in radio and television will be offered this summer by NBC in conjunction with the U. of California, Los Angeles, June 19 through July 24 at NBC studios, Hollywood. This reportedly will be the first time a major network and university have combined to offer television workshop study.

It was announced that both workshops will be highly restricted in character to maintain consistent high level of participation throughout the term.

Radio workshop will be restricted to 35 individuals from operating radio stations or others prepared for jobs in stations from previous training. Fee for the season is $100.

TV workshop will allow 25 screened individuals who have had some experience in the field and definite interest in receiving in-service training in "inner points of television problems." Also eligible are persons with experience in related fields who would not require excessive preparation for the course. Fee for the term is $150.

Jennings Pierce, manager, public affairs, station and guest relations for NBC Western Division, is coordinator for the workshops. Administrator of the radio workshop is Andrew Love, NBC producer, assisted by Alan D. Courtney, assistant to Mr. Pierce at NBC. Robert Brown, KNBH (TV) Hollywood program manager, is administrator of the television workshop; assisting him is Ruth Swanson of the UCLA staff.

BOARD of directors of Magnavox Co., Chicago, declares dividend of 25 cents per share on Class A cumulative preference stock, payable June 1 to stockholders of record May 15. Same dividend declared also on common stock, payable June 15 to stockholders of record May 25, 1950.

WRCO STAFF

Additions Are Listed

WRCO Richland, Wis., fulltime independent on the air since last Oct. 15, has added several members to its staff, General Manager Thomas R. Kelley announced last week.

Robert J. Boddin, formerly program director at KROS Clinton, Iowa, and WCLO Janesville, Wis., is serving as program manager. Other staffers include: Don Northrup of Minneapolis, George Boss of Saginaw, Mich., and Bert Clauddy, of Chicago, combination announcer-engineers; Joseph Koechele of Racine, Wis., news editor; Shulom Kurts of Denver, continuity editor; Joseph Kopp of Rhinelander, Wis. announcer; Mrs. Dorothy Lewis of Richland Center, bookkeeper, and Arlene Banker, Richland Center, receptionist-stenographer. Operating 16½ hours daily, WRCO is licensed for 250 w on 1450 kc.

STORE TRAFFIC

WPFC Drive Draws Crowd

HEAVILY concentrated promotion campaign on behalf of a newly re-modeled Piggy Wiggly store in Panama City, Fla., has been conducted with "great success" over WPCC Panama City, the station reports. A campaign scheduled to start on the same day the store opened was set early in the week by the station and the store's manager, Don Fay. No other advertising was used.

A one-time sponsorship of the Welcome to Hollywood show, spot announcements, and a 25-minute taped interview between Mrs. Mack Lewis, a Panama City matron, and Eleanor Whitehead, WPCC's program director, in which they commented on new features in the store, all were aired before 2:30 p.m. on the day of the opening.

At 2:35 p.m., after the store had been open for five minutes, more than 300 people had crowded in, and more were still coming. By 6:30 p.m., over 1,600 people had registered for free gifts, approximately half of the total crowd, Mr. Fay reports. WPCC, 250 w on 1400 kc, began operation in December 1949, and is an ABC affiliate.
UNESCO AIM
Maps Anti-Jamming Plans
A "more challenging" program to combat jamming of international radio channels will be a major objective of the U. S. delegation to UNESCO, which today (Monday) begins its Fifth General Conference in Florence, Italy. Conference is expected to adjourn about June 16.

The delegation is headed by Howland H. Sargent, deputy Assistant Secretary of State for Public Affairs, and George D. Stoddard, president of the U. of Illinois. Contingent includes leaders of mass communications and other fields.

Mr. Sargent described as major projects "attacks on barriers to the free flow of information; condemnation of the jamming of radio channels, denying the right of people to listen to the broadcasts they choose"; and reduction of barriers to educational exchanges.

Congressional representatives to the conference, in which 54 member nations will take part (Russia is the only large country not represented), are Sen. William Benton (D-Conn.) and Sen. Margaret Chase Smith (R-Me.), both members of the U. S. National Commission for UNESCO.

Political Rule
FCC'S RULE governing use of AM, FM and TV facilities by political candidates was extended to include noncommercial, educational FM stations in a proposal issued by the Commission last week. New section would be added to educational FM rules similar to that in AM, FM and TV provisions. Comments on FCC's proposal were invited to be filed by June 19. Rule states that although a station is not required to allow use of its facilities by a candidate, it must accord equal access to all candidates for the same office if it allows any one of them to do so. Station also is prohibited from censorship.

In Buffalo you can go places fast with WGR

---AND ITS HIGHER-THAN-EVER
HOOPER RATINGS

Leo J. ("Fitzi") Fitzpatrick
L. R. ("Ike") Lounsberry

WGR
CBS 550

Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

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NORMAN J. DICKEN appointed operations manager of KSET El Paso, Tex. He has been in radio for 20 years and worked with such outlets as WTAM Cleveland, WIOD Miami, WFLA Clearwater, both Florida, WSB Atlanta, Ga., and spent 10 years with NBC and ABC New York.

CHARLES TUCKER, formerly chief engineer of WRJW Picayune, Miss., appointed chief engineer of WEHR Hamilton, Ala.

JOSEPH W. CONN, acting chief engineer, director of operations for KTTV (TV) Hollywood, named chief engineer. He continues as executive producer, in charge of directorial and production procedures.

JAMES A. ARTHUR, formerly KOAT Albuquerque, N. Mex., engineer, and

WILLIAM P. MOUZIS, in same capacity with KIST Santa Barbara, Calif., join KECA Hollywood engineering operations.

CARL RUBBS, service man for KKOK-FM St. Louis, is the father of a girl, Barbara Joyce.

INSTRUMENTAL Co., Washington, D. C., publishes catalog "Rental Instruments," which describes service recently made available to engineers and scientists. Catalog is available by writing firm at 411 Albee Bldg., Washington.

GENERAL ELECTRIC Co., Syracuse, N. Y., announces new electronic television mixer (type TV-19-A) for automatic and manual fading, lapping and dissolving of television pictures. It is built for both portable and studio use. Firm has developed 24-inch TV picture tube which will produce direct-view picture almost as large as daily newspaper page, firm claims, and new television visual demodulator (Type TV-51), which allows transmitter operator to measure signal.

This is the WBNS Market

ASK JOHN BLAIR

Yes, there is an abundance of buying power here in central Ohio. It is a rich market that is closely covered by WBNS plus WELD FM. 187,980 families in the area are loyal WBNS listeners. They act upon the buying advice they hear over this station ... and it’s the kind of action that makes sales for WBNS advertisers.

Respects

(Continued from page 36)

the foundation of the Pulse surveys. For example, Pulse interviewers between noon and 1 p.m. interview housewives on their use of the radio between 8 a.m. and noon that day. First, the housewife is asked if the set was on during the morning and, if she answers that it was, the interviewer asks if it was on during breakfast, or during the after-breakfast dishwashing, or while she was doing her other housework, etc.—until he has a good idea of what times she was listening.

