Sugar Grove Burns a Mortgage...

and WLS is there to Help

The maple sugar that came from the grove of sugar maples was boiled down in copper kettles—and early settlers called the little Kane County, Illinois, community “Sugar Grove.”

More than a century later, one of these copper kettles served a different purpose. Last month—it was used to burn a mortgage written in 1930, when the rural community had built itself a community building to serve the rich agricultural area around it.

WLS remembers the dedication of that community building in 1930...for WLS was there to help. Not a year has passed by since without some service to the community building and its users from the nearby 50,000-watt radio station in Chicago.

When it came time to burn the mortgage, Sugar Grove folks turned naturally to WLS for help in planning the ceremony...and for the principal speaker. Arthur C. Page, WLS Farm Program Director, met with the local committee, then made the inspirational talk of the day.

Here is a 20-year story of service to a community—a story you can multiply by 500 for all the towns in four states who depend on WLS for help when they need it, as well as for entertainment and service. Multiply by 500—and you will have the sum of service rendered accounting for the intense loyalty of Midwest people to “their” radio station, WLS—and for the often startling success of the firms who advertise on WLS, because advertising results are predicated on listener loyalty.
Kentuckiana's ONLY
FOOD MERCHANDISING SHOW
NOW GOES 5 DAYS A WEEK!

Coffee Call
MONDAY THRU FRIDAY
BEGINNING JULY 3
PARTICIPATIONS
NOW AVAILABLE

PLUS GUESTS IN ELEVEN MONTHS (as a 3-day-a-week show)

LET YOUR PETRY MAN
TELL YOU ALL THE FACTS—
★ Top Hooperated (6.6 Dec. '49 thru April '50)
★ Store Merchandising  ★ Listener Contests
★ Prizes  ★ Audience Participation
★ Product Displays

The Kentuckiana Market Basket
1949 Food Sales
$474,196,000

50,000 WATTS ★ 1 A CLEAR CHANNEL ★ 840 KILOCYCLES
The only radio station serving and selling
all of the rich Kentuckiana Market

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. ★ ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
The Meat Packer Works with a Small Net

Money may talk, as they say, but what does a buck ever say these days except good-bye? Talk or not, the dollar is supposed to earn its keep before it takes wing. In business that "keep" is spelled p-r-o-f-i-t-s.

Meat packers largely depend on two things to earn a profit—top efficiency and fast turnover of a lot of dollars in buying livestock and selling it as meat and by-products.

The buck invested in the packing industry is turned over so many times a year that it gets dizzy.

Let's look at profits this way:

Over the past decade, yearly earnings of meat packing firms averaged just a little over seven cents on the invested dollar.

Look at profit as a per cent of what the packer receives from the sale of meat and by-products. Over the same ten-year period, it has averaged one and one-third cents per dollar. And meat packers were able to do this well only because they could find buyers for so many of the by-products of meat handling.

What does all this prove? That while the packing industry moves meat from farm to store at a lower service cost than almost any other food by reason of efficient methods and quick turnover, it manages to make the dollar earn its keep.
WASHINGTON'S vaunted gossip factory, at close of business Friday, was astir with report that anti-trust proceedings shortly would be instituted involving issues that would make a pigmy of Lorraine-Journal case wherein newspaper publisher is charged with refusal to accept advertising from customers of radio and newspaper competitors. Whether it's another newspaper-radio situation, or something akin to competitive issue in another field, or whether it will strike at radio at all, couldn't be ascertained. Simple comment was that "it'll be something tremendous."

IF CUSTOMARY procedures are followed, Walter A. Buck, operating vice president of RCA-Victor, should move into executive vice presidency succeeding late John G. (Joe) Wilson at BROADCASTING, June 6. RCA-Victor board meets June 22 at which time vacancy might be filled. Admiral Buck, who retired from Navy in 1948 after 30 years' service, became president of Radiomarine Corp. of America, and was elected operating vice president of Victor in January 1949.

NORMAN BOGGS, general manager of WMCA New York, has renewed management contract with President-Owner Nathan Straus for five years. Original arrangement was for two years. Ralph L. Atlas, Midwest station owner and executive, continues in consulting capacity with New York independent.

EDGAR KOBAC, former MBS president, being retained by Walter Evans, president of Westinghouse Radio Stations Inc., as general business consultant.

AM Fears that FCC may move to substitute FM for AM were engendered by one-sentence question in RMA speech of FCC Chairman Coy, who gave FM its biggest boost in months (see story page 20). Fearsome sentence: "Can we continue to justify our tolerance of these [interference] defects in AM when we have at hand another system of sound broadcasting—FM—that has none of these defects and has, moreover, some other highly desirable advantages?"

IT'S EVEN money that Mutual board at its meeting today in New York will follow lead of CBS and ABC and withdraw from NAB. Involved directly is $6,000 annual network membership fee, since, as cooperatively-owned network, MBS has no owned or operated stations.

QUESTION of West Coast alignment of Mutual also expected to be surveyed by MBS board, in light of impending sale of Don Lee, West Coast segment of network and contractor for entire coastal-mountain state area, as well as having 19% in MBS. If independent group acquires Don Lee radio holdings (story page 26) presumably no affiliation changes would be involved. Should CBS, also reportedly an avid bidder for TV and Don Lee head-

(Continued on page 90)

Business Briefly


MORE SURF SPOTS • Lever Brothers (Surf) planning to add 30 stations to present list for spot schedule starting July 6 and running rest of year. Agency, N. W. Ayer & Son, New York.

SHOE ADDITION • International Shoe Co., St. Louis, adds 15 non-cable stations to its portion of NBC-TV Hour Doody, effective Aug. 2, Wed., 5:45-6 p.m. Live show carried by agency, Henri, Hurst & McDonald, Chicago.

SEEKS SPOTS • Boyce-Midway Inc. (Auto Brite cleanser), through Earl W. Bothwell Inc., New York, looking for spot announcement availability for possible campaign.


CLUB CONTINUED • General Mills, Minneapolis, renews for 52 weeks 9-9:15 a.m. portion of ABC Breakfast Club, Mon.-Fri.

STALEY'S DEBUT • Staley Mfg. Co., Decatur, Ill., to enter TV first time in late summer with live and film spots in four large cities on behalf of Stass Liquid Starch. Agency, Rutherford & Ryan, Chicago.

DON PETTY RESIGNS AS NAB GENERAL COUNSEL

DON PETTY, NAB general counsel since January 1946, resigned Friday to devote all his time to law practice in Los Angeles. He is a member of firm of McClean & Petty. In early part of his NAB service he operated fulltime but for more than year has been serving NAB as general counsel on parttime basis.

In letter to NAB President Justin Miller, Mr. Petty said he had considered it privilege to participate in cross-section of industry problems but explained compelling demands of his private law practice forced resignation.

Judge Miller said he accepted resignation "with distinct feeling of loss" and recalled his association with Mr. Petty over long period. Mr. Petty was student at U. of Southern California School of Law when Judge Miller was dean. NAB president recalled Mr. Petty instigated nationwide series of radio law clinics as one of contributions to industry. Mr. Petty served in Navy during war as lieutenant commander.

CANDY CAMPAIGN

BARRICINI CANDY, through Lightfoot Adv., New York, readying radio spot campaign for Coffee & Tea Vans, confit to be promoted as snack while watching television.

BROADCASTING • Telecasting
The WDEL-TV audience
in the rich
Wilmington, Delaware market

In twelve months of telecasting, WDEL-TV, Delaware's only television station, has been phenomenally successful in building a loyal, responsive audience. This amazing acceptance, together with the tremendous wealth of this market—fifth in per capita income—make WDEL-TV one of the nation's top television buys. In the first year of telecasting, set sales in its area have jumped more than 700%! Have risen from only 4,867 in May 1949 to 36,532 June 1, 1950. Advertisers can depend upon a continuance of the prosperity of this market and upon an ever-growing audience because of NBC network shows, skillful local programming and clear pictures. If you're in TV, don't overlook the unique profit possibilities of WDEL-TV.

Represented by
ROBERT MEEKER ASSOCIATES
Chicago San Francisco New York Los Angeles

A Steinman Station

WDEL-TV
CHANNEL 7
Wilmington • Delaware

NBC
TV • Affiliate
ONE YEAR OLD
May 30, 1950

WFBM-TV

Celebrating:

THE 2nd TELECAST OF THE GREAT
500-MILE RACE AT INDIANAPOLIS

THE 1800% INCREASE IN TELEVISION
SETS INSTALLED IN OUR COVERAGE AREA!

Television-fever has taken a firm grip on the Hoosier family circle in its first year, via WFBM-TV. When this pioneer station's first program, the 500-Mile Speedway Race, was telecast a year ago, only 2500 TV receiving sets were installed in WFBM's TV area. But, even then, 1200 telephone calls, letters and telegrams of thanks were received by the station—some from as far away as Cincinnati, Ohio, Louisville, Kentucky, Chicago, Illinois and Niles, Michigan.

Today, recent surveys show that 47,500 television sets are installed in this station's TV area—an increase of more than 1800% compared to a year ago. Hoosiers have learned that the best entertainment in the world can be enjoyed in their own living rooms—via WFBM-TV. AND . . .

Hoosiers have money to spend for your product! Show it . . . and SELL IT . . . on WFBM-TV!

IN INDIANA ANY WAY YOU JUDGE!

WFBM-TV
BASIC AFFILIATE: Columbia Broadcasting System
Represented Nationally by The Katz Agency

Associated with: WFDF Flint — WOOD Grand Rapids — WEOA Evansville

Page 6 • June 12, 1950
is flexible!

You can make this exciting new medium FIT — your market-by-market problems • your sales problems • your distribution problems.

BECAUSE: You buy only as much transit radio as you need to do the job; where you need it — when you need it — beamed to exactly the type audience you want when they are most “in the mood” to buy or use your product!

Take Tacoma, for example: Here is a booming rich market, a separate market — one of the richest, fastest-growing markets in America — a premium market for any product! It must be covered if you hope to do a full, effective selling job in the Puget Sound country — and Transit Radio is your surest, most economical way of reaching Tacomans on their way to earn, or on their way to spend, in all downtown or neighborhood stores!

Transit Radio in Tacoma reaches 77,058 transit riders every day, 449,702 every week. Rates are low, results are terrific.

And in Tacoma: transit radio is...

KTNT
1701 SOUTH 11th ST. MARKET 7181

"Owned and operated by The Tacoma News Tribune"

For complete details on audience, rates, availabilities, success stories, phone — wire — write
ANY ADVERTISER
Can...
MOST ADVERTISERS
Should...
USE
SPOT RADIO
DOLLARS in DUNGAREES

Spot dollars are hard-digging workmen selling to farmers at sunrise, calling on housewives all day long and day after day. Spot grabs the spade and goes to work with news, entertainment, women's shows—built for each station's own particular listeners.

The whole wide range of radio fare is there for you to pick, wherever you want your dollars to dig in hardest.

Good place to start—with these proven sales-producers.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.
488 MADISON AVE., NEW YORK 22, N.Y. MU 8-0200

CHICAGO • LOS ANGELES • DETROIT
ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA

SPOT RADIO LIST

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<tr>
<th>Station</th>
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THE YANKEE NETWORK
TEXAS QUALITY NETWORK
RALPH F. LINDER, managing editor of Progressive Grocer for past 12 years, rejoins Kenyon & Eckhardt, New York, as a vice president.

JAMES E. ROSS, formerly assistant sales promotion manager of Sunroc Refrigeration Co., appointed media director for Ahner J. Gelula & Assoc., Philadelphia.

ELI COHAN, associated with Joseph Adv. Agency for past 34 years, opens his own agency under his name in Cincinnati. ROBERT COHAN, his son, June graduate of Ohio State U., joins firm. Offices are in 917 Schmidt Bldg.

THEODORE BARKUS Agency and HARRY BORTNICK Adv., both Philadelphia, merge into Harry Bortnick Adv. Agency. Mr. Barkus is partner and vice president in charge of new accounts. All personnel and clients presently being served by Barkus agency are included in merger.


MARJUERITE LEONARDI, formerly with Duane Jones Co., New York, joins William Von Zehle & Co., also New York, as account executive.

JOHN B. HOLMES, former media director of McCann-Erickson, Chicago, and EDWIN J. HUGHES JR., former Foote, Cone & Belding account executive in Chicago and Detroit, join national sales staff of Movie Advertising Bureau, Chicago. Mr. Holmes was also with Lord & Thomas and Foote, Cone & Belding.

L. T. (Ted) STEELE, vice president and general manager of West Coast operations for Benton & Bowles Inc., is in New York for four weeks conferences regarding his transfer to agency's office there sometime in early fall. His new position will be announced after his return to Hollywood. AL KAYE, vice president in charge of West Coast radio for B&B, will replace Mr. Steele as agency manager on West Coast.

JOHN NEAL, former program director and production manager of WINS New York, joins Product Services Group Inc., New York advertising agency, as creative director on plans board and account executive. He will produce radio and television shows for agency.

CONNIE ADAMS JR., formerly assistant production manager of Chicago office of Fuller & Smith & Ross Inc., named director of mechanical production for agency.

STUART LUDLUM, formerly with Blissell-Sample-Hummert and McCann-Erickson, joins Duane Jones Co., New York, as television director. WALTER WARE will continue as supervisor in television production.

RUTH JONES, timebuyer with Benton & Bowles, New York, named supervisor of all media on Procter & Gamble's Tide. JEAN LAWLER, formerly with Sullivan, Stauffer, Colwell & Bayles, New York, joins B&B to succeed Miss Jones in timebuying department.

J. V. K. HARGER and JIM RUTTENCUTTER, of Wank & Wank Adv., San Francisco, named vice presidents. Two new additions to agency's San Francisco staff are DAVID ORTHWEIN, account executive, formerly with Bureau of Advertising, ANPA New York, and ALFRED GROSS, copywriter, formerly with E. R. Squibb & Sons, New York.

NORINE FREEMAN resigns as radio-television director of W. B. Doner Agency, Chicago. She will announce plans later.

BLAISDELL GATES, formerly with Abbott-Kimbil Co., San Francisco, joins Bernard B. Schnitzer Inc., same city, as account executive.


JAMES W. KOZY, account executive with Gay-Lee Organization, Palo Alto, Calif., named a partner.


KAY SPAIN, formerly with WCCO Minneapolis, joins BBDO, same city, as assistant timebuyer.
THE SHOE FITS. And the promotion fits, too. Here's Jim Martin, WGAR newscaster at Thom McAn with a WGAR point-of-purchase display poster publicizing his daily newscast sponsored by Thom McAn Stores. WGAR believes in promotion.

RECORDS SOAR... on WGAR's midnight platter show, "Morgan's Musical Inn". Requests for musical numbers pour in to record-capturing Hal Morgan. One record stands at 655 telegrams in 70 minutes! Listeners respond to WGAR... morning, noon or midnight.

in Northern Ohio...

WGAR

the SPOT for SPOT RADIO

A WGAR SPONSOR... Mr. Allen C. Knowles, President of South Side Federal Savings & Loan Association. Mr. Knowles is also Class A Director of Federal Home Loan Bank, Cincinnati, and member of Committee on Ethics, National Savings & Loan League. South Side Federal has been a WGAR advertiser since 1942.

REAP THE HARVEST... the rich rural area served by WGAR. WGAR's "Farm Report" is now available for sponsorship. Dick Kath, WGAR's farm director, travels over 2000 miles every month to gather on-the-spot interviews, farm news and market reports. Through WGAR's "Farm Report" you reach more farmers, more quickly, more often, more economically. Ask about it.

RADIO... America's Greatest Advertising Medium

WGAR Cleveland... 50,000 watts... CBS Represented Nationally by Edward Petry & Company
In San Francisco

They get together at her place

The address is 740 on the dial...where in just six months
Jane Todd has become San Francisco's first lady of radio. With a
23% higher rating than any other local woman's show!*

All because San Francisco women know KCBS' Jane Todd
talks their language. She tells 'em and sells 'em!

When Jane mentions a book or a play, a dress or dessert, cash
registers ring a merry chorus.

Nice work anywhere but even better in San Francisco,
where people have more money to spend per capita than
in any large city in the nation!"*

If you sell a product women buy, come on over to Jane's
place. Let us introduce you to the first lady in America's
seventh market today.†

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

*Pulse of San Francisco, March-April 1950
*Sales Management Survey of Buying Power, May 1950
†Jane Todd, Mon. through Sat., 4:45 to 5:00 p.m.
CONOMY GAS FURNACE Mfg. Co., Chicago, appoints Morris F. Swaney, Inc., Chicago, as merchandising and advertising counsellor. Radio and television will be used. E. Clifford Estey is account executive.

KAISER-FRAZER Dealers, Kansas City, sponsor Kaiser-Frazer Sports Digest, 10:30-10:40 p.m. nightly, on WDAF Kansas City, Mo. Agency: Russell C. Comer Co., same city.


TAYLOR-REED Co. (Coca Marsh syrup), Glenbrook, Conn., names Tracy, Kent & Co., New York, to handle TV advertising.

AMERICAN FRUIT GROWERS Inc., Los Angeles (Blue Goose fruits and vegetables), appoints Mogge-Privett Inc., same city, to direct advertising for fresh, frozen and mail order products. Radio may be used.

RICE KNITTING Co., Winnipeg (sweaters), will start spot announcement campaign on Ontario and British Columbia stations in August five days weekly. Agency: McConnell, Eastman & Co., Winnipeg.


ADMIRACION LANS DIV., PHARMACO Inc. appoints Grey Adv., New York, to direct advertising campaign. Media plans being completed.

PEOPLE'S CREDIT JEWELERS Ltd., Toronto (chain stores), starts its sixth season of Sunday half-hour open air songfests from Sunnyside Beach, Toronto, on CFRB Toronto, CFPL London, CHML Hamilton and CFRA Ottawa. Agency is MacLaren Adv. Co. Ltd., Toronto.

PLEASED over this landslide that resulted from requests for Allsweet Margarine box tops as proofs of purchase on KHK Hollywood Women Are Wonderful show are (1 to 1): Henry Gerstenkorn, national advertising manager, Don Lee Network; Jane Holmes, show commentator; Jim Janson, in charge of Allsweet sales for Swift & Co. on Pacific Coast. Over 12,722 box tops were received during the six-week period request covered, KHK said.

Network Accounts...

GENERAL MILLS INC., Minneapolis, through Dancer - Fitzgerald - Sample, New York, renews for 52-weeks Betty Crocker Magazine of the Air, ABC, 10:30-10:45 a.m., Mon.-Fri.

OLDSMOBILE Corp. sponsor of CBS News With Douglas Edwards, CBS-TV, 7:30-7:45 p.m., Mon., Wed. and Fri., also will sponsor Tues. and Thurs. portions of program beginning in fall. Agency: M. F. Brother & Co., Detroit.

LUCKY LAGER Brewing Co., San Francisco, sponsors broadcast of Golden Gate Fields Handicap Saturday (6:00-6:30 p.m., PDT), June 24 on 13 Columbia Pacific Network stations in California, Arizona and Nevada. Agency: McGann-Erickson, San Francisco.

Adpeople...

HUGH W. HITCHCOCK, director of advertising and public relations, Packard Motor Car Co., named chairman of Automobile Mfrs. Assn. public relations committee.

FRED SLOBE, sales supervisor of Hunt Foods Inc., Los Angeles area, promoted to assistant sales manager for Philadelphia division of firm. JIM GROOM, sales supervisor, Philadelphia office, named Midwestern States sales manager for Hunt, with headquarters in Chicago.

Willie WISH packs a mighty wallop for this ALL-STAR TEAM of BASEBALL-MINDED SPONSORS

Cook's Beer
Baseball Games

SAWYER BISCUIT CO.
Dugout Interviews

Pennsylvania Motor Inn
Sunday Baseball Review

LEON TAILORING CO.
Hats, Runs & Airs

Advance Paint Products, Inc.
Hats, Runs & Airs

INDIANAPOLIS NASH, INC.
Baseball Scores

SNIDER STUDEBAKER SERVICE
Fans in the Stands

Wish ABC Affiliate
INDIANAPOLIS
GEORGE J. HIGGINS, Manager
FREE & PETERS, National Representatives

June 12, 1950 • Page 13
IT takes more than a franchise and equipment to make a ball-team or a radio station—it takes Know-How.

KWKH has unequalled radio Know-How in its tri-state market . . . a Hooper-proven Know-How born of 24 years' experience.

For Mar.—Apr. '50, for example, Shreveport Hoopers gave KWKH a 77.0% higher Share of Audience than the next station, weekday mornings—55.2% higher in the afternoon—83.4% higher at night!

Also—BMB Study No. 2 proves that KWKH gets the biggest audience in the rich oil, timber and agricultural regions around Shreveport. KWKH's Weekly Daytime Audience shows an increase of more than 50,000 families since 1946 . . . is now over 300,000 families!

By every standard, KWKH is your best buy in our booming area. Ask us or The Branham Company for all the facts!
NBC last week signed Bob Hope to a five-year radio and television contract and at the same time sold the comedian's Tuesday night radio show to Chesterfield at a reported talent price of $50,000 a week. The signing of the NBC-Hope contract followed by three days an announcement by Lever Bros., Co., which had been sponsoring Hope's show on NBC, that it had decided not to renew his option and to drop the NBC Tuesday, 9-9:30 p.m. time in which he appeared.

A part of the agreement between NBC and Mr. Hope was reported to involve acquisition of assets in Hope Enterprises, a device that would provide the comedian with a large sum which he would pay capital gains taxes, which are levied at rates far under those for straight income. Hope Enterprises embraces most of the comedian's activities, excepting his syndicated newspaper column.

The contract was understood to guarantee the comedian a base income whether his program was sponsored or not and to provide him with additional payments that may be realized from sponsorships. One clause provided a complicated formula for deferred payments of salary to the comedian, a further effort to minimize taxes.

Another Round in Fight
The NBC signing of Mr. Hope was another development in the intensifying struggle between CBS and NBC for talent supremacy. Within hours after the announcement of the Hope deal, it became known that Truth or Consequences, a long-time NBC feature, probably would move to CBS.

The probable transfer of Truth or Consequences from NBC to CBS was in negotiation last week. Philip Morris Co., through the Biow Co., which recently dropped sponsorship of This Is Your Life on NBC, was reportedly on the verge of buying Truth or Consequences and shifting it to CBS.

Ralph Edwards is owner and host of Truth or Consequences and was similarly associated with This Is Your Life.

Only a fortnight ago NBC signed Groucho Marx to a $3 million contract, thus lifting him from CBS where his quiz program had become one of the network's most popular offerings. Mr. Marx's show on NBC has been sold to DeSoto Div. of Chrysler Corp., which was his sponsor on CBS.

In announcing last week's agreement between NBC and Mr. Hope, Joseph H. McConnell, NBC president, made it clear that NBC had completely reversed its tactics of two years ago, when CBS began raiding NBC talent, and was now out to outbid CBS.

NBC's Plan
"The contract with Mr. Hope," said Mr. McConnell, "is another step forward in our plans for acquiring top talent and top stars to augment our current entertainment lineup."

To get Mr. Hope under its wing, NBC not only offered him a high salary and the capital gains deal but also granted numerous technical concessions in the production of his shows.

According to Mack Miller, the comedian's personal press representative, the agreement gives Mr. Hope wide latitude in choosing whether to perform live or on recording.

"It's the most fantastic deal in radio," Mr. Miller summed it up.

Exact television plans for Mr. Hope, under the new contract, have not been disclosed, although it is believed that the agreement allows Ligget & Myers first refusal on TV appearances.

It was understood, further, that the contract assured the comedian that whenever he undertook regular television appearances, NBC would build a show for him with a minimum talent budget of $40,000 a week, of which $15,000 would go to Mr. Hope.

He still has four more special television programs to perform for Frigidaire Div. of General Motors Corp. on NBC-TV. His agreement with that sponsor was for six 90-minute shows at a reported fee to Mr. Hope personally of $40,000 for each show.

Negotiations with Mr. Hope have been pressed over a long period by Mr. McConnell and Niles Trammell, NBC chairman of the board.

Both, however, have seen trips to Hollywood to confer with the comedian, although the contract was signed last week in New York. Mr. Hope was represented by James L. Saphier, his personal representative for radio and television, and his attorney, Martin Gang.

Lever Bros. Co., following announcement that it would drop Mr. Hope, revealed plans to reduce its use of nighttime radio and increase its schedules in daytime radio and television.

It bought a 15-minute, five-a-week morning show with Arthur Godfrey on CBS. The Lever purchase will extend Mr. Godfrey's present 75-minute morning performance to an hour and a half.

Meanwhile, the company was reported to be hopeful of releasing Amos 'n Andy - the Sunday Andy show for Rinso has another year to run, but it was understood that CBS had agreed to cancel it providing another sponsor for the program could be found.

Buys Half-Hour
The advertiser bought two evening half hours on CBS-TV, although it has not selected programs to fill them. One is 8:30-9 p.m. Arthur Godfrey's Talent Scouts, which for the past year has been simulcast over CBS and CBS-TV under sponsorship of Lever Bros. for Lipton Tea and Soups. The other half-hour period bought by the advertiser on CBS-TV is 9:30-10 p.m. Thursdays.

Lever Bros. also sponsors weekly half hour My Friend Irma and 60 minute Lux Radio Theatre on CBS. Lux Radio Theatre from CBS to NBC is also a possibility. Lever Bros. recently expressed the wish to consider such a move and although the deal reportedly went cold, NBC continues to make (Continued on page 78)
1950 ‘MARKETBOOK’

Ready in August

ABC SALES UP

O&O Spot Increase is 27%  

SPOT SALES on ABC's owned- 

and-operated stations show an 

increase of 27% for the first five 

months of 1950 over a comparable 

period last year, Murray E. Grabhorn, 

ABC vice president in charge of 

O&O stations, reported last week.

According to Mr. Grabhorn, the 

gain has been in both radio and 

television, with television's in- 

crease 170% compared to radio's 

39%. For the same period, ABC's total 

spot sales for May 31, $1,250,000. TV spot 

sales in the same period totalled $500,010, 

the network stated.

ABC owned- and - operated sta- 

tions are: WABC, New York, WJZ in 

Chicago, WXYZ Detroit, KGO San 

Francisco and KECA Los Angeles.

GILLETTE PLANS  

Could Be Cut in Dispute

A RADICAL revision of the adver- 
sising plans of Gillette Safety 

Razor Co., could result from the 
current state in a dispute be- 

between International Boxing Club 

and Boxing Managers Guild of New 

York over division of fees for radio 

and television, with television's in-

crease of 25%.

State and county breakdowns will 

show 1950 population figures, 1950 

families, 1950 radio families, per- 

cent of radio families, 1949 retail 

sales, as supplied by Sales Managaement, 

1948 U. S. Census of Busi- 

ness retail data now coming from the 

Census Bureau, latest employ- 

ment figures and latest taxable pay- 

roll data.

New state and regional maps will 

reveal graphically the U. S. 

radio picture, showing location of 

stations by counties and cities. 

In addition there will be a master 

United States map as formerly 

published in the the BROADCASTING 

YEARBOOK.

Bryant Signs

LANE BRYANT Inc., Pittsburgh, has bought the World Broad- 

casting System's Forward America 

series for 52 weeks, starting June 

11, on WTV Pittsburgh. It is the 

first department store sponsor of the 

series.

ABC PROMOTES

Reeg, Stronach, Morgan  

Get New Posts

THREE executive promotions in the 

program department of ABC were 

announced last week by Robert E. 

Kintner, president.

Leonard Reeg, the network's 

was named national director of 

network in 1942 as a producer, Mr. 

Reeg was appointed production 

manager in January 1948 and in 

May of the same year became 

eastern program manager for 

AM, FM and television stations.

With ABC since 1948 Alexander 

Stronach Jr., manager of televi- 

sion programs, was promoted to 

national director of television 

programs. Prior to his 

admission with the network, Mr. 

Stronach was pro- 

duction director at Young & Rubicam, New York, 

where he produced such shows as 

We, The People and The March of 

Time. Before that he had been with 

the William Morris Agency in 

Hollywood and did freelance motion picture writing.

Harold L. Morgan Jr., appointed 

national director of television opera- 

tions, joined ABC in 1943 as a 

budget officer and in May 1948 was 

designated business manager for 

television, a position he held until 

his new appointment.

At the same time, the network 

face type and symbols for each 

class of station, these maps are 

being specially drawn for the Mar- 

kets.

In short the entire field of com- 

mercial broadcasting will be cov- 

ered by this new encyclopedia of 

timebuying. The volume is offered 

as a service to the broadcasting- 
television arts and will be based 

on thousands of calculations and 

compilations of data and facts. 

The Spot Rate Finder will be 

presented for the second time, 

along with uniform data on radio 

markets as gleaned from latest 

Census Bureau compilations which 

are still under way. Supplied in 

accessible form, the material is 

designed to supply the basic infor-

mation required by those who buy 

time.

Timed for Campaigns

Now in preparation, the volume 

will appear at a time when adver- 
sising agencies are planning their 

autumn and winter campaigns. 

The Spot Rate Finder, which 

was described as one of the best 

ways ever provided buyers of time, 

will include name of city, county, 

stations in day, day and night and 

one-time rates for a station break 

and other time groups up to an 

hour; power and frequency of sta- 

tions; network affiliation; repre- 

sentative; available audience sur-

veys; total families; percent of ra-

dio families, and new facts on total 

families.

Networks will be broken down by 

states and cities, as in the 1949 

MARKETBOOK. Regional networks 

will be listed, with rates and other 

data provided.

Station rate figures will be sup-

plied stations in response to ques-

 tionnaires. Every available source 

of reliable data on the industry is 

being combed.

Circulation 16,500

The MARKETBOOK, with 16,500 

circulation, is supplied as a supple- 

ment to BROADCASTING-TELECAST- 

ING. All important national and 

regional radio agencies and adver-

tisers will be covered by this circu-

lation.

The foreign language section will 

list stations by states, showing 

those who take foreign language 

programs along with a listing of 

foreign tongue population in spe-

cific markets.

State and county breakdowns will 

show 1950 population figures, 1950 

families, 1950 radio families, per- 

cent of radio families, 1949 retail 

sales, as supplied by Sales Managaement, 

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Promotes Independents

WOV New York, in an effort to pro- 

mote independent metropolitan sta- 

tions, is currently running a full-

page ad in trade papers, the caption 

of which reads: “In New York at 

Night the Big Swing is to the Inde-

pendents We’. WVOG station man- 

ager said that Pulse re- 

ports show an increase in independent 

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F&P’s Spot Clinic

SOMETHING new was added to national representative-station relations last Tuesday and Wednesday when Free & Peters conducted a successful experiment at Chicago’s Edgewater Beach Hotel billed as the “National Spot Sales Clinic.”

With sleeves rolled up, nearly 100 top executives of stations represented by F&P, plus a foursome of well-known agency timebuyers, and a full complement of the representative firm’s sales staff gave national spot radio a general airing.

“This clinic is a basic development in the advertising field,” said Lou Nelson of Wade Advertising Agency, Chicago. “It should lead to other conferences along this line. I wish more reps would follow through in this manner.”

Joining Mr. Nelson at the opening session agency panel for both radio and TV were Richard C. Grahl of William Esty Co., New York, and Carl Georgi Jr. of D. P. Brother & Co., Detroit. Another agency man, Al Eisenmenger, radio buyer at Leo Burnett Co., Chicago, sat in on a joint radio-TV survey panel.

Classroom Technique

Mr. Grahl, who handles as large a volume of time as any radio buyer in the nation, “learned so much” during the first day’s sessions that he remained throughout the conference.