Then, and only then, does he produce the roster, which lists, station by station and quarter-hour by quarter-hour, that morning’s program schedule, from which he helps her recall exactly what programs she heard.

"The procedure of learning the times of listening before showing the roster is very important," Dr. Roslow explains, "as it keeps the respondent from reporting programs she is familiar with but did not hear the day of the interview. Otherwise, there would be a tendency to inflate the audience of the big name shows."

Continues Interviews

The same interviewing pattern is followed throughout the afternoon and evening.

The Pulse report for New York is published monthly and covers interviews made during the test week with some 8,400 families. Collecting the data for the New York reports requires the services of 35 interviewers, with a headquarters inside staff of 27 kept busy compiling this information and that collected by interviewers in the 11 other cities now served by the Pulse.

For these other markets—Philadelphia, Boston, Washington, Chicago, Cincinnati, St. Louis, San Francisco, Los Angeles, Cleveland, Dayton and Richmond—the Pulse publishes bi-monthly reports. Although this expanded activity seems a good record for an organization less than nine years old, most of it has come about in the post-war years. The Pulse was barely two months old on Dec. 7, 1941, when the nation found itself at war.

Lawrence Roslow, Sydney's nephew and the chief statistician of the organization, entered the service shortly after that date. Dr. Roslow joined the program surveys division of the Dept. of Agriculture, which had been given the job of conducting wartime surveys of public opinion, and morale, and the Pulse was content just to mark time and keep its New York operation going during the first three years of the war.

In addition to its radio audience surveys, the Pulse measures television audiences in 9 of the 12 cities in which it conducts radio surveys, all but San Francisco, St. Louis and Los Angeles. The TV surveys were started in New York in April 1948.

TV Surveys Separate

These TV surveys are separate from and in addition to the radio surveys, using a sample of 2,000 video set-owning families in New York and 1,600 in each of the other cities. It is probably good research procedure never to accept a fact without verifying it by a re-check, and Sydney Roslow got off to a good start by having two birthdays, June 2, 1910, on the authority of his mother, who certainly should know, and July 29, 1910, according to the birth certificate filed by the doctor with the city authorities.

There was no disagreement about the place, New York City.

After the usual years at grammar school, he attended James Madison High School, where he won a scholarship to New York U. He continued his studies to such avail during his college career that he emerged in 1931 with a Phi Beta Kappa key, a B. S. degree and, what was of much greater value at that time of unemployment, an offer to return to the university as an assistant instructor in the psychology department.

The following year, he pocketed his M. A. degree and kept on teaching and studying until in 1935 he acquired a Ph. D.

As a high school student and university undergraduate he tended toward the serious in his extra-curricular activities, going in for such things as service squads and
student government rather than football or dramatics.

After acquiring his bachelor's degree, he turned to research to supplement his teaching experience (and income). In 1931 he began part-time work for Psychological Corp. and in 1936 joined the firm on a full-time basis. He remained with this research organization until 1941 when he left to establish his own company.

It was one of his after-school assignments that gave Dr. Roslow his first contact with radio. The job was a house-to-house personal interview coincidental survey made for Standard Brands to determine the effect of changing the company's Sunday night radio program from Eddie Cantor to an operatic series. He also collected data on the program's audience and on purchases of Chase & Sanborn Coffee. "The main conclusion I reached," Dr. Roslow says now, "was that house-to-house coincidental surveys are not practical on any large scale."

In 1932 Dr. Roslow married Irma Sternberg, twice, following an informal civil ceremony with a full-scale religious wedding. The Roslows now live in Rego Park, Long Island suburb of New York, with their three children: Richard, 12; Susan, 8, and Peter, 1.

Gardening Hobby

Dr. Roslow says his main hobbies are working around his house, either in the garden or on a remodeling project. He recently walled and papered the basement, finishing the job by tiling the floor. Such manual labors, he says, provide excellent relaxation from a day spent poring over pages of figures.


With the Pulse now operating in 12 cities and a 13th, Columbus, Ohio, to be added this summer, Sydney Roslow is well on his way toward his goal of having Pulse surveys in 20 to 25 major markets. And, as a research man, he is reasonably content with his progress.

Deep within his heart, however, still rankles the frustration of an artist whose brainchild has been rejected. He firmly believes that a weekly report on public opinion would make a fine radio series, only now he would call it, not The Pulse of New York, but The Pulse of the Nation.
ACTIONS OF THE FCC

MAY 11 TO MAY 18

ACTION DENIED

WASHINGTON, D.C.—Declined without hearing to deny petition of KSUM, Corning, Iowa, for special temporary authorization to increase power to 30 kw.

Heard without decision on petition of WQVC, Greensville, Va., for temporary authorization to increase power to 10 kw.

Denied without decision to dismiss petition of WDBT, Thomasville, Ga., regarding approval of applications for power at 5 kw.

Appeal from decision of the Commission on petition of WCCJ, Henderson, Ky., for temporary authority to operate with power of 5 kw.

Granted amendment to permit of WRKJ, Caddo, La., to change power to 5 kw.

Granted application for authority to change power to 5 kw, where the Commission approved the application for operation at 5 kw at WNAV, Northport, Ala.

Filing of petition by KBSL, Mayfield, Ky., to change power to 5 kw.

Petition for extension of license of WNYA, Detroit, Mich.

Filing of petition by WRSH, Middletown, Ohio, to amend its operating license to permit operation to 5 kw.

Petition for extension of license of WITA, Saint Paul, Minn.

Petition for extension of license of WSGB, Grants Pass, Ore.

Petition for extension of license of WRQF, New Orleans, La.

Petition for extension of license of WSNU, New York, N.Y.

Petition for extension of license of WZVR, New York, N.Y.

Petition for extension of license of WISU, Panguitch, Utah.

Petition for extension of license of WRBE, Meridian, Miss.

Petition for extension of license of WRCT, Columbia, S.C.

Petition for extension of license of WISO, New York, N.Y.

Petition for extension of license of WING, New York, N.Y.

Petition for extension of license of WJRY, Proctor, Conn.

Petition for extension of license of WPLH, Bohemia, N.Y.

Petition for extension of license of WCPG, Cambridge, Mass.

Petition for extension of license of WADD, New Orleans, La.

Petition for extension of license of WBOC, Atlantic City, N.J.

Petition for extension of license of WIBR, New York, N.Y.

Petition for extension of license of WKBW, Buffalo, N.Y.

Petition for extension of license of WKNR, North Attleboro, Mass.

Petition for extension of license of WGET, Atlanta, Ga.

Petition for extension of license of WNTS, Greensboro, N.C.

Petition for extension of license of WRSU, Richmond, Va.

Petition for extension of license of WTVS, New York, N.Y.

Petition for extension of license of WCRN, Des Moines, Iowa.

Petition for extension of license of WSOQ, South Norwalk, Conn.

Petition for extension of license of WBFM, Dayton, Ohio.

Petition for extension of license of WRNO, New Orleans, La.

Petition for extension of license of WERS, Little Rock, Ark.

Petition for extension of license of WFOV, Minneapolis, Minn.

Petition for extension of license of WJAV, Chicago, Ill.

Petition for extension of license of WAMC, New York, N.Y.

Petition for extension of license of WHEC, Rochester, N.Y.

Petition for extension of license of WJRC, Jackson, Miss.

Petition for extension of license of WRSH, Charleston, W.Va.

Petition for extension of license of WORC, Richmond, Va.

Petition for extension of license of WJAS, Atlanta, Ga.

Petition for extension of license of WORC, Richmond, Va.

Petition for extension of license of WJWR, New York, N.Y.

Petition for extension of license of WISE, Boston, Mass.

Petition for extension of license of WJZ, Baltimore, Md.

Petition for extension of license of WJRC, Jackson, Miss.

Petition for extension of license of WJSP, St. Paul, Minn.

Petition for extension of license of WJBL, Nashville, Tenn.

Petition for extension of license of WJZL, St. Louis, Mo.

Petition for extension of license of WJZT, St. Louis, Mo.

Petition for extension of license of WJZS, St. Louis, Mo.

Petition for extension of license of WJZK, St. Louis, Mo.

Petition for extension of license of WJZL, St. Louis, Mo.

Petition for extension of license of WJZT, St. Louis, Mo.

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Petition for extension of license of WJZK, St. Louis, Mo.

Petition for extension of license of WJZL, St. Louis, Mo.

Petition for extension of license of WJZT, St. Louis, Mo.

Petition for extension of license of WJZS, St. Louis, Mo.
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TELEVISION AND BROADCAST FACILITIES DESIGN AND CONSTRUCTION 18 Grand St., New Rochelle, N. Y. New Rochelle 6-1520

### KENNEDY & TURNER
Wes Turner Frank M. Kennedy "Registered Professional Engineers" Specializing in Television 1701 Arboleda Road Phone Olympic 7019 LOS ANGELES 27, CALIF. Member AFCCE*

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**GEORGE C. DAVIS**
501-514 Munsey Bldg.—Sterling 0111 Washington 4, D. C. Member AFCCE*

**GAUTNEY & RAY**
CONSULTING RADIO ENGINEERS 1032 Warner Bldg. Washington 4, D. C. National 7757 Member AFCCE*

**McIntosh & Inglis**
710 14th St., N.W.—Metropolitan 4477 WASHINGTON, D. C. Member AFCCE*

**WILLIAM L. FOSS, Inc.**
Formerly Colton & Foss, Inc. 927 15th St., N. W. Republic 3883 WASHINGTON, D. C.

**A. R. Bittar**
CONSULTING RADIO ENGINEERS 4125 Monroe Street TOLEDO 6, OHIO Telephones—Kingswood 7631, 9541

**WALTER F. KEAN**
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING 1 Riverside Road—Riverside 7-2153 Riverside, I1. A Chicago suburb**

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May 22, 1950 • Page 73
Help Wanted

Managerial

Eastern station wants good general manager for sports. Available at Box 180F, BROADCASTING.


Commercial manager and program director, both with writing and announce- ing experience. Must be familiar with Pennsylvania small market. Full details in first reply. Box 225F, BROADCASTING.

Salesmen

Independent station along Atlantic Coast—300 watt full time. Great road- ways—strong on local program- ming. Part of our territory will un- opened. Salary and commission. Box 179F, BROADCASTING.

Salesman wants neat independent sales executive with record of proven results in local fields. Interested in national and local sales. Send write-up and photo. Box 122F, BROADCASTING.

Wanted—Salesman with proven ability—1000 watt station in central Massa- chusetts. Potential for new area. Salvation man. Will pay the right salary for the right man. Must be neat, picture and picture must accompany first letter. Box 183F, BROADCASTING.

Salesman wants sales photo and de- tails to KOOC, Salem, Oregon.


Announcers

Straight staff with 5000 watt net af- filiate. Occasional special events and nightclub. Box 153F, BROADCASTING.

Need good commercial staff in major metropolitan area with at least three years experience. Good basic salary, plus commission. Box 127F, BROADCASTING.

Announcer must have engineering and production experience. Quality, well-trained voice, Wisconsin station, please send photo and complete information on your expectations. Box 125F, BROADCASTING.

Topnotch announcer with first class ticket needed for independent station in good market. Must be proven on operation first 1st June. Excellent pay for right man. Box 181F, BROADCASTING.

Announcer-copywriter. Immediate op- portunity for a man with good voice, writing ability. Send full details of advertising experience, salary requirements to Box 197F, BROADCASTING.

Miscellaneous

Announcer-control operator. Special- ized equipment. Excellent opportunity to develop your special talents. Send disc, qualifications, salary require- ments. Box 219F, BROADCASTING.
Situations Wanted (Cont'd)

Emergency — Good, experienced all-round versatile announcer, present in Los Angeles, presently employed but must locate new job in New York or eastern coast. Will work, travel, possibly live anywhere. Box 26DF, BROADCASTING.

Publisher, salesman. Experienced in FM time sales, college grad, school radio, graduated with major in sports, deep nature voice. 21, still single. Consider all. Replies by phone or airmail. Available short notice. Car. Box 217F, BROADCASTING.

Announcer, permanent. N.Y. market. Excellent radio experience. Will work, travel. Box 267F, BROADCASTING.

Situations Wanted (Cont'd)

Announcer — College graduate, one year experience announcing, store and jockey and staff positions. Ambitious, reliable. Will travel. Box 26DF, BROADCASTING.

Voice, rich resonant. Experience one year N. Y. F. M. Staff positions. B.A. Degree. Versatile announcer wants to work with progressive station. Box 267F, BROADCASTING.

Announcer — College graduate, one year experience announcing. Good voice. Will work, travel. Box 267F, BROADCASTING.

Announcer — 3 years experience round announcer, operate board. Box 269F, BROADCASTING.

Announcer — College graduate one year experience. National New York FM staff. Box 269F, BROADCASTING.

Announcer — College graduate one year experience. AM/AM, FM/CM. Has worked on progressive station. Box 251F, BROADCASTING.

Announcer — 23, Some experience. Disc jockey and writer. Can work late hours, interviews, control board. Consider all. Box 269F, BROADCASTING.

If your station needs an announcer experienced, write. Box 257F, BROADCASTING.

Announcer — 2 years experience round announcer, operate board. Box 269F, BROADCASTING.

Announcer — College graduate, one year experience announcing. Good voice. 21, still single. Excellent. Will work, travel. Box 269F, BROADCASTING.

Announcer — Source needs an announcer immediately. Male voice. Box 255F, BROADCASTING.

Announcer — 3 years experience. College grad. Male voice. Will work, travel. Box 269F, BROADCASTING.

Announcer — 2 years experience. Male voice. Will work, travel. Box 269F, BROADCASTING.