While the clinic was largely of his “classroom” type, unanimous action was taken by the stations to establish as much uniformity as possible in rates. E. Preston Peters, president of F&P, was empowered to appoint in a “rate committee” of station men for setting up a rate card format, discounts, etc. He selected G. Richard Shafto, WIS Columbia; W. C. Swartley, WBZ-WBZA Boston-Springfield, and Charles C. Caley, WMBD Peoria, as members.

Among major recommendations made at the clinic were:

- Salesmen should make their presentations to agencies well in advance of a campaign. (“A few days before the list of stations is announced and start actual buying is too late for agency and client to study carefully the different stories presented to them,” said Carl Georgi.)
- Stations should keep radio sold to dealers and other contacts on local level.
- Agencies should be educated as to spot radio’s “superiority” over network radio because of the former’s “flexibility.”
- Use of spot estimators (such as Broadcasting’s Spot Rate Finder and NARSIV’S Estimator) should be encouraged among agencies and advertisers.
- Information and data about a station should be complete and in detail before it is submitted to the agency. (“A lot of station information we receive is of very little value,” said Dick Grahl.)
- BMB should be encouraged because it represents the only standardized form of measurement for all stations.
- TV spot rates should be from 20 to 25% lower than network rates.
- TV stations should follow radio discount pattern.
- Each station should keep a monitor on the amount of spot in its market and where business is located when on rival stations, and should do something about getting this business. (It was acknowledged that this was known as “pirating” but popular sentiment was “what of it?”)
- Stations should support their own trade press.
- Several station officials observed that the agency speakers gave them perspective and build-up on agency operation and procedure that had not been fully acquired before. Many were impressed by Mr. Grahl’s “workshop” presentation which, with maps, exhibits, and forms, gave the story of a campaign from beginning to end.

Oldsmobile Example

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Mr. Nelson strongly advocated merchandising, but some station...
HEADACHES FACE NAB BOARD

At June 20-22 Meeting

By J. FRANK BEATTY
TWENTY-SIX NAB directors—11 of them new to the board—will meet next weekend to see what can be done to bring about industry unity in one of the darkest hours in the association's 28-year history.

Two more directors are to be elected when the board convenes Tuesday morning, June 20, one for District 1 (New England) and the other for Districts 13 and 14. They will take part in the three-day meeting.

Confronting the board is a serious financial problem created by the recent resignations of CBS and ABC, along with three more serious plays of finding out what, if anything, is wrong with the whole operation and then what should be done about it.

Though some talk has been heard about the integration and creation of a federation of industry associations, these ideas have thus far not been given much support judging by the actions of a number of individual directors.

On the other hand, the feeling was apparent that the tide of resignations had been halted. At NAB headquarters there was an obvious determination to bring back many of the stations that have resigned since the dues were raised at the February board meeting and to go out and find new members.

The revenue and organization problems appeared so serious in advance of the board meeting that it was felt they would dominate the three-day affair.

Other Issues for Coverage

Other issues of industry importance also will be taken up. Among them will be NAB's position in international radio conferences (see story on page 1344); negotiations with ASCAP over TV rates and per program rights; plans for the 1961 convention; membership campaign; retirement plan for the headquarters staff; the association's committee structure; NAB's new Business Trends Committee; research activity, including the future of Broadcast Audience Measurement as successor to BMB; litigation involving Broadcast Music Inc.; revival of the executive committee system of advising headquarters officials on policy matters; drafting of a TV code.

The budget problem will be tackled this coming Sunday by the board's new finance committee, headed by John F. Meagher, KYSM Mankato, Minn. Other members are Ben Strouse, WWDC Washington; William P. O'Brien, KCXO Rapid City, S.D.; William B. Fay, WHAM Rochester, and Robert D. Sweezy, WDSU New Orleans.

Harold E. Fellows, WEEI Boston, long a member of the finance committee until the recent CBS withdrawal as an associate member along with network-owned stations, has been invited to sit with the group because of his knowledge of association budgetary matters.

The directors were provided with a financial report prepared by William B. Ryan, who became NAB general manager last May 1. Mr. Ryan has spent much of his time analyzing NAB finances and operating details. Already many economies have been put into effect.

Resignation of the two networks along with those of individual stations may cut NAB's estimated income for the fiscal year from about $780,000 to around the $700,000 mark. Department heads at NAB have been asked to suggest proposed economies that would effect a 15% saving in their budgets.

Service Untouched

Even if sharp economies are necessary, General Manager Ryan has on record as stating there will be no change in the NAB operating philosophy and service to members that many of the directors are directing that the activities, including member meetings, should be continued and be expanded.

The week network's main backer, Barton B. McLendon, is an active bidder for the Don Lee network's AM facilities on the West Coast. Mr. McLendon is chairman of the Liberty Broadcasting Co., the Tri-State Theatre chain in Texas, Oklahoma and Louisiana. His son, Gordon B. McLendon, is network president.

At present Liberty is engaged in negotiations with over 160 stations as part of its expansion program, many of the stations now being affiliated with other national groups.

In its expansion Liberty will continue to emphasize cooperative selling, with most of its programs available for local sale by affiliates, according to James Foster, vice president and general manager. At the same time it plans to sell some programs for national sponsorship over the entire hookup.

Number of Outlets

Growing out of an independent board meeting held in Miami two years ago, Liberty had reached a 40-station total in early 1949 and by autumn had expanded to 71 outlets.

The programming lineup for a 16-hour day will be based on 11 hours of network origination, according to Mr. Foster. It will include sports, variety, news and other types of programming.

LIBERTY EXPANDS Plans Nationwide Coverage

At present Liberty is feeding a daily baseball game to its 241 affiliates, some of which are affiliates of other networks.

In the fall Liberty plans to carry two college football games each Saturday, one from the East and one from the West. This would permit affiliates to carry two games each Saturday—one local and one national, or two national contests.

In addition it is working on professional football coverage on Sunday.

Liberty has been competing with MBS in carrying a daily major league baseball game. The office of present-day station owner Leonard Taft, president, disclosed that MBS has protested Liberty's broadcast of the Washington-Detroit game played last Tuesday.

Most of the resignations were in the two lower dues brackets but they were offset by new memberships. In Class A, lowest bracket, membership has dropped since Jan. 1 from 830 to 270 but actual income from the class has gone up because of the dues change. A similar situation exists in Class B, where there has been a net loss of perhaps 15 members.

The resignation of remaining network members, NBC is on record that it plans to stay in the association with its O&O stations. MBS is expected to decide at board meeting (June 12-13) whether it should continue in NAB as $5,000 associate.

Some board members feel the directors should have acted last February to meet the impeding membership crisis before it actually developed. The board's membership committee submitted a number of ideas at that time.

It is expected that a general manager the board authorized appointment of a field director. B. Walter Huffington, formerly of WSB Atlanta, was named.

(Continued on page 87)

LIBERTY EXPANDS Plans Nationwide Coverage

For some months Liberty had broadcast a Musical Bingo series on 89 stations. Awards of $600 to $250 have been given every day as well as trips, household appliances and other prizes.

The Dallas office also directs Liberty's regional operations in a five-state southwestern area.

RYAN NATIONAL SALES HEAD

A New York office has been opened at 250 Madison Ave., it was announced, was opened by John R. Ryan as national sales director. A Hollywood office has been opened at 1212 N. Highland Ave., with Benten Paschall as West Coast manager. Other network officers include James Kirksmith, director of station relations, and Sewail Cutler, director of programs and production.

Liberty officials said Jonas Weiland, WINZ Hollywood, Fla., is Florida manager. Other regional directors are Melvin Purvis, WOLS Florence, S. C., North and South Carolina; Leonard Love, WGEN Coe, KTDL Denver, Colorado, Arkansas, Kansas and Missouri; Archie Taft, KOL Seattle, and James Lawson, operating as a separate corporation for Washington, Oregon and Idaho.

The autumn expansion will include the New England states, New York, Pennsylvania, Delaware, Ohio, West Virginia, Maryland, part of Virginia, Illinois, Indiana, Michigan, Southern Wisconsin, Eastern Iowa and Eastern Missouri.
By DUANE JONES

MY SUBJECT is "Ads, Women and Box Tops"—which is a more dramatic way of saying that we are all interested in checkable, proven advertising—the kind that rings up sales at the dealer's cash register and pays a profit to its sponsors.

All manufacturers' expenses have gone up, and in many cases there is only one way to reduce these expenses, and that is by using advertising that produces the greatest sales at the lowest possible cost.

That is the kind of advertising I have in mind, because we at the Duane Jones Co. handle only checkable advertising—the kind that either pays its way or is discontinued immediately. We specialize in package products, products that are sold only over the retail counters of America—chiefly grocery and drug products.

We commenced this specialized operation seven and a half years ago with only three grocery products, 15 people and a total of $1,200,000 billings per year. Today, after eight years, we are billing at the rate of $16 million. We have a staff of 168 people and handle the advertising of 72 nationally known package products. I think that record speaks for itself.

The most gratifying part of this record is that 56% of the billing we enjoy today is represented by the earned increases in sales of the products which we represent. In other words, the techniques and philosophy which I will describe have proven their case.

In advertising there are many different viewpoints. Many agencies sell advertising as a device to create "consumer demand" or "public acceptance" or "keep your name before the public." We believe in this principle because all advertising, whether it is in skywriting, car cards, newspapers, radio, magazines, or any other media, accomplishes this result. But when advertising is charged only with this responsibility, all too frequently it does not pay off at the dealer's cash register nor in terms of the manufacturer's profit.

We believe that profitable advertising in the package field fundamentally should be based on the use of a product. That is the kind of advertising that banks lend money on and the kind of advertising that manufacturers are able to pay dividends on. In other words, banks look at financial statements as do manufacturers, and it is fundamentally the use of a product—the gross sales and profits and the expense of the operation, that tell the story.

In order to accomplish this result, which I believe all manufacturers—at least those with whom I have had contact—have the right to expect, we have advocated a formula which can be summed up in five fundamental principles.


1. Indistinguishable. They represent the composite thinking of five national advertising agencies with whom I have been previously associated. All I have done is to "martyr" them together into one specialized operation.

2. Behind them I can assure you, as Winston Churchill would say, "there is much blood, sweat and tears." They are philosophies that have been through the grueling tests of sales and profits, and I believe if you could add up all this experience there would be many hundreds of millions of dollars represented.

3. I would like to outline these five fundamental creeds and then tell you some anecdotes about them where they have been applied.  

   No. 1—We believe that the first fundamental of a successful advertising campaign is to have a good product. My first boss, Albert D. Lasker of Lord & Thomas, often told me that "nothing would succeed because of advertising that would not first succeed without it." He meant by that that you must have a good product—a product that will repeat when properly sampled.

   Many advertising graveyards have been caused by attempting to advertise a product that was not meritorious and would not succeed after the consumer has first been induced to try it. A good product is as essential to an advertising campaign's success as the roots of a tree are essential to its growth.  

   No. 2—We believe that after such a product has been developed, a good copy story or theme should be developed around it. We are great believers in reason-why copy. We know, and you will agree, that since childhood everyone wants to know "why." A little boy or girl in the schoolroom wants to know "why." That is one of the first questions human beings ask, and we know from our experience that adults, when being asked to buy a product, do not buy it because of the logo type or the name publicity around it, but they want to know "why" they should buy it.

   No. 3—Therefore, we are great believers in reason-why copy. With the 72 products we advertise we attempt to give prospective consumers the reason why they should buy this good product.

   A leading aspirin manufacturer, enjoying 70% of the national market sales today, tells its radio listening audience and newspaper reader that its aspirin is good because it gives you quick action. They point out that this can be demonstrated by dropping a tablet of aspirin in a glass of water, watching it dissolve before it hits the bottom, and that is the way it goes to work in your stomach—faster than any other.

   Another example is the case of the top dollar-volume cleaner—one of our own accounts—which tells the consumer today that the reason it works best is because it dissolves grease and grease is the cause of most scrubbing and scouring. Once grease is dissolved, scrubbing and scouring ends, so that a woman saves a half hour a day in her cleaning operation.

   No. 4—Our concept goes on and give many other examples but I am sure the point already has been explained.

   No. 5—Once we have a good product and a good reason-why story behind it, we believe in buying the lowest-cost responsive circulation to tell this story. I say responsive because there are many media available in which to advertise, but it is highly essential to use a medium where the complete reason-why story can be told.

   There are many media, such as skywriting, car cards, display signs, etc., which will give low-cost circulation. But the shortcomings of such media are that you cannot tell your reason-why story. Advertising in such media serves largely as reminder advertising. So we do not regard them as selling media.

   Again referring to Mr. Lasker, I once heard him say that nothing, multiplied by 10 million, is still nothing. That is true in successful product advertising—you must have a selling medium, especially if you are a fighting brand attempting to win your way up in the market. You must have a medium which enables you to get a complete selling reason-why story—a medium that will give you responsive circulation at the lowest possible cost.

A MONG the media that will do this are daytime radio programs which enable you to give the listener two commercials a day, five days a week. Also there are newspapers and magazines where an advertisement can be laid out large enough to contain the complete copy story. Therefore, low-cost responsive circulation is a vital factor in the success of a package product campaign.

As a further example of this principle, radio time costs twice as much at night to reach men and (Continued on page 70)

Mr. JONES

June 12, 1950 * Page 19
**RMA REORGANIZES**

**REORGANIZATION of Radio Mfrs. Assn. and changing of the national radio Parts Division, Telecasting Mfrs. Assn., were voted last week at the association's annual convention, held at the Stevens Hotel, Chicago.**

According to a lack of paid president was deferred by RMA though creation of the new position was authorized. R. C. Sprague, president of Sprague Electric Co., North Adams, Mass., was elected Thursday as chairman of the board and president. He serves, as have past presidents, without pay pending election of a paid president.

Mr. Sprague succeeds R. C. Cosgrove as president. Bond Geddes, executive vice president and secretary for 23 years, was re-elected until Aug. 1 when he retires to an advisory post as provided some time ago by the board in recognition of his long service.

James D. Secrest, director of public relations and staff assistant to the executive vice president, Division, becomes secretary and general manager.

The lengthy 1½-year freeze on television construction has been cast aside at the annual meeting. "information which must come in large part from radio manufacturers" — FCC Chairman Wayne Coy charged Thursday night.

**Citing Research**

Speaking at the luncheon closing the four-day annual convention, Chairman Coy asked for year-round technical research by radio and TV manufacturers. He talked at length on several phases of broadcasting and stressed the color controversy and the excessive oscillator radiation of TV and FM receivers.

Citing such radiation as a "deadly weapon" because of potential interference to air navigation aids and resulting danger to transcontinental plans, Chairman Coy said that all radio manufacturers must work closely with the FCC to keep the spectrum clear of interference.

**Citing 'Key'**

The "key" to the freeze lift is in an understanding of color TV interference conditions, the Chairman said. Excessive oscillator radiation "may be up to something far more sinister than spoiling somebody's TV enjoyment. It may be acting as a deadly weapon, interfering with aviation radio and endangering the lives of airline passengers," he said. With perhaps 80 million TV sets as a national potential, the problem could "become extremely magnified unless something is done about it now," Mr. Coy suggested that manufacturers give much more consideration to TV receivers in the design stages.

"The question before us now is whether industry cooperation will solve the problem or whether it will have to be solved under the power of the Commission to license transmitters, and that is what we are dealing with in the cases of those receivers radiating excessive amounts of power," he stated.

Warning that the Commission may "automatically establish interference standards," Mr. Coy said "immediate action is mandatory."

FM's "superiority" over AM was pointed up by the Commissioner, who said he told that FM circuits can be added to a TV set at small cost at the time of manufacture. FM set production could hop on the TV wagon, gain success and results in "every TV market," he pointed out.

"Whenever a manufacturer sells a TV-only set as the principal receiver in the home, he is slamming a door on aural radio," he suggested that addition of an FM band into a TV set would help FM as well as sales.

**Elect V.P.s**

New vice presidents were elected by the association Thursday. They include Glenn W. Thompson, National Broadcasting Co., New York; Vice President,败往用幽, the principal receivers, and Lee F. Mutuk, Chicago, was re-elected treasurer, and John W. Van Allen remains as counsel. Dr. W. R. G. Baker, vice president of General Electric Co., Schenectady, continues as director of the Engineering Division.

Directors and division chairmen for the five groups are:

Set Div.—Mr. Thompson, chairman; Robert S. Bell, Packard-Bell; E. Alscher, Sentinel Radio; John W. Van Allen, Jr., Mutual; G. M. Gardner, Wells-Gardner; H. L. Hoffman, Hoffman Radio; H. C. Mattes, Belmont Radio, and Robert C. Tait, Stromberg-Carlson.


Biggest news of trade interest at the convention was member approval of the reorganized administrative structure. A reorganization committee will be named by President Max Balcom. Its recommendations will be made to the board of directors, which is empowered to act at that time. No time limit has been set for the committee report.

**Act on Paid Head**

Members acted to provide for hiring of a paid fulltime president "if and when" a man of sufficiently "high caliber" is found. Gen. Lucius Clay had turned down the $50,000-a-year job a few weeks ago.

At the membership luncheon meeting Thursday, chairman of the executive committee acted on their respective groups approval of by-law amendments providing for: hiring a paid president when the board so recommends; change in board of directors, the association name; increasing dues, with $10,000 minimum and $10,000 maximum yearly at the rate of 0.5% (contingent on board acceptance of a reorganization plan to be suggested by a special committee soon to be appointed); granting autonomy to each division for aspects considered essential in each.

Members agreed to a move toward extensive reorganization, prompted after loss of some $300,000 in surpluses since the end of the war, reduction in membership in recent years and increased expenses. One tent of the proposed reorganization suggested by Director Jerome Koen, chairman of the organization and services committee, was an increase in member dues.

Treasurer Leslie Mutuk reported an income of $248,000 for the current fiscal year, expenditures of $283,000, and deficit (Continued on page 89)

**B&B REALIGNS**

**B&Goshorn Is Chairman, Baker President**

**CHANGES in top executive personnel were announced last week by B&G Mfrs.; New York. At a meeting of the board of directors of the agency, Clarence B. Goshorn, former president, was elected chairman of the board.**

The executive vacancy left by Mr. Goshorn's advancement to the chairmanship, is to be filled by William R. Baker Jr., former executive vice president. Robert E. Lusk, former vice president and member of the board, was elected executive vice president and A. W. Hobler, until now chairman of the board, will remain active in the company as chairman of the executive committee.

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**Mr. Baker**  
**Mr. Luuk**  
**Mr. Goshorn**  
**Mr. Hobler**
IOWA'S MULTIPLE-SET HOMES HAVE ALMOST TRIPLED SINCE 1940!

The 1949 Iowa Radio Audience Survey reveals an amazing increase since 1940 in the number of Iowa homes with "two sets" and "three-or-more sets." 33.3% of Iowa homes now have two sets whereas in 1940 there were only 13.8% . . . 12.4% have three or more against 4.4% in 1940.

Extra sets mean extra listening. Where an Iowa home has four or more sets, 67.7% of the families use two sets simultaneously on an average weekday. Where the home has three sets, 44.3% of the families use two sets simultaneously. Where the home has two sets, 26.4% of the families use two sets simultaneously.

In addition to the extra listening caused by two or three sets being heard at the same time, there is a large but unmeasured amount of added listening in cars, offices, barns, etc. Sets create the 1950 Iowa audience, and WHO continues to get the greatest share of this audience. Write to us or ask Free & Peters for your copy of the 1949 Survey. It tells all the facts.

*The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with 9,116 Iowa families, scientifically selected from cities, towns, villages and farms all over the State. It is widely recognized as one of the nation's most informative and reliable radio research projects.

WHO for Iowa PLUS
Des Moines . . . 50,000 Watts

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

FREE & PETERS, INC.
National Representatives
RADIO-TV AD CODE

ADVERTISING standards covering radio and television set sales and service are near completion in New York City and will be developed in other leading cities, according to Hugh R. Jackson, president of the Better Business Bureaus of New York City.

Addressing the 36th annual conference of Better Business Bureaus at the Shoreham Hotel, Washington, last week, Mr. Jackson said the New York bureau has been working for some time with dealers and distributors on creation of standards for radio and TV advertising.

Truman Speaks

Other speakers included President Truman; James H. Carmine, executive vice president of Philco Corp.; and Justin Miller, NAB president.

“We're quite close to an agreement in New York,” Mr. Jackson told Broadcasting. “Drafts of proposed standards are being interchanged with bureaus in other cities. The problem is most serious in New York. In four months of this year the number of complaints covering radio and television has increased 280% over the same period of last year.

Eighteen per cent of all inquiries to the New York bureau deal with radio and television, compared to 9% a year ago.

Radio and television have become the No. 1 problem in volume of public inquiries and complaints.

The New York bureau is preparing a pamphlet for consumers in which basic facts about sets and service will be outlined, Mr. Jackson said. He blamed some of the present difficulty on the fact that customers don't know what is in service contracts and don't understand the extent of the manufacturer's liability.

Mr. Jackson said the TV-radio problem is threefold. First, it centers around faulty practices of manufacturers, distributors and dealers in advertising and selling. National copy often exaggerates and features superlative claims, he said, whereas at the dealer level there are misleading headlines in advertising.

Second, problem, he said, is based on servicing where the largest percentage of complaints originate. Fast TV industry growth, shortage of good personnel and faulty advertising of service contracts are back of much of the trouble, he said, along with kickbacks to dealers which do not allow the service company enough money to do a good job.

More Information Needed

Mr. Jackson said the third problem arises from lack of adequate information by the public on what the buyer should expect in TV performance and service, including such elements as location, type of aerial and interference. He said BBB is working with a group in the service field on customer contracts.

President Truman, speaking at the Tuesday banquet, warned that depression must be prevented if a free world is to win the struggle against Communism. He recalled the “good old days” before the 1929 depression when businessmen believed in “the divine right of business” and were often guilty of fraud, false advertising and other sharp practices.

Cooperation by local bureaus and broadcasters can encourage accurate and non-deceptive advertising, Judge Miller told the opening session last Monday. He explained some of the Standards of Practice “are frankly ideals to be striven for, rather than practices already generally accepted.”

Judge Miller reminded the BBB group that broadcasters must be cautious about taking part in any cooperative effort that might run afoul of the laws on restraint of trade. He recalled the “absurd premise” that broadcasters carrying advertising were not “in the public interest.”

Cites FTC Action

Federal Trade Commission figures for February, he said, show that a far smaller percentage of radio commercials examined by the FTC had been set aside as possibly false or misleading than was the case in printed advertising.

NAB needs more time “to sharpen and extend” the Standards of Practice for television, Judge Miller said.

A. B. Johnston, assistant manager of the Chicago BBB, introduced Judge Miller. He voiced concern over the fact that many telecast commercials are ad libbed and there is no permanent record by which they can be checked. He said broadcast station cooperation with the BBB in large cities is important in countering falsity in advertising.

Mr. Carmine predicted TV output will reach a postwar total of 10 million receivers by the end of 1950. Retail set sales may reach $2 billion this year, he said. Philco alone has made a million TV sets since the war, he declared, and six-month production this year will exceed 400,000 sets.

Mr. Carmine said Philco does about 17% of industry volume in TV production. He predicted the industry will turn out 10 million radio sets this year.

Going into the sales and servicing problems of the industry, he said dealers should service their own customers. He noted one problem centers around a dealer practice of farming out service contracts and obtaining kickbacks, which keeps up the cost of service deals. He opposed long-term guarantees.

Television is the biggest value the public has ever received from any industry,” he said, contending major manufacturers are building a strong industry. Radio Mfrs. Assoc. may straighten out a lot of problems, he feels, and declared RMA should be taking the lead in establishing new standards in advertising and merchandising radio and television.

Mr. Carmine blamed TV's extraordinary growth for some of its problems. RMA is trying to set up tube-size advertising standards, he noted, but predicted there will be more tube sizes than ever.

As to advertising practices, he said President pays 60-80 on dealer advertising up to 10% of purchases.

“There isn't enough money in the world for 78-26 advertising,” he said in referring to instances of the sort. The industry is highly competitive, he said, and changes occur quickly. Advertising copy tends to be hard-hitting, as was the case in radio, he pointed out.

Cathode ray tube capacity next year will be 14 million units, Mr. Carmine said, and glass prices are considered down. He said the industry has no credit problem since customers are meeting their payments.

He asserted extreme cases of price-cutting to obviate inventories subject to special deals.

Mr. Carmine feels a good market will develop for trade-in sets. He said new models come out in June, July, with shady practices more common in the spring.

TED BATES INC.

Adds Four Staff Members

Two new account executives have joined Ted Bates Inc., New York. They are Neal Wilder, formerly with McCann-Erickson, New York and Allen M. Whitlock, who was with Doherty Clifford & Shenfield Inc., New York. Mr. Wilder will serve the Colgate-Palmolive-Peet Co. account and Mr. Whitlock is assigned to the American Home Foods account.

Bruce Bowe, formerly with Dancer-Fitzgerald-Sample, has joined the radio television department and Jose Wallace, formerly with Doherty, Clifford & Shenfield, has joined the agency's art director's staff.

FCC Actions

INITIAL decision to grant WCTT Corbin, Ky., switch from 250 w on 1400 kc to 1, kw on 680 kc, directional, night, reported by FCC last week. WCTT is owned by William N. H. Durr, denied consideration of decision to deny it a license and given 30 days to wind up affairs. Sales of WCTT to Macom Command, N. Y., and WEZE New Orleans reported among 14 transfer applications filed. Details of these and other FCC actions may be found on pages 79 and the FCC Roundup on page 88.
"But will WITH move goods?"

Boss, you asked the key question! Moving goods is what W-I-T-H is best at. And at such low cost!

You see, W-I-T-H regularly delivers more listeners-per-dollar than any other station in town. And that means that W-I-T-H produces real low-cost results. That means that a little money goes a long way on W-I-T-H.

For the whole exciting story about W-I-T-H, call in your Headley-Reed man today.
PROCEDURE QUESTION

A RAGING BATTLE broke out between opposing counsel in the G. A. (Dick) Richards case last week, with the second start of FCC's hearing on his news policies being held up. There is no way of deciding the order of procedure.

The Commission "on its own motion" ordered the opening of the Los Angeles sessions postponed from Tuesday to Wednesday (June 14), after Examiner James D. Cunningham upheld the claim of Mr. Richards' counsel that they, not FCC, should present evidence first. Hugh Fulton, trial counsel for Mr. Richards, charged the Commission granted the delay on the basis of an "ex parte" telephone request by FCC General Counsel Benedict F. Cottone. After Examiner Cunningham ordered the hearing to proceed with presentation of Mr. Richards' case in advance of the FCC staff, the General Counsel appealed for reversal of Mr. Cunningham's ruling. The Commission, which anticipated the appeal when it granted the delay, reversed Cunningham's rule on the question promptly. Mr. Fulton, who flew to Washington to conduct an on-the-scene fight, filed an opposition to the appeal and asked to be heard personally by the Commission.

To permit the FCC staff to proceed first would be to admit the hearing is a proceeding in which hearing that in this event the law requires the Commission itself to hear the case.

FCC went first

In the original hearing - the record of which was stricken following the death of Examiner J. Fred Johnson - Mr. Richards' counsel had made FCC present its evidence first [BROADCASTING, March 20, 27; April 3]. Judge Johnson died during a recess during the Los Angeles phase of FCC's case. The Commission, upon request of Mr. Richards' attorneys, then ordered that the hearing be started anew.

The case involves charges that Mr. Richards - owner of KMPC Los Angeles, WGR Cleveland, and WJR Detroit - has ordered KMPC news reporters to slant against members of the late President Roosevelt's family, certain members of the Roosevelt administration, and certain minority groups. At stake are the licenses of Mr. Richards' stations and his plan to set up a trusteeship for the three outlets.

Filing by Examiner Cunningham which touched off the controversy came at a pre-hearing conference in Los Angeles Sunday, June 4, the day before the new hearing was to go on.

Mr. Fulton insisted FCC rules provide for "applicants" to proceed first. Mr. Cottone claimed the agreement reached in a pre-hearing conference with the late Judge Johnson, whereby FCC was to proceed first, was not affected by the Commission's subsequent order striking out the record of the hearing. Cottone contended that FCC should again go first.

Examiner Cunningham said he personally would prefer to hear FCC witnesses first, but that the rules give the applicant the right to make the opening presentations.

Both the General Counsel and Mr. Fulton claimed to have gone to the same argument in the expectation that their respective presentations would be heard at the outset of the sessions scheduled June 5.

Witnesses present

The General Counsel said the "many witnesses" to be used by FCC - which presented some 25 in the original sessions - had been notified and were on hand, some appearing by subpena. Mr. Fulton said around 100 would be introduced, called to appear on behalf of Mr. Richards.

Mr. Fulton asserted that before the first hearing FCC had refused his request for "a bill of particulars" or a list of witnesses and documents which FCC intended to rely upon. The first hearing, he said in a statement, in effect gave him "the bill of particulars I was entitled to have before and . . . I therefore insisted upon proceeding first.

He said Mr. Cottone's objection to this procedure "is an act of desperation because Mr. Cottone realizes that once the testimony of scores of important public figures and other reliable witnesses is introduced into the record there will be no possibility of preventing the public from realizing the lack of foundation of charges made by the Commission staff against Mr. Richards and Station KMPC.

The General Counsel's appeal, signed by Harry M. Plotkin as acting counsel, maintained that Cottone is in Los Angeles and claimed that counsel for Mr. Richards originally asked for a bill of particulars in the same document in which they argued that the hearings were "accusatory in nature" and that FCC accordingly should present its case first.

"From [this]," the appeal said, "it is clear that counsel for the applicants did not correctly state the facts . . . when he indicated that it was the Commission's refusal of a bill of particulars that prompted his request for the Commission to proceed with the introduction of evidence."

Procedure continued

The appeal reiterated that the first pre-hearing conference's agreement made procedure was not affected by the subsequent decision to strike out all evidence taken before the late Judge Johnson. Therefore, it was claimed, "the agreement and ruling . . . that the Commission proceed first with the introduction of testimony remained in force."

The General Counsel also noted that "at no time before the issuance of the Commission's order of May 23, 1950, [ordering that the hearing be started anew] up to and including the present date, have the applicants ever filed a motion with the Commission requesting it to change the order of proceeding with the evidence which had previously been established."

The first public request, the appeal continued, came at the June 4 hearing conference. Further, the appeal said:

". . . In the light of the above facts it seems clear either that counsel for the applicants does not have conviction in the grounds urged for the original request that, because of the nature of the issues involved, the Commission assume the burden of coming forward with the evidence, or that he is not serious about his present contentions.

The order of introduction of testimony is not a matter for whim or caprice or a question to be determined on the basis of the momentary tactical desires of parties to the proceeding. The hearing is the same now as in the original proceeding before Examiner Johnson. If they were of such a nature then that the Commission should assume the burden of going forward with the evidence, as counsel alleged in his earlier motion, they are still of such character.

Rule is flexible

The appeal also denied that FCC rules require that applicants be permitted to proceed first. The rule, it was claimed, is subject to modification "in individual cases," as evidenced by changes in the order of presentation in previous hearings.

Mr. Fulton's opposition to the appeal claimed that:

"If the Commission should interfere with these hearings and order that its staff has the right to present testimony first, the Commission thereby will be establishing the correctness of applicants' contention that in truth and in fact the Commission is attempting to dodge these licenses, as requested by James Roosevelt and the Radio Press Club [of Hollywood]. And in that event it is for the Commission to proceed without hearing the evidence itself (Communications Act of 1934, Sec. 409(a))."

The brief also claimed that by holding up the start of the hearing, the Commission is declining the function of the presiding officer into that of a mere notary. . . . The Commission itself is in effect conducting hearings from behind the scenes on the telephone request of . . . (Continued on page 89)

1914 Herman Brandschain 1950

HERMAN BRANDSCHAIN, 36, assistant to the New York editor of BROADCASTING, died last Wednesday after a long illness.