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For Sale (Cont'd)

1800-1000 watt FM transmitter, 619.3 MHz. Complete with tubes, 15 kw. rack or wire line. Also, RCA 12DIK broadcast oscillator, 3000.00, mounted in handsome console. This equipment cost over $25,000. First Class in the country. Immediate shipment.

For sale: RCA BTF-315, 3 kw FM transmitter, 88.3 MHz. Excellent condition. $3250.00 f.o.b. St. Louis, Missouri.

- RCA 12DIK broadcast oscillator, 3000.00, mounted in handsome console. This equipment cost over $25,000. First Class in the country. Immediate shipment.

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Promotion

TURTLE invasion, involuntary as far as amphibians were concerned, was recent promotion tie-in on part of Capital, advertising manager of Jacob Schmidt Brewing Co., which sponsors baseball broadcasts on WMBD radio, along with Midway Chevrolet Co. Frank Devaney, vice president and general manager of WMBD, which airs St. Paul baseball games, reported that turtles were brought into town and distributed to newsstands and grocery stores. Turtles, measuring about two inches in length, sported multi-colored shells with legend, "Marty for City Club... WMBD... All Games." Distribution of vast posh reptiles marked great hit with small fry and WMBD reported distribution throughout area created one of most effective broadcast-promotion impacts witnessed in some time.

Notes from WTAG
IN LINE with showing of its promotional film on Worcester market, WTAG-AM-FM that city is sending two-color promotional booklet to those attending showings. Booklet is shaped like spiral pad and contains noted highlights of statistics and data included in film, written in grey simulated pencil. Most important facts are underscored or checked in blue simulated pencil. Booklet is complete even down to doodling in margins, and concludes—"Remember for WTAG availability—Top, station—Top market!" Yellow paper attached to booklet reads, "We look notes for you—WTAG-AM-FM."

June Promotion
JUNE brides will be favored by promotion planned by WXG in Richmond, Va., when outlet will air actual marriage ceremony on Frank Foster's Country Store on second floor of Raylase Department Store, program's sponsor. Marriage will be performed by Rev. James Westcott, one oft WXG radio pastors, and over $300 in prizes will be presented to newlyweds by sponsors. "Portable Pitch" CAMPAIGN to promote sale of portable radios in Washington, D.C., area one week prior to Dec. 5 Christmas Day, May 30, continuing through July 4, has been announced by Ben Strouse, vice president and general manager of Capital Broadcasting Co., owner and operator of WWDC-AM-FM Washingt., Projected as strictly public service, campaign will involve airing of spot announcements gratis by station. No advertiser will be asked to pay for service. Promotion is entitled "Portable Pitch-Capital's Specialty Radio Sale."

Competition Opened
ANNUAL WOB New York Herald Tribune Journalism awards competition opens in city's public and parochial high schools. Awards, designed to encourage aspiring journalists, will be given to boy and girl of graduating class who have written best news reports or interviews in school newspaper.

WILS 'Lonesome Gal'
WIDE sponsor-program promotion effort by WILS Lansing, Mich., points up new transcription program format adopted by Berghoff Beer. Called Lonesome Gal, show runs for 52 weeks, five times weekly. In addition to air announcements, campaign carried forward through newspaper ads and publicity, taxi posters, direct mail to beer trade in local retail trading zone, outdoor posters, etc. Campaign coordinated with drive by BBDO, agency involved.

Grady Cole Mailing
COPIES of North Carolina's weekly magazine The State being mailed by WBT Charlotte. Current issue headlines article profiling Grady Cole, WBT's star announcer now celebrating his 30th with station. It traces Mr. Cole's career, his achievements earned as broadcaster. Mr. Cole's time clients, agencies and trade publications are receiving copies as will dealers throughout Carolinas who handle products advertised by Mr. Cole over WBT.

Iowa Cotton
IT TAKES a Texan to change landscape of state's "outer fringes." Johnny Holmes, assistant to Chuck Wingo, WBT programmer and Cedar Rapids, Iowa, is Texan who lamented nothing in Iowa could compare to cotton fields in Lone Star State. In answer, Mr. Wingo told his listeners about dispute and sent out 5,000 10-cent packages of cotton seeds to Iowans. Since each package contains 50 seeds, full harvest of about 150,000 cotton plants is expected. However, campaign's in fun and WMT doesn't expect Texas to lose its market.

Barrel of KEYL Pan
BARREL of fun featured switch from AM platter spinning to TV for Bud Whaley when the disc jockey left KMAC San Antonio for KEYL (TV) San Antonio. Making change to video graphics, Mr. Whaley paraded through downtown district in a barrel, saying he had switched, lock, stock and barrel.

HPL Sales Talk
GRAPHIC folder tells how nightime edition of Starlight Salute, sponsored by Housewives Protective League, has become "the most sales-effective participating program in all radio." To prove it, HPL relates how two-convincing advertiser was shown that Galen Drake over WCBS New York could reach women with food commercial at 11:15 p.m. Mr. Drake, folder says, offered recipe books five consecutive nights—expecting couple of thousand letters. Result: 24,021 proving "he has gone out with the ladies... any time."

Radio Jamaica Plans
PAN AMERICAN Broadcasting Co., Inc. announced that Radio Jamaica, British West Indies, will be the first station to operate commercially in Jamaica when it makes its debut early this summer. Broadcasters, coming from the capital city of Kingston simultaneously on shortwave and standard. The station is scheduled to be on the air from 4 p.m. to 11 p.m. with both live and transcribed shows. Time already has been sold to several international advertisers, according to Pan American.

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MEXICO OUTLETs FCC Reports on Changes

CHANGES in facilities and assignment of call letters to stations in Mexico were reported by FCC last week upon notification by Mexico according to the provisions of the North American Regional Broadcasting Agreement, now being renegotiated.

New 200-watt fulltime outlet on 1410 kHz, XEVH, is to begin operation Sept. 1 at Valle Hermoso, it was reported. XEKP Matamoros, 250 w fulltime on 1450 kHz, was reported deleted and its assignment given XEAM there effective Sept. 1. XEAM is to switch from 1400 kHz. Call letters were assigned to the following:

XEXF Talpa, 550 kHz; XEAX Santa Ana and XEAK Tecate, 560 kHz; XEAY Villa Acuna, 570 kHz; XEBF Acapulco, 600 kHz; XERJ Zapopan, 760 kHz; XEBD Tijuana, 800 kHz; XECD Saltillo, 920 kHz; XEBF Mexicali, 940 kHz; XEGN Aguascalientes, 1010 kHz; XEBR La Paz, 1090 kHz; XECC Aguaclavientos, 1170 kHz; XECB Cuatrociudades, 1240 kHz; XECF Zacatecas, 1270 kHz; XEGU Guadalajara, 1380 kHz; XEBL Aguas Claras, 1420 kHz; XEBV Ciudad Guzman, 1430 kHz; XECV Ciudad Victoria, 1450 kHz; XECD Olinala, 1450 kHz; XECV Guaymas, 1490 kHz; XECV Ojinaga, 1500 kHz; XECV Queretaro, 1570 kHz; XECV Guamav, 1590 kHz; XECV Veracruz, 1600 kHz; XECV Xalapa, 1590 kHz; XEDB Acapulco, 1600 kHz.

GIVING the boys at ABC's Western Division a boost up the ladder of success are Frank Samuels (1), vice president in charge of the division, and Ernest Smith (2), assistant treasurer of ABC and Western Division personnel director. The seven boys, originally employed by the network as Wisconsin passenger boys, were promoted to more responsible positions. Standing on the roof are Mark Bottles (1) and Tom Sumner, new in engineering. On the ladder (reading down) are Ralph Weide Emerson, Walter Cooper, with the network directing division; Carroll McKenna, audience promotion; Arthur Bestak and Arthur Thompson, program assistants.

WISCONSIN MEET News Editors Form WARNE

ROBERT LINDSAY, new editor of WKOW Madison, was named acting president of the Wisconsin Assn. of Radio News Editors at an organizational meeting held May 18 at Madison. It was announced that membership in WARNE is open to any bona fide news editor or news director of any Wisconsin radio or TV station, and that news editors of Upper Michigan stations will be invited to join. The organization also announced that a combined business meeting and radio news clinic will be held at the U. of Wisconsin in the fall, the date to be announced.

Members of WARNE are:

Jack Krueger, WTMJ Milwaukee; Paul Cliftord, WAUX Waukesha; Joe Kolak, WMBD and WBEU Chicago; Roy Vogelman, WINS Madison; Bob Macaulay, WMAM Marinette; Michael Griffin, WBAY Green Bay; Paul Ziemer, WBEZ La Crosse; Dick Vogt, WEAU Eau Claire, and Mr. Lindsay. Also present at the organizational meeting were: Robert Boddien, WBBC; Robert Taylor, U. of Wisconsin Service; Dr. Ralph Nafziger, U. of Wisconsin School of Journalism, Arthur Bystrom, AP, Madison.

WLBO Cites Union

DEMONSTRATION by American Communications Assn. (CIO) against WLBO New York has led to the filing of unfair labor charges against the union. Station files charges with the National Labor Relations Board asserting the union violated the law April 28 by engaging in activities designed to demonstrate and dissemination of false and slanderous statements among employer's customers. AOA contract with WLBO expired April 30.

FCC Actions

(Continued from page 78)

Decisions Cont.:

KIDB Inc., Boise, Ida.—Granted license change.

General Manager, ABC, Atlanta.

Granted mod. license to change frequency from 133.55 to 133.70 MHz.

WKAV Ames, Iowa.—Granted mod. CP for extension of completion date to 11-15-59.

Radio Station, WBSC Chicago—Granted mod. CP for extension of completion date to 10-24-50 WCRT.

WBRM Boston, Mass.—Granted mod. CP for extension of completion date to 11-15-59.

KBLH Board of Education, St. Louis.—Granted new noncommercial educational FM station; 91.5 mc 12.5 kw.

WLAG-FM La Grange, Ga.—Granted CP for extension of completion date to 11-30-59.

WXMH-FM Dearborn, Mich.—Same to 8-26-59.

KDFC San Francisco.—Same to 12-15-59.

WEST-FM Pasco, Pa.—Same to 12-15-59.

WLIZ Paul Hunter Estates, Fl.—Granted request for voluntary assignment of license to WLNE Inc.

WHRB Warren, Ohio.—Granted lic. change frequency.

News-Consumer, Inc., Chicago, Ill.—Granted license change.

KAST Aretha, Ore.—Granted license change frequency, etc. 1350 kHz to 1500 kHz.

WKBK Tampa, Fla.—Granted license new standard station 1560 kHz 1 kw D.

WKFA Panama, Calif.—Granted CP install new trans.

WLIV Grand Island, Ohio.—Granted mod. CP for approval of ant., trans. and studio locations.

Following were granted mod. CPs for extension of completion dates as shown:

WNAM Neenah, Wis. To 7-15-55; WLBN Fort Lauderdale, Fla. To 9-25-55; WCHB Baltimore to 9-1-55; WSCW Saginaw, Mich. To 10-1-55; WQVY (TV) WABU-FM Albertville, 10-1-55; WQVY (TV) WABU-FM Albertville.

ACTIONS ON MOTIONS

(28 By Com. Paul A. Walker) FCC General Counsel proposed motions to extend to June 12 to file exceptions past initial decision issues issued by Commissioner Grant filed in proceeding upon application of Falls County, Minn., station WRCF; WRCF Chronicle Pub. Co., Marlow, Ind.—Motion to extend to June 12 to file exceptions to initial decision.

(28 By Examiner Leo Benneck) KRB Lubbock, Tex.—Granted request Commission accept late its written appearance in proceeding re West Texas Ga. to examine.

(28 By Examiner Elizabeth C. Smith) Santa Rosa Bestco, Co., Santa Rosa, Calif.—Appearing at hearing set for Aug. 3.


(28 By Examiner Jack P. Blume) KXLA Pasadena, Calif.—Continued granting of hearing from June 1 to June 23.

Brazoria County Bestco. Co., Freeport, Tex.—Continued call letters assignment hearing in proceeding re its application from June 22 to July 20.

WWJ Detroit.—Granted in part petition to take depositions of witnesses in proceeding re applications of WRKX and WRKX-TV as sponsor.

WWJ Detroit.—Continued at this time petition to take depositions of witnesses in proceeding re applications of WRNKO and WRNKO-TV as sponsor.

WJBB New Orleans.—Granted petition (1) for leave to amend its application to show resignment of two shares of one of the remaining stockholders; and (2) that record in proceeding re its application and that of Royal Best Corp., New Orleans, and Gretna and Lower Coast Radio and Best Co., Inc., Gretna, La. be reopened for limited purpose of submitting new exhibit to reflect changes; record then closed.

(28 By Com. Paul A. Walker) KXLR Lincoln, Neb.—Continued granted petition for dismissal without prejudice of its application for CP; dismissed as moot.

May 16 Applications . . . .

ACCEPTED FOR FILING

License for CP

KDDM El Dorado, Ark.—License to cover new AM station.

KGLN Glennwood Springs, Colo.—Same.

WKAS Auburn, Ore.—Same.

WDAW San Angelo, Tex.—License to cover CP. For present license 5 kw aux.

Modification of CP

KXIC Menomonie, Wis.—CP new AM station for extension of completion date.

WDSM Superior, Wis.—Mod. CP change frequency etc. for extension of completion date.

WKBV Paducah, Ky.—Same.

WCMY Yonkers, N. Y.—Mod. CP new commercial TV station for extension of completion date.

KGVO Missoula, Mont.—Mod. CP increase of completion date.

KGTO Independence, Mo.—CP new FM station to change ERP and ant. height.

FM Changes

WRVC (FM) Paducah, Ky. —Change call letters to WJOC. . . . . .

TENDERED FOR FILING

AME—550 kHz

WQQQ Gainesville, Ga.—CP change from 1580 kHz to 1610 kHz N. 5 kw-D and 1560 kHz to 1560 kHz N. 5 kw-D un.