Mr. Brandschain had been a member of this publication's staff since Nov. 1, 1948, and an executive since early in 1949. An alumnus of the University of Pennsylvania, when the Philadelphia Record, he specialized in labor news coverage as well as general editing in the New York bureau of BROADCASTING.

Born in Philadelphia Jan. 18, 1914, Mr. Brandschain attended public schools in that city, was graduated from the U. of Pennsylvania with a Bachelor of Arts degree and from the U. of Pennsylvania law school.

1958 He was admitted to the Philadelphia Bar and for the next three years practiced law in that city. In 1941 he joined the Philadelphia Record as a general assignment reporter, and later became its religious editor.

He served in the Army from 1943 to 1946, editing several camp newspapers. Upon discharge from the Army as a technical sergeant, he returned to the Philadelphia Record, remaining until the paper discontinued publication in 1947.

In 1947 and until Nov. 1, 1948, he was Philadelphia correspondent for several publications, including BROADCASTING, for which he worked on a number of special assignments on the order of a specially printing establishment.

Mr. Brandschain's unique combination of experience in law and as a journalist fitted him for unusually competent coverage and editing of labor and business news in radio and television.

He is survived by his widow, Mrs. Fay Brandschain, of 147-47 72d Ave., Kew Gardens, N.Y., and a son, Steven David Michael, 4½ years of age.

BROADCASTING • Telecasting

ON THE other side of the Atlantic, C. Anstiss Brown (1), director, institute of Incorporated Practitioners in Advertising (England), reads an official welcome to Frederic R. Gamble, president, American Assn. of Advertising Agencies. Mr. Gamble visited London in the past fortnight, returning to Mr. Brown's visit to the U. S. last year.
Who KEEPS 'em listening in Oregon?

BARNEY...
in the BARNEY KEEP Show - another big KEX participation program!

According to listener mail, letters to the editor, and other sounding-boards-of-public-opinion... Oregon's new favorite radio comic is Barney Keep, at 3:30 PM daily on KEX. Barney's merry show follows no routine format; it's a mad mixture of talent interviews and side features such as "The Department of Useless Information" and "What the Screwballs Are Doing." Portland likes Barney; Oregon likes Barney; but no advertiser will find the likes of Barney at anywhere near the price! Participations available. Check with KEX or Free & Peters.

KEX PARTICIPATION SHOWS are a "buy-word" throughout the big OREGON COUNTRY

Kay West • Northwesterners • Squirrel Cage... and now BARNEY KEEP

KEX
PORTLAND, ORE.
50,000 WATTS
ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDWA • WBZ • WBZA • WOWO • KEX • WBZ-TV

National Representatives, Free and Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

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THOS. LEE RADIO

THREE BIDS on the radio-TV properties of the Thomas S. Lee Estate were under consideration last week, with one bidder reportedly seeking the entire package and two others undertaking to split it up.

The bidders were known to be:
Ed Pauley—California oil man and applicant for television in San Francisco. Understood to be bidding, with associates, for all of the Don Lee radio-television properties.
CBS—Reportedly bidding about $8 million for KFRC (radio and TV) Los Angeles properties and Don Lee's new $3 million building at 1330 Vine, Los Angeles.
Liberty Broadcasting Systems. Said to be bidding for all the properties other than those sought by CBS (also see separate Liberty story, page 18).

Publ. rule. Administrator Ben H. Brown, who is considering the off-ers with counsel for R. D. Merrill of Seattle, 83-year-old sole heir of the late Mr. Lee, and with attorney for requestors of the will, told BROADCASTING that consideration was continuing with no decision yet.

Charles L. Lintner, New York capitalist and businessman who makes his headquarters in Anchorage, Alaska, who had been expected to be among the bidders, decided

TIME CLAUSE

Court Upholds FCC Rule

THE SUPREME COURT last week upheld the validity of FCC's rule against the granting of rights to station time as part payment in the purchase of a station.

The action was taken by affirmance of a ruling in which a three-judge district court in Chicago upheld the Commission's rule in a case involving WJOL Joliet, Ill., and A. J. Felman, a former owner [BROADCASTING, Feb. 27].

Mr. Felman carried the appeal to the Supreme Court. The Supreme Court issued no opinion, merely granting FCC's motion to affirm the ruling of the lower court.

The case which has extended to Sept. 1 the time within which the WJOL-Felman contract shall be made to conform with the Commission's rule, was before the Commission in March.

Under the FCC rule, existing contracts providing for reservation of time as part of a station sales price are not to be renegotiated to provide for termination not later than 1964 and to permit earlier cancellation by the station upon payment of a reasonable price covering the unexecuted portion.

In the meantime, the rule appears headed for another test in the U. S. District Court for New Mexico, where KOB Albuquerque has filed suit in an effort to rid itself of a time-reservation contract with the New Mexico A. & M. College, a former owner [BROADCASTING, May 29].

Three Bids Under Consideration

CBS currently owns a substantial minority interest in KTTV (TV) Los Angeles which it would have to relinquish in event its offer for KTSL is accepted.

stations owned by Don Lee in addition to KTSL (W5XAO) are WJOL Los Angeles, KFRC San Francisco, KGB San Diego, KDB Santa Barbara, and KJH-FM.

RCA ROYALTIES

Announce Cuts Up to 50%

RCA last Friday announced reductions up to 50% in patent royalty rates applying to radio and TV receivers, transmitters and tubes, as well as electric phonographs, effective June 1.

Royalty rates reductions for radios and phonographs are from 2 1/4% to 1 1/4%; for TV sets, including combination models, from 2 1/4% to 1 1/4%; for receiving tubes, including cathode ray viewing tubes for TV receivers, from 2 1/4% to 1 1/4%; for transmitting tubes from 3% to 1 1/4%; for power tubes from 2% to 1 1/4%; for transmitter apparatus from 3% to 1 1/4% and for capacitor, commerical apparatus from 2 1/4% to 2%.

In announcing the reductions in RCA's standard royalty rates, Brig. Gen. David Sarnoff, chairman of the board, said that they "are in accord with RCA's tradition of continuingly reducing, as far as practicable, the cost of bringing inventions and new developments to the industry and the public. RCA's original royalty rate was 7 7/8% for radio in 1921; for TV in 1926, it was reduced to 5% and in 1940 it was further reduced to 2 1/4%.

These latest reductions, Gen. Sarnoff said, "are a further reflection of RCA's efforts to keep the radio and television industry fully abreast of the art at a minimum cost to the industry and the public."

ROBERT COMPTON

WCAZ Carthage Owner Dies

ROBERT COMPTON, 54, owner of WCAZ Carthage, Ill., and founder of WTAQ Quincy, III., died June 3 at a hospital in nearby Keokuk, Iowa, as a result of a heart attack. Mr. Compton, who had heart trouble several years, was in the hospital for a checkup.

He sued WTAQ on the air in Carthage in 1926, and later moved the station to Quincy. He then bought WCAZ Carthage from Carthage College, which put the station on the air in 1931. It is operated by Superior Broadcasting service, with Mr. Compton as president.

He is survived by his widow and a daughter. Private services were conducted in Carthage last Monday.

On the dotted line...

IT'S "the sweetest music this side of heaven" for C. F. Smith Co., Detroit greasers, after sale of Ziv's Gimmes Lombardo Show for 52 weeks on WJR Detroit. Discussing contract are (l to r) William A. Mullana Jr., advertising executive; H. W. Hart, pres., Smith Co.; Mr. Lombardo; Walter Miller, Ziv sales.

SPONSORSHIP of news show Your Radio Newspaper, on KTSL San Antonio is let by B. B. McGinley (seated), v. p. and general mgr., Pearl Brewery, San Antonio. Standing (l to r) are Charles D. Eats, KTSA mgr.; Jack Pittuk Jr., Pittuk Advertising Agency; Vic Kennedy, outs. genl. mgr., Pearl Brewery.

KEEping the Lonesome Gal company during signing of contract that gives Maier Brewing Co., Los Angeles sponsorship of program on KJH Los Angeles are Bill Boxley (l), Don Lee account executive, and Don Breyer, vice president and manager, Brisacher, Wheeler & Stoff, agency for Maier.

ARRANGing his firm's 10th consecutive year of advertising on KWM, St. Louis is Morris Schneider (seated), pres., Credit Jewelers. With him are (l to r) W. H. Averill, KWK sales; E. Cormichael, KWK v.p.; Harold Kirsch, pres., Harold Kirsch Agency; Ed Wilson, star of Schneider show.

LONG term contract for sponsorship of three programs daily on KLKR Lamar, Col., is taken by Lee Flora (r), Ressell druggist. Discussing agreement with Mr. Flora are Dorothy Ann Shaffer, sales manager for KLKR, and Orth Bell, KLKR program director who writes and produces the programs.
with great pride

George Foster Peabody Award for 1949

"For outstanding public service by a regional station... in at least four series of programs."

Protect Your Child..... "An intelligent approach to sex crimes."

The Best Weapon...... "Dealt wisely, but not alarmingly, with the polio epidemic."

Meet Your Congress... "Brought... an understanding of problems and issues of joint interest"

World Forum....... "Carried listeners beyond national horizons."

WWJ was also the proud recipient of the coveted Alfred I. du Pont Award for 1949
STEPHEN SCHEMBRI, Garage Manager,  
22-34 93rd Street, Jackson Heights, Queens.  

"One of the reasons why I listen most often to WOR is because it's such a clear station. I always know wherever I am, no matter what the weather is, that I can get it. It's a pretty nice thing to know. In fact, my wife and I usually just push the WOR button and stay put for the whole evening."

MRS. WILLIAM PULSCH, Housewife and Store Owner,  
52 Clark Street, Brooklyn, N. Y.  

"WOR! Why WOR is John Gambling! My goodness, I purposely get up early for him every morning. I've even persuaded my husband to get up earlier so we can listen together. I love Gambling's wholesome outlook on life. When I heard he was sick last year I felt terribly. He's just that kind of man. You feel close to him and somehow I feel close to WOR... because of him and the other personalities like him. You can see why it's the family station and the one we listen to most often."

"why I listen most

being a report on many nice people who told us, face to face, some of the reasons that make WOR the station listened to most, by more people, more often, than any other station in the United States"
WILLIAM CINER, Store Owner, 1353 Sheraton Avenue, Bronx, N.Y.

"There's something about the news that WOR sends out that has made me a fan for many years. It's fair, you know. Never gives you one side without the other. I guess it's this intelligent approach that I most admire... it's a hard enough thing to find these days. 'Meet The Press', for instance, is a program I never miss. No wonder I listen to WOR most often."

MRS MAUDIE IRBY, Housewife, 223 West 116th Street, New York.

"I love WOR for its people. People like Kate Smith—they set me all aglow. I like her voice and the way she comes out with plain facts and tells you the truth. And those McCanns—Alfred and Dora—I feel I almost know them personally. Their ideas on food have helped me enormously. And then there's WOR's news! My husband wouldn't leave in the morning before he's heard it. Why, we practically set our day by WOR! That's why we listen most often to WOR."

often to WOR...."

One early, rain-swept morning about three weeks ago, a WOR writer named Shirley Lansing and a photographer called Pastarnack, tumbled into a little convertible at 9th Ave. and 42nd Street and wheeled away to meet about forty or fifty of the hundreds of thousands of people who listen to WOR in the five boroughs of New York.

Their instructions were simple: See anybody, anywhere.
MOLLY CLANCY, Hair Stylist,  
268 Alexander Avenue, Bronx, N. Y.  
“It may sound silly to love a station for its sense of humor, but I feel that way about WOR. WOR gives me a lift, like a good friend. WOR brings me fun. That’s why I listen to it most often. For instance, I’ll find myself howling with ‘Can You Top This’ and ‘Second Honeymoon’ and then there’s the warm kind of fun I have when I hear ‘Breakfast With Dorothy and Dick’. It’s warm; that’s it! That’s WOR!”

IRENE KOSLAN, School Teacher,  
2055 Anthony Avenue, Bronx, N. Y.  
“I’ve got a pretty heavy schedule to maintain and I don’t waste my time on trivialities. WOR’s ‘Opera Concert’, however, is a program I make time for—that and ‘The Deems Taylor Concert’. And there’s a woman’s program that I listen to very conscientiously—Martha Deane. I first heard about Cortisone, the new arthritis drug cure, on her program. There seems to be so much more, more often on WOR.”

Just ask the person—“What New York station do you listen to most often? Why?” The decimal dignitaries could find this method as holed as a Swiss cheese, but, to us, it was just a “story”—the kind of thing good newspapers do every day.

What WOR’s two people saw and what they heard is mirrored in the interviews here. When you have read them, WOR is sure you’ll say, “Small wonder that WOR does the amazing things it does in the homes of more than 4 million families in 14 states for a majority of the biggest and the smallest advertisers in America.”
"There's so much more to WOR ... I mean in the way of entertainment and, well, scope! I'm a theatre fan, so I always listen to 'The Family Theatre' and 'The Damon Runyon Theatre.' But for years I've thanked WOR for Gabriel Heatter. I like his humanism and the way he explains the news. He doesn't rush through his reports like lots of other commentators. He gives a feel to the news and makes me feel I'm closer to the world and so to its news."

"To me, WOR stands out for its sports coverage. You can't beat Stan Lomax. He's always been one of my favorites. I get him every night as I drive home. And when he finishes up, I really feel up to date on the entire sports world and its personalities."

"You might say I'm strictly a weather man. And wherever I am, I stay up for WOR's 11:25 weather report. I've never heard anything like it. That 'Nemo' really gives a working and reliable overall picture of weather and future trends. WOR brings you stuff you can depend on."
**CHANNEL ISSUE**

**FAB Asks FCC Revision**

BREAKDOWN of clear channels, with the goal of revised station assignments in Florida, was recommended June 3 by the Florida Association of Broadcasters at the closing of a two-day meeting held at Orlando [BROADCASTING, June 5].

In a resolution calling on FCC to decide the clear-channel case, the association pointed out that pending negotiations with Cuba do not offer Florida any hope for assignments on frequencies to be withheld. It contended that new assignments could be made “without detriment to the present licensees of such clear-channel frequencies.”

FAB went on record to ask review of the 3% sales tax on sale and value of farm property in Florida, containing broadcasting as an industry should be placed on a parity with other media of public information.

Other resolutions commended FCC Commissioner Rosel Hyde; Capt. John Cross, State Dept.; Grady Norton, Florida Hurricane Service, and Lt. Col. D. J. Wilkins, U. S. Army, all of whom spoke at the meeting and paid tribute to the late George C. Johnston, owner of WDWO Orlando, and congratulated BMI on its 10th anniversary.

**Attending the meeting were:**

Anderson, Herb, WITS St. Petersburg; Ballinger, Kenneth, Tallahassee; Baskerville, Chas., WFLA Tampa; Dr. and Mrs. WINK Fl. Myers; Bernhard, J. E., WFOG St. Petersburg; Brown, J. Allen, WFOG Orlando; Browning, John D., WPSE Tampa; Camp, Harry, WSAM Miami; Carter, Sam, World Broadcasting Sys. tem, New York; Chamberlain, Dolph, WGGG Gainesville; Cowdin, Ted, WOD-AM Ocala; Cross, Mr. and Mrs. John, State Dept., Washington; Cunnings, Harry E., station rep., Jacksonville; Danforth, H. P., WDWO Orlando; Dobbins, J. M., WPBS DeLand; Rock, W. E., WMJ Daytona Beach; Seguin, Bob, WPDQ Winter Haven; Fuller, Robert, WIOD Miami; Gilchrist, Tom, WNFN Hollywood; Gilbert, Harry A., RCA Thesaurus, Atlanta, Graves, Mrs. WALTER TALLAHASSEE; Hagen, Frank, WNTL Tallahassee; Hill, Gene, Tallahassee; Hopkins, John T., WJX Jacksonville; Hoford, Joe, WJNR Jacksonville; Hunter, Allen, WREL Leesburg; Leib, Mrs. Paul, WLBX Leesburg; Long, Paul, WFLA Tampa; Pegge, Newspaper News; Ketler, Pete, WGGG Miami; King, Frank, WBMR Jacksonville; LeGate, James, WIOD Miami; Letson, Ben, WCNF Quincy; Long, Maury, BROADCASTING: Lown, Harold, Associated Program Service, in York: Marshall, Glenn, WMBR-TV

**NUTMEG NETWORK**

Formed by Conn. Stations

FIVE-STATION Nutmeg Network, formed to serve Connecticut listeners with special events and other program fare, is now in operation with member stations comprising WQAM Bridgeport, WELI New Haven, WBRY Waterbury and WICH Norwich.