DEC (Contingent on WAGA change in facilities),
**FCC ROUNDUP**

**New Grants, Transfers, Changes, Applications**

**Box Score**

**SUMMARY TO MAY 15**

**CLASS OF LICENSE**

<table>
<thead>
<tr>
<th>Class</th>
<th>On Air (Commercial)</th>
<th>CP's</th>
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<tr>
<td>AM</td>
<td>2,135</td>
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<tr>
<td>TV</td>
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<td>194</td>
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<table>
<thead>
<tr>
<th>Class</th>
<th>Licensed CP's</th>
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</thead>
<tbody>
<tr>
<td>AM</td>
<td>2,135</td>
</tr>
<tr>
<td>TV</td>
<td>194</td>
</tr>
</tbody>
</table>

Total 2,135 CP's

**APPLICATIONS ACCEPTED**

- **Filing**
  - AM-1490
  - WKCM Cambridge, Md.-Mod. license AM station to change from 1450 kc 100 w to 100 w 250 w.
  - KXCM Moberly, Mo.-Mod. CP AM station to change AM 1250 kc 250 w to 1250 kc 250 w.
  - WKSY Ashland, Ky.-AM station to change from 1490 kc to 1420 kc.
  - KNAL Victoria, Texas.-AM station to change 1500 kc 100 w to 1500 kc 150 w.
  - WQVA Logan, W. Va.-AM station to change from 1290 kc 5 kw to 1500 kc 5 kw.

**TENDED FOR FILING**

- AM-1420
  - KLJF Lafayette, La.-AM station to change from 1450 kc 500 w kilowatt to 1400 kc 500 w.
  - WMGN Greenwood, Miss.-AM station to change from 1500 kc 10 kw to 1500 kc 10 kw.
  - AM-1000
  - WPLL Wheeling, W. Va.-AM station to change 1800 kc 1 kw to 1800 kc 10 kw.

**May 18 Decisions...**

**NEW GRANTS, TRANSFERS, APPLICATIONS**

**NEW APPLICATIONS ACCEPTED**

- AM-590
  - WQDA Cambridge, Mass.-Grant license for new AM station, 1931.
  - WSWW-FM Marion, Ill.-Grant license for new FM station.

**Docket Actions...**

**SUMMARY TO MAY 15**

**NEW GRANTS, TRANSFERS, APPLICATIONS**

<table>
<thead>
<tr>
<th>Application</th>
<th>In Grant, Permit, Hearing</th>
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<td>TV</td>
<td>75</td>
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<td><strong>Total</strong></td>
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</tbody>
</table>

**NEW GRANTS, TRANSFERS, APPLICATIONS**

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  - WQDA Cambridge, Mass.-Grant license for new AM station, 1931.
  - WSWW-FM Marion, Ill.-Grant license for new FM station.

**FRIENDS**

"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBG Broadcasting • Telecasting
SELLING RADIO

Shugert Sees Challenge

AN ADVERTISING executive of a large spot radio user will discuss how radio can revitalize its sales job to maintain growth as television competition. The Broadcaster Commissioners two-day meeting this week at Neil House, Columbus, Ohio.

Charles W. Shugert, assistant manager of the nation's largest advertising department, Shell Oil Co., will speak on "Enjoy Yourself—It's Later Than You Think."

Other speakers slated for the WCR program are Henry C. Holt, said to include Louis Caldwell, of Kirkland, Fleming, Green, Martin and Ellis, Washington, D. C., on FCC regulations, political and controversial issues; Paul Peter, of Frazier & Peter, Washington, D. C., on "Out of Control Ex- tra," a panel made up of John McConnell, manager; John Murphy, WLTV (TV) Cincinnati; E. Y. Flanagan, WSPD-TV Toledo; Robert James, WRGB, Schenectady; and Don Thompson, Fifth Federal Reserve District, Cleveland, on "Business Forecast."

"National Spot Radio" is the subject of a study just delivered by Lewis E. Haver, Avery-Knoll Inc., New York.

WSVRA Harrisonburg, Va.—Granted increase in power from 1 kw day to 1 kw day May 15.

E. Snyder, N. Y.—Granted new station in facilities from 150 kw day to 1 kw day May 15.

KDFK Fairbanks, Alaska.— Granted increase in power from 1 kw unlimited to 1 kw unlimited at 1320. Granted May 18.


Albany, Minn.—Steinlager Brothers Co., granted a new station in facilities from 150 kw unlimited to 1 kw unlimited. Granted May 18.

KPMO Pomonca, Calif.—Extended to May 8 for filing exceptions. PAN to reconsider Minority Board's initial decision to deny KPMO license renewal application and to discontinue the station's operation. Granted May 18.


WKDL Millman, Ala.—By mem- orandum opinion and order denied PAN's petition for investigation into the manner in which it was granted a station in accordance with the provisions of the Act not to have been available to 27 in the same manner on its application for 1250. Granted May 18. Order May 12.

KPHO Phoenix, Ariz.—Extended to May 8 for filing of exceptions. PAN to reconsider Minority Board's initial decision to deny KPHO license renewal application and to discontinue the station's operation. Granted May 18.

KDKS Springfield, Mass.—KRTS East Longmeadow, Mass.—KRTS re- requesting FCC to reconsider grant of license for station which was denied by a decision of the U. S. Court of Appeals for the District of Columbia. Granted May 18. Order May 18.

KSWZ Fresno, Calif.—By mem- orandum opinion and order denied PAN's petition for investigation into the manner in which it was granted a station in accordance with the provisions of the Act not to have been available to 27 in the same manner on its application for 1250. Granted May 18. Order May 12.

Non-Docket Actions

AM GRANTS

Monett, Mo.—Lloyd C. McKeen and John M. Hersey, licensee by Hugh E. Hersey, granted a new station in facilities from 150 kw unlimited to 1 kw unlimited at 1320. Granted May 18.

Waycross, Ga.—South-Eastern System granted a station, 8 kw, 1 kw unlimited at 1320. Granted May 18.

WDCR Crookston, Minn.—Granted new station in facilities from 12 kw unlimited to 1 kw unlimited. Granted May 18.

WADR Augusta, Ala.—Pat M. Courington 0/9 as Band Mountain Best, Co., granted a new station, 8 kw unlimited at 1320. Granted May 18.

WZOD Center, Ill.—WZOD granted a new station in facilities from 1 kw unlimited to 1 kw unlimited at 1320. Granted May 18.

WTVB North Olmsted, Ohio.—WTVB granted a new station in facilities from 1 kw unlimited to 1 kw unlimited at 1320. Granted May 18.

WLS Chicago, Ill.—WLS granted a new station in facilities from 12 kw unlimited to 1 kw unlimited at 1320. Granted May 18.

WQFG Bakersfield, Calif.—WQFG granted a new station in facilities from 150 kw unlimited to 1 kw unlimited at 1320. Granted May 18.

WQAQ Atlanta, Ga.—WQAQ granted a new station in facilities from 1 kw unlimited to 1 kw unlimited at 1320. Granted May 18.

WJXJ Miami, Florida.—WJXJ granted a new station in facilities from 1 kw unlimited to 1 kw unlimited at 1320. Granted May 18.

WESJ San Antonio, Tex.—WESJ granted a new station in facilities from 1 kw unlimited to 1 kw unlimited at 1320. Granted May 18.

WFRB Chicago, Ill.—WFRB granted a new station in facilities from 1 kw unlimited to 1 kw unlimited at 1320. Granted May 18.

WJWH Kansas City, Mo.—WJWH granted a new station in facilities from 1 kw unlimited to 1 kw unlimited at 1320. Granted May 18.

WJVL Cleveland, Ohio.—WJVL granted a new station in facilities from 1 kw unlimited to 1 kw unlimited at 1320. Granted May 18.

WWRB Seattle, Wash.—WWRB granted a new station in facilities from 1 kw unlimited to 1 kw unlimited at 1320. Granted May 18.

WGRV Columbus, Ohio.—WGRV granted a new station in facilities from 1 kw unlimited to 1 kw unlimited at 1320. Granted May 18.

WAMC Albany, N. Y.—WAMC granted a new station in facilities from 1 kw unlimited to 1 kw unlimited at 1320. Granted May 18.

WBBK Burlington, Vt.—WBBK granted a new station in facilities from 1 kw unlimited to 1 kw unlimited at 1320. Granted May 18.

WCRW Corpus Christi, Texas.—WCRW granted a new station in facilities from 150 kw unlimited to 1 kw unlimited at 1320. Granted May 18.

WLOGB Logan, Ohio.—WLOGB granted a new station in facilities from 1 kw unlimited to 1 kw unlimited at 1320. Granted May 18.
CRIME PROBE

Halley Named Counsel

APPOINTMENT of Rudolph Halley, member of the New York Washington law firm of Fulton, Halley and Halley, as chief counsel for Sen. Kefauver’s Special Crime Investigation Committee, was announced on Capitol Hill last week as the group met in executive sessions to chart its course. Proposed probe eventually will take on use of radio and interstate communications facilities for transmission of gambling data.

Mr. Halley was assistant chief counsel and later chief counsel of the old Senate War Investigating Committee in 1942 under Harry Truman, then U. S. Senator. He was counsel to the group and later chief trial counsel for G. A. (Dick) Richards in FCC’s hearings on the news policies of the owners of WGRG, Cleveland, KMPC Los Angeles and WJR Detroit.

Gambling Angle

Sen. Estes Kefauver (D-Tenn.), chairman of the five-man committee, has indicated his probe will encompass the use of radio and interstate communications facilities for “gambling” purposes [BROADCASTING, May 15], a subject explored at length in Kefauver’s previous Commerce communications subcommittee under Sen. Ernest W. McFarland (D-Ariz.).


Meanwhile, last week, the McFarland subcommittee reportedly was working on a substitute measure for the Justice Dept. bill ($3358) on which it held three-week hearings and an interstate transmission of gambling data on sports events. Proposal would require that stations delay broadcast of racing details for at least an hour after a completion of horse races, and limit networks and stations to one such broadcast per day [BROADCASTING, May 8, 1, April 24].

It was possible McFarland substitute bill were not known, it was believed that Sen. McFarland’s group may adopt a compromise measure less stringent than the Justice-recommended plan and somewhat more along the lines of one offered by FCC, which opposed the Justice version.

FCC’s plan would simply prohibit transmission of all “gambling” data—odds, prices paid, bets, in all media including radio and television. Some observers feel that the FCC proposal is the “more realistic” of the two plans, and would enjoy greater chance for passage in the Senate.

WSVA FULLTIME

Last NBC Daytimer

WSVA Harrisonburg, Va., only remaining daytimer among NBC affiliates, last week announced plans for fulltime operation for Sept. 1.

The plans, which encompass construction of a complete new plant for both WSVA and WSVA-FM, were disclosed by President Fred Allman after FCC announced on Monday that it had approved WSVA’s application for fulltime use of 550 kw with 1 kw, the frequency and power currently used on a daytime-only basis.

Mr. Allman said construction will start immediately on the new plant including a building to house studio facilities, and offices. A site already has been acquired. WSVA-FM, on the air since 1946, will be combined with the AM operation in the new quarters.

Under the new fulltime operation, WSVA will employ a three-element directional array at night.

WHEN WILL "BIM" ITS YEARS

Another BMI "Pin Up" His— Published by Hill & Range

ROSES

On Records: Sammy Kaye—Vic. 20-3754; Sons of the Pioneers—Vic. 21-0306; Billy Eckstine—MGM 10684; Snooky Lanson—DE 682; Ray Anthony—Cap. 1001; Gene Autry—Col. 3809.

On Transcription: Jerry Gray—Standard; Alan Holmes—Alamae; George Wright—Theatrasmus.
At Deadline...

MILLER VOICES REGRET AT WITHDRAWAL OF CBS

NAB needs experience and advice of network executives, especially where difficult policy questions are involved, President Justin Miller said Friday in commenting on resignation of CBS and O&O stations (early story page 23).

Judge Miller termed resignation at this time “particularly unfortunate” in view of large number of problems affecting welfare of broadcast industry and interests of listening and viewing public. He said he has always favored network membership on active rather than associate basis, with participation on NAB board.

"CBS has contributed generously and richly not only to the growth of the art but to the development of this association," Judge Miller said. "The network's withdrawal cannot lessen its tradition of determination to participate in the continuing improvement of broadcasting in all its forms. We hope we can reestablish in the minds of the CBS management the conviction that the best way to do this is through the NAB."

He cited list of NAB achievements “which have redounded to the lasting benefit of the nation,” including national school radio. List included founding and growth of BMI; measurement of audience attitudes toward radio; successful labor negotiations; development of uniform audience measurement; forecasting legislation which would shacktle industry; "sooon-forgetten sifting of the Blue Book and similar projects."

BIRMINGHAM REALIGNMENT

OWNERSHIP of WSGN and WSGN-FM Birmingham, licensed to Birmingham News Co., not affected by realignment of Birmingham papers. News company continues News as evening paper and Sunday paper but has dropped its morning page Herald. Scripps-Howard Newspapers has discontinued its afternoon "Post" to concentrate on morning field with new "Post-Herald."

$1 MILLION ZIV PAC

NBC has signed $1 million contract with Ziv Television Programs Inc. for The Cisco Kid films. Included in contract are four NBC-owned stations, WNBTV (TV) New York, WBTV (TV) Washington and WNBK (TV) Cleveland, John L. Simm, president of production firm, announced Friday. Films being made in color, can be shown in black-and-white television now and color when it becomes available.

CONSIDER TV ASCAP FEES

COUNSEL for TV broadcasters and ASCAP video committee to meet this week to work out extension of present interim licenses to permit use of ASCAP music in TV programs until new licenses are completed. Stuart Sprague is counsel for broadcasters, Herman Finkelstein for ASCAP. Three-day meeting of TV broadcasters committee on program music licensing will be held in New York last week, failed to reach solution to basic questions of rates and of proper method of calculating payments on spot programming.