According to a joint statement issued by the stations, special events will feature important political broadcasts and other “remotes” in the state “strategically covered” by five stations. “Each station will be responsible for network broadcasts in its area,” the announcement added.

**1907 Joseph C. Eggleston 1950**

FUNERAL services were held last week for Joseph C. Eggleston, 85, commercial manager of WMC, WMCF (FM) and WMC (TV) Memphis, Tenn., who died of a heart attack June 4. He was widely known in radio, television, advertising and newspaper fields, and previously was associated with The Branhom Co., station representative.

Mr. Eggleston was appointed commercial manager of the three Memphis stations in 1956 after serving a year in the advertising department of the Commercial Appeal. He was active in local civic, charitable and religious organizations and was a veteran of World War II. Mr. Eggleston was past president of the Exchange Club of Memphis, member of the board of directors of Colonie Country Club of Memphis, and an officer of the Advertising Club and Sales Managers Club in that city.

Mr. Eggleston is survived by his widow, Isabel; two sons, Joe Jr., and James F.; three sisters, and one brother. He was born in Franklin, Tenn., in 1907.

**Turnabout**

THE CUSTOMER—who's always right—recently bought time on WPTP Albany to pay respects to an advertiser, Captor Buick, in that city. Jane Barton, formerly in publicity in New York and now with New York State Dept. of Commerce, purchased time (10-10:15 a.m.) on Beth Lee's Woman's Page of the Air to call attention to the courtesy and service shown her by the auto dealer.

**To an Account Executive with radio budget problems and an ulcer**

Perhaps you have never smelled the fragrance of new-mown hay treading on rolling acres, or watched the clean steel of a plow slipping through the fertile black soil of Iowa. Antonin Dvorak made powerful music for the New World Symphony from such ingredients. We, more interested in powerful buying power, prefer to hear the music made by the seasonal finale—the clunk of hard ears of corn hitting a backboard—the hiss of a thresher spewing kernels of wheat for tomorrow’s bread. Iowa’s 34.8 million acres of tillable soil produce, among an abundance of other things, 10% of the nation’s food supply and contribute to the high per capita wealth of Iowans, currently 61% above the national average.

The half-acre in the country to which you repair week-ends—or aspire to—is about 1/320th the size of an average Iowa farm. If you feel that you ought to have a gold mine in the back yard just to meet your country living costs, compare your situation with an Iowa’s—Iowa’s rockless soil produces more wealth each year than all the gold mines in the world.

Before you dash out for a hurried lunch of soft-boiled eggs and a glass of milk (while many an Iowa is tuning his radio to WMT and sitting down—at home—to a leisurely noon-day meat of sizzling steak, golden roasting corn dripping with freshly chummed butter, tender garden pea, strawberries and cream . . . ) please consider this:

A one-minute Class A commercial on WMT has a potential audience (within the 2.5 mv contour) of more than 1.1 million people—and it budgets at $27.00 (52-time rate). It’s a market worth reaching—and in Eastern Iowa WMT reaches.

Please ask the Katz man for additional data.

**WMT Cedar Rapids**

5000 Watts

Day & Night

600 KC

BASIC COLUMBIA NETWORK
UNITED STATES STEEL HOUR

Summer Concerts

NBC SYMPHONY ORCHESTRA

With such distinguished soloists as: MELCHIOR, KAPELL, MAYNOR, MERRILL, TRAUBEL, CONLEY

SUNDAY EVENINGS 8:30 P.M.

NBC NETWORK

Every Sunday, June 11 through Sept. 3

GEORGE HICKS Speaking for U.S. Steel
RESTRICTIONS of major and minor leagues on broadcasts of baseball games were "condemned" Monday by the Pennsylvania Assn. of Broadcasters, meeting at Bedford Springs Hotel, Bedford. The association adopted a resolution declaring the rules "are not in the public interest in free dissemination of news."

The group decided to name a committee to meet with the Pennsylvania Interscholastic Athletic Assn. to discuss mounting charges for rights to play-by-play pickups of high school athletic events.

Other resolutions called for a study of a plan to conduct a state radio coverage study in cooperation with Penn State college, and commended Frank Smith, WBVP Beaver Falls, retiring PAB president.

Victor C. Diehm, WAZL Hazleton, was elected president. Other officers elected: John S. Booth, WCHA Chambersburg, vice president; David K. Bennett Jr., WKBO Harrisburg, secretary; George E. Joy, WRAK Williamsport, treasurer. Directors elected were: Mr. Smith; George D. Coleman, WGBI Scranton; Roger W. Clipper, WFIL Philadelphia; James F. Murray, KQV Pittsburgh; Charles E. Denny, WERC Erie; C. G. Moss, WLTR Bloomsburg; Tom Metzger, WMRF Lewistown.

Weekend events included a PAB directors meeting Saturday evening and golf tournament Sunday. Mr. Murray and Louis Rose, Bon Ton Department Store, Greensburg, had low scores of 73 in the "kicker handicap."

MBS officials met Sunday with affiliates from Pennsylvania, Virginia and West Virginia. Representing the network were Frank White, president; E. M. (Pete) Johnson, stations relations vice president, and R. W. Carpenter, eastern manager of station relations.

Joseph M. Cleary, WESB Bradford, Pa., presided at a news panel. Other participants were Frank D. Coslett, WBRE Wilkes-Barre, and Jason Gray, WCED Dubois. Mr. Cleary said WESB requires newsmen to initial the wire report at least once every quarter-hour and called for use of "English rather than slang" in news broadcasts.

Mr. Coslett suggested local and national news should be intermixed, and favored use of separate voice for the commercial. Mr. Gray stressed the power of local news.

Mr. Murray presided over a sports panel. Opinion ran high over the increasing cost of covering high school sports events.

Abs Redmond, WHP Harrisburg, described successful use of radio news by banks and urged stations to do a better job of local promotion.

Gordon Gray, WIP Philadelphia, head of the All-Radio Presentation, described the "Lightning That Sells" movie. After showing a 21-minute version of the industry promotion film, PAB members voted overwhelmingly that it was "good" with no votes for "poor" or "fair."

Mr. Clipper was chairman of a metropolitan market commercial panel. Other participants were Carl Dozer, WCAE Pittsburgh; Herb Kendrick, WHGB Harrisburg, and Mr. Denny, of WERC. Mr. Clipper outlined benefits of close cooperation with local dealers and declared local promotion is as important as program acceptance. He suggested formation of a Pennsylvania network.

Follow Rate Cards—Dozer

Mr. Dozer called for adherence to rate cards or issuance of new cards. Mr. Denny told how WERC is sold up to 5 a.m. as one step in meeting competition of television. There is no substitute for local news, he said, WERC having six persons assigned to news and special events. Mr. Kendrick stressed sincerity of staff members in selling and reading commercials.

Joseph E. Baudino, KDKA Pittsburgh, introduced the guest luncheon speaker, Theodore Roosevelt III, Pennsylvania Secretary of Commerce. Mr. Baudino is radio director of Pennsylvania NAB. He told how PAB will cooperate in the event.

In a small market program-commercial panel advantages and disadvantages of per inquiry and political business were discussed. Participants included Harry Hurwell, WJAC Uniontown; Tom Price, WBVP Beaver Falls; David Potter, WNAB Washington; Richard Hays, WPAC Washing- ton; Art Graham, WKST New Castle; Marden, Dehm and Booth.

Mr. Coleman, of WGBI, NAB District 3 director, asked stations to consider carefully before resigning from NAB. He presided over a metropolitan market program panel.

Participants included Bob White, KDFA, and Leonard Kapner, WCAE. Mr. Kapner told delegates that schools offer a good opportunity for public service and improvement of station ratings. Mr. White urged stations "to look for the other side of public service controversy."

C. G. Moss, WLAJ Bloomsburg, Pa., was chairman of the resolutions panel and by-laws committee. Participants were David J. Heinitz Jr., WKBO Harrisburg; Ed Hirschberg, WEDO McKeesport; and Ken Reinikamp, WERZ Oil City, George Puleys, WHER Greensburg. Mr. Moss was chairman of the nominating committee.

"LET'S BUY US A YACHT, SUSIE!"

US Big farming spendthrifts in the Red River Valley live high, wide and handsome, believe us. Lavish spendin' comes easy to our fabulous farmers, because they earn far more dough than the national average. . .

WDAY, Fargo, is the one sure-fire way to reach our wealthy hayseeds. Hoopers prove that WDAY consistently gets top ratings in Fargo and Moorhead. On weekday afternoons, for example (Jan.-Feb., '50), WDAY gets a 70.3% Share of Audience against 9.7% for the next station. And this same preference must exist outside of town, too, because WDAY has raked up some of the nation's most impressive mail-pull stories.

Let us or Free & Peters send you all the facts about pioneering WDAY. You'll be glad you did!

**WDAY**

**FARGO, N. D.**

**NBC** 970 KILOCYCLES **BROADCASTING** 5000 WATTS

**FREE & PETERS, INC., Exclusive National Representatives**
March-April, 1950 Hooper Station Audience Index Shows

WCAO
"The Voice of Baltimore"

IN THE MORNING!
Share of audience is 30.1 (20.9% ahead of nearest competition)

IN THE AFTERNOON!
Share of audience is 21.0 (17.3% ahead of nearest competition)

IN THE EVENING!
Share of audience is 16.3 (38.1% ahead of nearest competition)

IN SATURDAY DAYTIME!
Share of audience is 21.8 (21.1% ahead of nearest competition)

IN TOTAL RATED TIME PERIODS!
Share of audience is 19.0 (35.7% ahead of nearest competition)

ask about availabilities!

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER
DRAMATIC use of radio has been demonstrated by WDMJ Marquette, Mich., in the station's interview with two fugitives and their captors near a wooded and swamp land area in Michigan's Upper Peninsula.

Only too often there is news of killings and manhunts over the radio but it is more unusual when a radio man joins a posse to track down two gun-toting desperadoes in order to "get the first hand interview." That's what WDMJ Station Manager Raymond G. Ulbrich did on May 20.

Two fugitives who had escaped 10 days earlier from an Ohio prison farm where they had been serving time as safecrackers were snared by Michigan State Troopers after they were trapped in a swampy area east of Marquette.

The fugitives, who had been engaged in several running gunfights and had terrorized the eastern end of the peninsula, bedded themselves down in the swamp area after one of the pair was wounded by police officers.

Mr. Ulbrich, convinced that the reactions of the people in the immediate area, the captors and the fugitives themselves, were worth recording, followed state troopers who were combing the area in a county adjoining Marquette.

The station manager carried a .30-calibre deer rifle, but he says: "I didn't feel too proud. We [a news photographer accompanied him] were right in line with the return fire of the hunted men, who, fortunately for us, had run out of ammunition."

When police flushed the two

(Continued on page 80)

**Feature of the Week**

**Interviewing a state trooper at the scene of capture is Mr. Ulbrich.**

**On All Accounts**

At the age of seven, Ralph S. Bing edited a family newspaper, charging the relatives for their advertising. This was the ember of the one successful advertising agency, Bing & Haas, Cleveland, Ohio.

Born in Cleveland May 21, 1917, Ralph attended University School and Heights High, both Cleveland, U. of Illinois and Cleveland College of Western Reserve. He was advertising manager of the Heights High paper, The Black and Gold.

The Bing & Haas Agency was formed in July 1946. Gertrude Haas, the other partner in the firm, and Ralph have known each other all their lives. Miss Haas did commercial art work for Sears, Roebuck & Co. and several department stores before starting the agency with Ralph. Just prior to the agency partnership, Ralph was advertising manager for Lamp Manufacturing, Inc. He firmly believes now that he has known the work involved in starting an agency, he would never have had the nerve.

The firm, which started out with three accounts, in four years has increased this to over 42 accounts. The staff originally consisted of Ralph and Gertrude; Ralph handling the contact work, copy writing and administrative end. Gertrude the art work and production.

The agency now has grown to five staffers. During the firm's first year the youthful partners gained local and national recognition, and Ralph states that within three years the partnership should be ready to apply for A's.

One of Bing & Haas' most important accounts is the annual Grotto Circus, whose attendance has risen steadily for the past four years under the agency's able handling. Other accounts include Blauschild Motors, Pelunis Motors, Fluorescent Equipment & Mfg. Co., J. H. Boesch Carpet Co., Bradley Sweater Co., and Big Four Lumber Co., to name but a few.

The indefatigable Ralph Bing also has time for such hobbies as badminton, tennis, wood and metal working and pipe collecting. One of his main hobbies is photography and some of his work has been exhibited in Cleveland. He hopes to acquire a home in the country and a boat, to see the business expand and to have a vacation once a year. A nine-day trip to Bermuda last April was his

(Continued on page 88)
Mr. Time Buyer:
Before you run off on your vacation, check your Fall Schedules against this!

BIGGEST RADIO BARGAIN
IN THE U.S. TODAY!

1-MINUTE SPOTS ON
50,000 WATTS
WNOE - NEW ORLEANS

ONLY $13.00 EACH (360 TIME RATE)

Available Right Now: Spots between High-Rated National Shows!.. Spots on or between long-established Local Shows!.. News Programs! Sports! Mutual Co-ops! (1060 ON YOUR DIAL)

25 YEARS OF SUCCESSFUL SERVICE TO ADVERTISERS!

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!
FLASH

500,000 - GROWTH OF GREATER MIAMI POPULATION

400,000-
300,000-
200,000-

1940 1945 1950

WGBS

FM-TV and the 7 OTHERS

NETWORK STATION C

NETWORK STATION B

LEADING INDEPENDENT

20.7% 5.1% 21.1% 21.3% 31.7%

TOTAL RATED TIME PERIODS
HOOPER-MARCH-APRIL 1950

Latest Hooper gives WGBS an overall lead of 48.8% over the second-place station. Daytime, WGBS has more audience than the next two network stations combined!
1950 CENSUS GIVES MIAMI AREA OVER 500,000

Here is one of America's most amazing success stories ... the new 1950 Greater Miami of over a half million permanent residents ... and a year-around economy expanding both in volume and soundness. Greater Miami in 1950 takes its rightful place among America's major markets and, at the present rate of growth, heads for its first million in the next ten years.

1950 HOOPERS GIVE STATION WGBS AUDIENCE LEAD IN MIAMI MARKET

Here is another amazing success story. Station WGBS, 50,000 watt CBS affiliate in Miami, has doubled its share of audience in just the last two years. Growing with Greater Miami, serving well the cultural and economic interests of all South Florida, WGBS is now the established leader in a field of twelve stations. With the highest standards of broadcasting as its guide, WGBS sets the pace in Miami, just as the other members of the Fort Industry family star in the communities they serve.

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga.
National Sales Headquarters: 488 Madison Ave., New York 22, Eldorado 5-2455
TV's Low Road or High?

COLOR continues to monopolize the TV regulatory spotlight. The infinitely more important problem of competitive nation-wide television — involving basic allocations — perforce remains in the wings, apparently to emerge only when the color prima donna has completed her performance.

The deep freeze continues. Since no timetable on TV yet has been accurate within a half-dozen months, statements that the freeze will end this year would seem to need at best a liberal dose of optimism.