HEADS BENRUS ADVERTISING

HOWARD P. LANE, advertising manager of Bonson Art Metal Works, appointed director of advertising, Benrus Watch Co., New York.

COY CONFIRMS POLICY ON COLOR DECISION

FCC'S PLAN to decide color television question before proceeding with general television allocations [Broadcasting, May 16] was confirmed by Chairman Wayne Coy, who also gave his "pledge" that "we will lift the freeze at the earliest practical date."

In speech to City Club of Portland (Ore.), Mr. Coy said:

"Judging whether it will take us to arrive at a decision on the color question, I don't know. After we have reached a decision we will take up the matter of allocations."

My best judgment today is that all this cannot be completed and the freeze ended much before the end of this year. If the freeze is lifted by the end of this year, the Commission will begin processing applications early next year."

"When the freeze is lifted, a reasonable time will be permitted for other applicants to file."

Decision to set color question before going into allocations had been reported earlier by Sen. Ed C. Johnson (D-Coli.), who also thought "it could well take 90 days from June 26" to issue final color decision. June 26 is approximative date for deadline for filing proposed findings and replies.

Answering Portlanders who wanted to know when they could look for color TV in Portland —since both old and proposed allocations envision five VHF channels— Mr. Coy emphasized FCC's need for flexibility in overall allocations and possible subdividing of unassigned Portland before general allocations hearing, he said, would be to "finalize" proposed allocations for "substantially the entire states of Oregon and Washington" and to deny, without hearing, applications for cities not now covered by allocations.

Referring to freeze—"never before has a freeze generated so much heat"—he gave assurance that "entire system we are now working on will be well worth waiting for" from standpoint of public, broadcasters, and manufacturers. "Once the freeze is lifted," he said, "television will move ahead with Seven Leagues boots toward its goal as . . . America's dominant medium of mass communication."

FCC DEFICIENCY VOTED

HOUSE Appropriations Committee Friday voted $129,945 deficiency fund for FCC for fiscal year ending June 30. Sum, for salaries and expenses, cut below $137,000 asked by Commission last month. Both houses must approve.

KWIR RENEWAL OPPOSED

DENIAL of license renewal to KWIR Flagstaff, Ariz., recommended in initial decision issued by FCC Friday. Hearing Examiner Panney N. Litvin ruled to deny application for default since station failed to appear at renewal hearing last Monday (see early story page 63).

RALEIGH SUMMER DRAMA

BROWN & WILLIAMSON TOBACCO Corp., Louisville, for Raleigh cigarettes, will replace People Are Funny on NBC this summer with A Life in Your Hands for second vacation season of the popular series. Paul Gardner, who will originate in Chicago for 13 weeks from June 20, with People Are Funny slated to return to network Sept. 19. A Life in Your Hands gained little audience."

Closed Circuit

(Closed from page 4)

REVIVING some $18,000, is due to come from baseball network which did not participate in FCC proceeding.

REBUTTING claims that transit radio service is too specialized—as that still-secret FCC staff report on transit and related types of broadcasting is said to claim—WCTS (FM) Cincinnati, in an unpublished Public report to FCC showing its transit operation has largest FM home audience in Cincinnati.

DON'T THINK death of Langer Bill necessarily means there won't be further legislation to curb alcoholic beverage advertising. Chairman Ed Johnson (D-Coli.) of Senate Agriculture and Forestry Committee, which shelved Langer measure, reportedly is toying with idea of new bill affecting only radio and TV. One of leaders of Capitol Hill dry forces, he's known to be particularly concerned by beer ads on TV.

HOW FCC will react to DuMont all-electronic single-tricolor camera and receiver tube, announced last week (see story page 45), subject to wide-open speculation. FCC hopes to end color TV hearings this week. DuMont receiver tube not ready for showing for another month, and camera tube for several months. DuMont technicians say camera tube has proven fundamentals and see no obstacles to practical refinement.

LAST WEEK'S CLOSED CIRCUIT stating that Tom L. Evans, president and chief owner of KCMO Kansas City, 50,000-watt, made "Whistle Stop" swing with President Truman was in error. He was scheduled to pick up party but cancelled at 11th hour because of necessary flameout, in-tenant, has sold his interest in Crown Drug Co. and last week resigned as chairman of board. He will maintain headquarters at KCMO's offices.

TAM O'SHANTER TOURNEY

GEORGE S. MAY Co., Chicago (business engineers), will sponsor finals of world golf championship from Tam O'Shanter country club on April 26. Assets of TV City Aug. 13, 5:30-6:30 p.m. (CDT).

COAST STIKE AVERTED

AGREEMENT reached after several months contract negotiations between CBS Hollywood and "freelance employee" international union averted threatened strike at last minute. While details unavailable at press time, understood network met most of union demands.

COAST FIRM FORMED

NEW SALES and advertising consultants firm, Gaynor & Forward Inc., 6331 Hollywood Blvd., formed by Sydney Gaynor and Robert H. Forward. Mr. Gaynor, who resigns as vice president of Raymond R. Morgan Co., Hollywood, is president. Prior to joining Morgan company, he was general sales manager, Don Lee Network, for seven years. Mr. Forward, American Cancer Society's West Coast representative, is once KTTV (TV) Los Angeles program director.

NEW PROMOTION SERIES

SERIES of new announcements for use by broadcasters to promote own medium, as well as all advertising and American system of private business prepared by NAB. Twenty-second announcements prepared by NAB Public Affairs Dept., headed by Robert K. Richards.
THE KANSAS CITY MARKET
Does Not Run in Circles!

It's a Rectangle...
and Only The KMBC-KFRM Team
Covers It Effectively
and Economically!

Kansas City's Primary Trade Area is an East-West rectangle. Kansas City is the hub of business activity within this territory. The KMBC-KFRM Team has been created to provide vital radio coverage of this area, without waste circulation!

The Team is your best buy in the Heart of America for penetration and economic coverage. Contact KMBC-KFRM, or any Free & Peters "Colonel" for substantiating evidence.

The KMBC-KFRM Team
6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC
KGNC's continuous efforts to promote sound soil conservation practices . . . . practices vital to the economy of Texas . . . are just another example of KGNC's policy of giving the Panhandle area the kind of programs and information needed and wanted. Public service such as this is another factor in making KGNC the radio station Panhandle People Believe In and Listen to! Check our BMB.

For Public Service

. . . through continuous and effective farm programing . . . both recreational and educational . . . we are proud to announce that we have received further recognition as the first radio station in Texas to be awarded the first prize in the Scripps-Howard newspapers' "Save the Soil and Save Texas" contest.

RADIO STATION KGNC
710 KC, 10,000 WATTS DAY AND NIGHT
NBC AND LONE STAR CHAIN
AMARILLO, TEXAS

REPRESENTED BY THE TAYLOR COMPANY, INC.