To us, the greatest mystery has been the utter complicity of broadcasters, manufacturers and public alike on the real allocations issue. That is the compound question whether television is going to remain in the VHF or low band, whether the plan to have mixed VHF and UHF allocations will be retained, or whether the Commission will elect to move all television "upstairs" into UHF.

Certainly Chairman Coy and members of the FCC have done something more than broach the question. Inquiries about built-in adapters to cover UHF most assuredly could relate to a wholesale modification of the possibility of mixed VHF-UHF allocations.

Some of our public officials apparently feel that television might be better off starting from scratch in the UHF, where it would have a choice of channels as far as the FCC is concerned and a difference of some 200 to 500 or 600-station potential of the present VHF. Or, alternatively, that at least television should be contained in the UHF and the present Channels 7 through 13, which represent the top side of the VHF.

This thinking undoubtedly recognizes the clamor which aviation, mobile and other non-broadcast services are making for low-band space near the vacuum of television. Thus, for the feeling, too, that the VHF might constitute the "clear channels" of televislon, with UHF representing the equivalent of the small-cage local.

Whatever the thinking, it behooves all those interested in television (and who in aural broadcasting isn't?) to take stock. Actually it is the resurgence of one of the original TV issues. Assistant Chief Engineer John A. Willoughby projected it two years ago.

It isn't wishful when Chairman Coy poses questions about a "cut-off" date for the use of the air and how many channels are represented in the color hearings. It becomes less wishful when he talks of color TV in two years, perhaps, and a shift to UHF six years thereafter.

The hope is not puffed at practically all manufacturers' witnesses, is not to be construed as academic.

There are 105 TV stations on the air — all on Channels 2-13. They are in 82 markets. For every one of these stations, there are more than 6,000,000 sets in use, representing a probable billion-dollar public investment.

Substantial figures, these. Any plan to move "upstairs" will, therefore, be a precedent proportion in the radio media. It would bring down the wrath of the public and of Congress. The Armstrong flight over moving FM upstairs would seem like an amateur performance compared to these. However, it will never diminish. Time runs against a switch-over. The freeze is effective only as to transmitters, not the public investment in receivers.

Thus, it seems to us, are the questions to wonder. Instead of contemplating a move from VHF to UHF, should not the FCC and the industry consider adding VHF channels to the present? Now occupied by the military and said mainly to be kept on ice against a national emergency? It may be later than we think on a VHF-to-UHF move.

Our Respectsto

FRANK BULL

A DVERTISING agency executive by day; disc m.c. by night.

And both have proven lucrative to Frank Bull, partner in Smith & Bull Adv., Hollywood, who also is a vice president and director of Walter McCreery Inc., Beverly Hills advertising agency.

Mr. Bull, equipped with practical knowledge gained in early days of radio, has put that know-how to work. And in the span of a few years he and his partner, Dick Smith, have built the agency to one of the majors on the West Coast.

Besides actively supervising such well known agency accounts as Seaboard Finance Corp., Transport Indemnity Co. (11 Western states), Triangle Publications (Western Division), Western Harness Ass'n, Western Open Golf Championships, J. E. Coberly (Lincoln-Mercruary), Marshall & Clampett (Desoto-Plymouth), M. J. Wershow Co. (auctioneers), and Los Angeles Rams (professional football), Mr. Bull conducts a nightly one hour Americas Dances record program on KFWB Hollywood and has been doing it for the past 11 years.

Mr. Bull takes this Monday through Friday program seriously too. Rated high in surveys for the past eight years, it has an avid audience. He takes the same obligation to his loyal listeners as he does clients of his agency. To him, this program is the day's high spot on his busy calendar.

A great believer in giving the unknown an opportunity to achieve greatness, disc Jockey Bull utilizes this nighttime program to carry out that philosophy. He features recordings of many a struggling singer or band, plunging a name until it catches.

A native Kansan, Frank Bull was born on a river bottom farm near Winfield on May 27, 1897. His family migrated to Los Angeles in 1910 where he was graduated from Los Angeles High School five years later. A year at Los Angeles City College completed his academic education.

Then 17 years old, he started out to conquer the financial world. He wanted to be a banker and got himself a job as messenger with Hellman Night & Day Bank in Los Angeles. At the age of 23 he was chief teller.

Six years later when Beverly National Bank was organized in Beverly Hills, Mr. Bull joined as vice president and cashier, continuing in the banking business until 1927.

In the interim, he had become interested in that new thing called radio. As president of Beverly Hills Kiwanis Club, he was called upon often to do a bit of speech making — and he became an expert at it. This brought him

(Continued on page 86)
KOIN proudly acknowledges another Traffic Safety award...

In addition to the "National Safety Council Award" for 1949 KOIN is happy to receive the

ALFRED R. SLOAN RADIO AWARD
FOR DISTINGUISHED PUBLIC SERVICE IN HIGHWAY SAFETY 1949
KOIN, PORTLAND, ORE.

1st weekday mornings... 1st weekday afternoons
1st evenings (Sunday thru Saturday) 1st total rated time periods.

(Hooper station audience index Dec. 1949 thru Apr. 1950)

KOIN
PORTLAND, OREGON

AVERY-KNODEL, Inc.
National Representatives

KOIN
F.M

Marshall Field
STATION

BROADCASTING • Telecasting
June 12, 1950 • Page 41
LAUD SARNOFF
French Grant Grand Medal

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA, last week received the Grand Medal of the Association des Ingénieurs-Docteurs de France, for his services in war and peace that have in "great measure contributed to the development of public cultural relations on a world scale."

Gen. Sarnoff is the fourth American to receive the medal, which was presented by Philip Cortney, first vice president of the French Engineers of the United States.

The citation noted that Gen. Sarnoff carried out missions of "highest importance" in World War II, and added that "the great progress now achieved in the field of telecommunications" is attributable to Gen. Sarnoff's "vision and leadership."

In accepting the Grand Medal, Gen. Sarnoff said, "We are now in an era of radio vision as well as sound, and the promise of the future in telecommunications is greater than ever before."

BINGHAM QuITS
Leaves ECA French Post

RESIGNATION of Barry Bingham, president of the Louisville Courier-Journal and Louisville Times, licensee of WHAS, that city, as head of Marshall Plan mission to France was announced last Tuesday by the Economic Cooperation Administration. He will return to his publishing duties, according to ECA.

Mr. Bingham assumed his duties in April 1948, replacing David K. E. Bruce, who became ambassador to France. Harry Parkman, a Boston lawyer, will succeed Mr. Bingham as chief of the foreign recovery program in France.

JOHN BALLARD, in charge of national sales office of The Nunn Stations for past six years, named assistant general manager in addition to continuing his present duties. Nunn stations include: WBIR Knoxville, Tenn.; KFDA Amarillo, Tex.; WCMJ Ashland, Ky.; and WLAP Lexington, Ky.

LEROY BREMMER, formerly with KBSC-TV Seattle, appointed general manager of KERR, new 1,000 w daytime station in Kermit, Tex.

CLIFFORD EVANS, director of New York City television unit, appointed assistant to deputy mayor. He continues to supervise city's TV unit.

J. LEONARD REINSCH, managing director of WSB Atlanta, WHIO Dayton and WIOD Miami, elected to board of directors of Atlanta Newspapers Inc., publisher of Atlanta Journal and Atlanta Constitution. Mr. Reinsch and his wife have left for a Caribbean cruise and vacation in Guatemala.

J. H. RATCLIFFE elected a director of Standard Radio Ltd., operating CFEB Toronto. He succeeds D. J. McLEOD, resigned.

G. C. LIVINGSTON named general manager and chief engineer of WATL-AM-FM Atlanta, Ga.

DEWEY H. LONG, veteran of 21 years in radio, appointed general manager of WABB-AN-FM Mobile, Ala. He has served with WBT Charlotte, N. C., as assistant station manager; with WSAI Cincinnati, as manager; with WLW Cincinnati as manager of Chicago sales office. He left WLW in 1943 to join WELI New Haven, Conn., as manager. After that he was manager of WMOM Mobile. During past year he has been with Frederic W. Ziv Co.

THOMAS F. O'NEILL, vice president and director of Yankee Network, wholly-owned subsidiary of General Tire & Rubber Co., elected a vice president of General Tire & Rubber Co.

GAYLE V. GRUBB, general manager of KGO-AM-TV San Francisco, elected a director of San Francisco Advertising Club as head of radio department. He also was named member of press and publicity committee, Citizens Committee for Centennial Celebration of California's Admission to the Union.

ROY HOFSTETTER, manager of CKWS Kingston, Ont., elected president of Advertising and Sales Club of Kingston.

ROBERT BINGHAM, general manager of WNCT Elizabeth City, N. C., for past two years, resigns. He returns to WINZ Hollywood, Fla.

ROBERT T. MASON, general manager of WMRN Marion, Ohio, made honorary professional member of Alpha Delta Sigma, national professional advertising fraternity, and awarded honorary state farmer degree of Future Farmer of America.

ELMER KRAUSE, secretary-treasurer of WGR Cleveland, shot hole-in-one at Shaker Heights Country Club June 4.

WPFB Middletown, Ohio, cited by city's Safety Council for promotion of Bicycle Court. WPFB airs court sessions weekly.

FARMERS AND FEEDERS NATIONAL

Chicks or Checks
BOTH PAY OFF IN KANSAS

Pay through WIBW
The Kansas Farm Station

It's the farmers who get the $76,997,000.00 chicken and egg checks—52 weeks of the year. To them, this is extra money—to be spent. It's the steady, dependable CASH MARKET you're competing for.

It's WIBW that's the largest single selling influence in these farm homes. As a farm station, WIBW lives in these homes from sun-up till bedtime... constantly creating product desire, brand preference, and moving buyers to your dealers. Let WIBW help you cash the chick checks in Kansas.

WIBW
SERVING AND SELLING
"THE MAGIC CIRCLE"

KANSAS CITY STATIONS

WIBW - TOPEKA, KANSAS - WIBW-FM

Rep. - CAPPERS PUBLICATIONS, INC. • BEN LUDY, Gen. Mgr. • WIBW • KC KN

Page 42 • June 12, 1950
ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

To the PRESS and RADIO:

June 8, 1950

Subject: RAILROADS AND THE MAIL

One of the most important services performed by the railroads is the
intercity transportation of the great bulk of the United States mail. Today, for
example, railroads carry approximately 94 per cent of all pieces of intercity first-
class mail, and airlines approximately 6 per cent. For carrying 94 per cent of the
letters, the railroads received from the Post Office Department in the latest fiscal
year a little more than 27 million dollars. For carrying the other 6 per cent, the
airlines received more than 55½ million dollars.

The railroads transport an even larger proportion -- approaching 99 per
cent -- of intercity second- and third-class mail and parcel post.

The cost to the railroads of handling the mails includes a great deal
more than just moving cars loaded with mail. It includes furnishing specially-
designed cars with space for sorting and distributing mail en route. It includes
loading and unloading the mail at terminals and the expedited return of empty cars
for prompt reloading with mail. The railroads perform all this service without
receiving any sort of subsidy from the government.

Railroads are paid for handling mail on the basis of space assigned.
This system was set up by Congress in 1916 upon the recommendation of the Post
Office Department. Because the movement of mail on most routes is much heavier
in one direction than in the other, it was felt that it was equitable both to the
Post Office Department and to the railroads to set the rate of payment on a round-
trip basis, since it would be necessary to return empty many cars which were used
to carry mail in the direction of heavy movement.

This empty return movement is necessary for many reasons. The principal
reason is that the necessities of the postal service require that a supply of mail-
carrying cars, suitably equipped for operation in passenger trains, shall at all
times be available at the points where the heavy mail originates. This means that
cars must be sent back promptly, loaded or empty. Where loads are available, the
cars are loaded, but since express and baggage, like mail, move predominantly in
one direction, there are cases in which no return loads are available. It is not
practical to load freight in returning mail cars, since the cars are designed for
movement in passenger trains and, if diverted to freight service, would be unduly
delayed in getting back to meet the current heavy needs of the postal service.

The Post Office Department would not save money by changing the present
round-trip payment basis to a one-way basis. If a one-way basis of payment were
substituted, the rate per mile would have to be approximately double the round-
trip rate, as the law requires that the rates and method of payment be such that
railroads will be properly compensated for their service in transporting the mail.

Sincerely yours,

WILLIAM T. FARICY
Savings Bonds

Two New Agencies Named

TWO NEW AGENCIES will handle the advertising campaign of U. S. Savings Bonds, which had been handled for the past eight years by Young & Rubicam, Thomas H. Young, of U. S. Rubber Co., coordinator of the campaign for the Advertising Council, announced last week.

The new agencies are Foote, Cone & Belding, Chicago, and Campbell-Ewald. These agencies will continue to work with other agencies to produce U. S. Bond advertising; G. M. Banford, which prepares ads for television and business papers; Schwimmer & Scott, which produces spot radio commercials; J. Walter Thompson Co., which conducts the farm program; Schwab & Beatty, which conducts direct mail; and Albert Frank-Guenter Law, which handles bank and financial advertising.

T. S. Reppplier, president of the Advertising Council, said he received Young & Rubicam's decision not to continue with the voluntary bond drive with the greatest regret, "yet with the realization that no one agency could be expected to carry indefinitely the extraordinary load that Y&R had been carrying for the past eight years."

Canada Awards

Best Radio Shows Honored

RADIO awards, under sponsorship of Canadian Assn. for Adult Educa- tion, have been presented to networks and stations for best programs in 1949. Among commercial programs singled out were Wayne & Schuster Show (Toni home permanent) on CBC Trans-Canada network, first prize; and The Happy Gang (Colgate-Palmolive-Peet) on the same network, honorable mention, in the variety category.

CKAC Montreal's play, Pacelli le Magnifique by Ernest Pallascio-Morin, won first place for community drama. "Peter Grimes" composed by Benjamin Britten and performed by the CBC Opera Co., won first prize in the open music class. For community service, CJFX Antigonish won honorable mention in programming as did CKLW Windsor-Detroit. CBC Wednesday Night show, the Canadian Assn. of Broadcasters' program Report From Parliament Hill, and Ford Theatre (Ford Motors) also were recognized by special awards.

KMOD Joins ABC

KMOD Modesto, Calif., will join the list of ABC affiliates (Pacific Coast Group) effective July 1. This marks the 267th affiliate of the network.

Don't Patent Feud

LITIGATION pending since 1948 between RCA and Allen B. DuMont Labs concerning claims of patent infringement on radio transmitters, receivers and tubes has been dismissed, according to a joint announcement made Tuesday by the two companies. It also was announced that each company has licensed the other to make such material under its patents.

Page 44 • June 12, 1950
Your DOLLARS ARE WORTH MORE ON WGN than ever before!

Not only are there 993,000 more radio homes in WGN's coverage area* today than in 1946—BUT more homes are using their radios than ever before.

Percent of Homes Using Radio per ¼ Hour**

<table>
<thead>
<tr>
<th>Time Period</th>
<th>6 A.M.—12 Noon</th>
<th>12 Noon—6 P.M.</th>
<th>6 P.M.—12 Midnight</th>
</tr>
</thead>
<tbody>
<tr>
<td>February-March, 1946</td>
<td>23.2%</td>
<td>28.0%</td>
<td>34.6%</td>
</tr>
<tr>
<td>February-March, 1950</td>
<td>28.6%</td>
<td>32.7%</td>
<td>32.1%</td>
</tr>
</tbody>
</table>

Number of Homes Using Radio per ¼ Hour**

<table>
<thead>
<tr>
<th>Time Period</th>
<th>6 A.M.—12 Noon</th>
<th>12 Noon—6 P.M.</th>
<th>6 P.M.—12 Midnight</th>
</tr>
</thead>
<tbody>
<tr>
<td>February-March, 1946</td>
<td>872,552</td>
<td>1,053,080</td>
<td>1,301,306</td>
</tr>
<tr>
<td>February-March, 1950</td>
<td>1,359,644</td>
<td>1,554,558</td>
<td>1,526,034</td>
</tr>
<tr>
<td><strong>INCREASE</strong></td>
<td><strong>Up 487,092</strong></td>
<td><strong>Up 501,478</strong></td>
<td><strong>Up 224,728</strong></td>
</tr>
</tbody>
</table>

Yes, everything is up . . . EXCEPT WGN's Rates. They are the same today as they were in 1946. Be wise . . . put your advertising where you get the greatest return for your dollars . . . WGN!

*Nielsen Station Area. **Nielsen Radio Index, Monday thru Friday data.

A Clear Channel Station . . .
Serving the Middle West

MBS

---

Chicago 11
Illinois
50,000 Watts
720 On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 - 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

June 12, 1950
LIKE TO LATCH ONTO YALE (Ky.)?

Dear friend, you can bolt, bar or chain Yale (Ky.) and still not lock up any real sales potentials. In Kentucky the key to success is the 27-county Louisville Trading Area.

In this one rich market WAVE broadcasts to 215,000 high-income radio families—people with a standard of living 41% higher than the average found elsewhere in our State. Louisville is rightly called The Gateway to the South. When you throw the catch on this one, you've really opened a market.

The latch-string is out, pardner. Give 'er a pull and come on in!

LOUISVILLE'S WAVE
5000 WATTS . 970 KC

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

Page 46 • June 12, 1950
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TV Hearing in UHF Phase
Page 3

Alliance Tenna-Rotor Sells With Video
Page 4

More Spot Time Plan Backed
Page 7

Latest Set Count
Page 10

Selling Costs Got You Under a Cloud?

See Daylight with Du Mont Daytime Television

FORECAST: SUNNY—when you use Du Mont Daytime Television.
Small money for time and talent does big things for any product.
Make us show you actual cases where advertisers recovered program costs many times over in direct sales.
Network or local — we did it first,
we do it best — for you.

151 Madison Avenue, New York 22, N. Y. · Phone: MUrray Hill 8-2600
Copyright 1950, Allen B. Du Mont Laboratories, Inc.
On The Air
September, 1950

WSM celebrates its 25th Anniversary by bringing television to the Central South

SCHEDULE, WSM-TV

SEPTEMBER, 1950 ... On the air
OCTOBER, 1950 ... Network TV through microwave relay from Louisville

Television's newest market ready in September through....

WSM-TV
CHANNEL 4
NASHVILLE, TENN.

HARRY STONE
General Manager
IRVING WAUGH
Commercial Manager
EDWARD PETRY & CO.
National Representative
UHF FIGHT

THE FIGHT of television broadcasters vs. common carrier interests for the 470-500 mc band at the lower end of the UHF television spectrum got under way before FCC last week, amid indications that the telecasters' case-in-chief will not be presented before Fall.

Spokesmen for the television parties will advise Shulte's counsel that the Commission will seek permission to delay their main presentation until the overall television allocations question is reached later this year, on grounds that it is not until then that TV's spectrum needs be adequately evaluated and compared with those of other services.

They planned relatively brief presentations when their turn for testimony comes up this week.

Four Groups Participate

The TV participants in the hearing—Phase No. 2 of FCC's overall television proceeding, which opened with eight months of hearings on color TV—are Philco Corp. and Philco Televising Broadcasting Corp.; Television Broadcasters Assn., and Allen B. DuMont Labs.

The first week of the hearing was devoted largely to testimony by and cross-examination of witnesses for Bell Telephone Labs., author of the petition for allocation of the 470-500 mc band to multi-channel broadband common carrier mobile radio use in lieu of television.

The outcome of the hearing will determine whether the UHF television region starts at about 470 mc or at about 500 mc.

Growth of Service Outlined

FCC witnesses at the outset presented lists of domestic public land mobile radio service authorizations and applications, and undertook to estimate the growth of the VHF land mobile service (including the 450-460 mc band).

William L. North, of FCC's Frequency Allocation and Treaty Division, estimated that the requested 30-mc segment would be "used up" in about nine years if it were made available for land mobile operations and if the 1940-49 rate of growth continues.

He said that in the New York area—which formed the basis of his estimates—some frequencies between 30 and 40 mc had as many as 10 land stations on them in 1949, and that the average was three.

George W. Gilman, director of transmission engineering for Bell Telephone Labs., presented a technical description of the proposed broadband system for mobile telephone service, while John Hansel- man, AT&T assistant vice president, emphasized the need for additional frequencies and described the prospects of success.

Requirements Outlined

Dr. Oliver E. Buckley, president of Bell Labs, summarized the requirements of mobile radio telephony, and Francis M. Ryan, in charge of AT&T radio activities, outlined broadband operations as they would be employed in the seven largest cities and in medium-sized and smaller cities.

He counselled for the television interests and members of the FCC questioned the telephone company witnesses closely, the television representatives undertaking to show lack of need of the 470-500 mc band by the mobile services.

The Bell Labs presentation was to be followed by those of U.S. Independent Telephone Assn., represented by Washington Attorney Norman S. Case; National Mobile Radio System, by Jeremiah Courtney; Mutual Telephone Co., by Carl I. Wheat and Omar L. Crook; Philco and Philco Television, by Henry R. Weaver; TBA, by Thad H. Brown, and DuMont by W. A. Roberts. Arthur Gladstone appeared as counsel for FCC, and John H. Gepsen for Bell Labs.

Hearing Under Walker

The hearing, which got under way Monday, was held before the Commission en banc with Acting Chairman Paul A. Walker presiding in the absence of Chairman Wayne Coy. Other FCC members participating: Comrs. Rosel B. Hyde, E. M. Webster, and George E. Sterling.

INTERCONNECTION

A SPOKESMAN for AT&T claimed last week that Western Union's tentative plans for network television facilities "closely duplicate" certain existing AT&T routes and therefore would serve "no additional stations . . . which could not be served from the existing Bell System routes."

The claim was made by Frank A. Cowan, head of the Engineering Dept. of AT&T's Long Lines Dept., in testimony at resumption of the FCC hearing to determine whether the Commission should require AT&T to interconnect its intercity TV facilities with those of Western Union and establish through routes and joint rates.

Hits WU Plans

Mr. Cowan claimed the plans proposed by Western Union—which currently has only a radio link (reversible) between New York and Philadelphia—would result in an impaired signal, require duplicate terminal facilities to get the necessary flexibility, and make overall coordination difficult.

He contended that reversible facilities are more costly and provide a less efficient use of frequencies than one-way channels, but said that AT&T would provide reversible channels if situations developed where they were desirable and where the limitation of frequencies was not a controlling factor.

Overall, he said, "I believe that interconnection of Bell System intercity video facilities with those of the Western Union would result in poorer service and in increased costs."

Mr. Cowan asserted. Returning to the stand for cross-examination on the basis of previous testimony, Col. E. Z. Millar, Western Union's director of development and research, asserted that WU intercity facilities would be more flexible for broadcasters than previously indicated.

Rate Changes Considered

He said Western Union had considered making changes in its charges for use of the New York-Philadelphia link and that he personally had recommended a shortening of the one-year minimum contract, but that the company had decided to defer changes pending outcome of the current hearing.

Col. Millar emphasized that the changes for the New York-Philadelphi link are based on conditions involving only that particular route and on a per-mile basis, and do not mean that similar rates that will be made for future links.

G. M. Wright, of the Long Lines Dept., submitted a comparison which indicated that use of the WU New York-Philadelphia link would cost the networks—based on their usage of AT&T facilities over that route—more than 50% more than use of AT&T facilities. Western Union was expected to challenge this comparison strongly.

Smith Presides

The hearing, an aftermath of the proceeding in which FCC ordered AT&T to interconnect its facilities with those of private telecasters, is being conducted by FCC Examiner Elizabeth C. Smith. She succeeded the late Examiner J. Fred Johnson, Jr., who presided over earlier portions of the hearing. Witnesses at the earlier sessions included representatives of WOR-TV New York and WOIC (TV) Washington, DuMont, ABC, NBC, and CBS, who generally felt interconnection of AT&T and WU facilities would promote TV growth, with certain exceptions [Telecasting, May 8].

TELECASTING  •  Page 3
Seeing Is Believing

By MILES C. McKEARNEY
FOSTER & DAVIES INC.

TODAY more than 3,500,000 television screens are carrying two and three film spots a week from 64 stations, demonstrat-
ing the Alliance Tenna-Rotor. More than 200,000 Tenna-Rotors are now in use. Yet, a year ago, this product was virtually unknown.

Tenna-Rotor advertising to the consumer started with television. There was no supporting campaign in other consumer media. The tremendous increase in sales can be traced almost entirely to the television spot campaign which started in May 1949. Prior to the first one-minute sound films over Cleveland TV stations WNBK and WEWS, and WNTV (TV) in New York, the Alliance plant produced only a nominal number of Tenna-Rotors for jobbers' stocks and dealers' samples.

The product was one which required demonstration. R. F. Doyle, president, and John Bentia, sales manager of Alliance, decided that television should be the number one industrial medium. After a careful analysis of many TV commercials, we selected a producer whose experience in television filming had already been proved. These films were expertly made to present a straightforward, simple, believable demonstration of the product. And yet they were lively.

As soon as the action demonstration showing the rotor unit on the roof was made, most of the scenes shifted to the living room, to a television set, where another demonstration of the results obtained was staged. The films told "How it works" . . . "How to do it" . . . and "See the results." There were no smart tricks, fantastic claims, or attempts to be clever for the sake of cleverness. There was plenty of action, change of pace, and variation of subject matter.

We preceded or followed major and minor-league baseball in many cities during the summer of 1949. Last fall, many of our spots were adjacent to Big Ten and Ivy League football, boxing, wrestling, and special sporting events. In addition, our schedules list many adjacencies to top rated programs both local and network.

Sales showed a sharp upward curve within three weeks from the start. And by mid-July, less than two months from the first telecast, we were on at least a dozen stations, and the sales had easily tripled the previous average weekly volume. By the middle of August we had secured a steady spot schedule on about 30 TV stations in 22 cities. The sales curve was showing a steady and uninterrupted incline.

Before the first year, average weekly sales were running 10 times more than the average unit sale prior to the first telecast. And since the first of the year, the sales curve has climbed higher, levelling off only during the unfavorable weather in March which made outside installations difficult.

We now run a number of films with live dealer tie-ins, and we have added 20-second chain breaks. Actually, it is impossible to fully demonstrate a product in 20-seconds, but we were confronted with a diminishing number of satisfactory one-minute availabilities on certain stations. Twenty-second spots worked out very satisfactorily on stations where we had previously run one-minutes. Besides, these 20-second chain breaks enable us to capture peak audiences.

Without a doubt, television offers the best market-by-market concentration. It is a perfect tie-in with local newspapers. A spot preceding or following a highly rated show gives the purchaser a "free ride" so to speak. And more important, spots make television advertising available to the smaller business, which may not be able to afford a show.

There is no talent charge for spots. And most spot contracts may be cancelled with two weeks' notice. You can withdraw immediately from an area which is unproductive, and concentrate your efforts elsewhere.

Three one-minute spots per week give more frequency—and more commercial time than a 15-minute show, which allots only 2½ minutes for commercial.

But a spot is only as good as its adjacency. And adjacencies must be considered in a qualitative rather than a quantitative light. A commercial spot, to be effective, must be placed at a time which assures a peak audience made up of the persons to whom your product will appeal.

In the face of tremendous com-

AT a meeting at Penobscot Club in Detroit to discuss the Tenna-Rotor campaign, Miles C. McKearney explains a brochure to (1 to r): first man, unidentified; Bill Cartwright, Edward Petry & Co.; Fred Webber, Brantam Co.; Frank Walker, Edward Petry & Co.; Bill Bryan, Free & Peters Inc.; Harold Barlow, Caisley-Reed Co.; Hal Hough, WJBK-TV Detroit; Joe Molin, ABC Spot Sales; Ralph Patt Jr., Radio Sales; and Art Underwood (seated, right) of the Katz Agency. All the representatives are headquartered in Detroit.
petition from large companies, it takes time and perseverance to buy good availability. You must be insistent in your demand for the best—and, since the number of good waiver sources is limited, you must act fast when they appear.

It is here that a TV station sales agency can be of unlimited help. Generally speaking, the agency is able to appraise, quite accurately the needs of its various clients. Most of the better sales agencies do not expect to burden the ad and minuses" in its relation to movies, reported that surveys showed movie box office receipts were down equally in areas where there is considerable competition of television and areas where there is not.

He said it was too early to tell what effect television would have on the movie industry, but on the whole he was optimistic. When such effect can be measured, he predicted, "the prophets of doom will have been proved to be false prophets."

At the same meeting Mr. Balaban reported, without amplification, that the Community's television station, KTLA (TV) Los Angeles is "now in the black."

He also spoke of a possibility that Paramount would liquidate its 26% stock interest in Allen B. DuMont Labs Inc., which he estimated was worth about $15 million at current market prices.

As to Phonovision, Mr. Balaban said that careful study of that system by Paramount had indicated that its feasibility was questionable. "We believe that...techniques are inherent in the device," he said.

U. S. WEATHERMAN
Planning Video Series

PLANS to take the official U. S. Weatherman into the nation's homes via television are being formulated by the Radio-Television Section of the National Weather Bureau in Washington, D. C. James C. Fidler, chief of the Radio-Television Section, told TELECASTING the format for a network weather TV show has been worked out in the works for some months and now is ready for production.

The TV weather report is patterned after the radio series which Mr. Fidler now broadcasts five days weekly over the Continental FM Network and WPDK Alexandria, Va., which simulcast the Washington WASH (FM) Washburner. Emphasis is on presenting the weather news in simple, easy-to-understand language. Each show includes a review of the weather situation in all areas which carry the broadcast and a last-minute forecast compiled in the U. S. Weather Bureau less than an hour before the air time. Time also is allowed for local cut-ins to give forecasts and commercials.

"This weather show is a natural for TV," Mr. Fidler says. Everyone is interested in the weather and through the use of maps, on which Mr. Fidler draws in the weather situation, action is added to the telecast. Experience for such TV shows has been gained by the section through regular appearances on the color tests which have been conducted in Washington. "We have all the facilities of the U. S. Weather Bureau at our disposal, including map making," Mr. Fidler said. "So cut-out, which cuts production costs.

KDYL-TV Salt Lake City carried 85 sponsored afternoon and evening TV pickups of exhibitor's books at six-day Utah National Home Show.

MOVIE RECEIPTS
No Relation to TV—Balaban

BARNEY BALABAN, president of Paramount Pictures Corp., last
week told an annual stockholders' meeting that there appeared to be no danger of a decrease in the growth of television and decreases in movie theatre attendance.

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NBC KINESCOPE
Preview Latest Equipment

ADVERTISERS, agency executives and talent will be given a preview of the latest in NBC kinescope recording at the network's Hollywood studios today (June 12).

New-type equipment, which includes a high-pressure mercury lamp attached to the 16mm film projector and an orthagam ampli
ter attached to the picture amplifier, will be used.

Tom McPadden, general manager of KNBB (TV), owned and operated by NBC, explained that the mercury lamp permits better exposure for the kinescope. The orthagam amplifier, he de
cclared, is intended to permit cam

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ANNOUNCEMENT of proposed wage scales and conditions that the Screen Actors Guild seeks in bargaining with television film producers provoked last week a bitter interchange between SAG and Television Authority, an amalgam of live talent unions.

SAG and TVA are locked in a jurisdictional dispute over representation of performers in television film.

Code calling for basic minimum salaries of $55 per day and $175 per 45-hour week for a single role in a single picture for actors in telecast motion pictures was approved by SAG members at a June 4 meeting in Hollywood.

In some of the guild's minimum for other motion pictures, with provision that film may be telecast only once across the United States in each locality for original payment to actors. Additional payment of the original amount was stipulated for retelecasting of the picture in these areas.

Following the SAG announcement, George Heller, national executive secretary of TVA, issued a prepared statement in New York, charging that SAG's proposed wage scales for television film performances were only half as much as those sought by TVA.

Heller asserted that "SAG leaders have completely distorted the facts. Under the rates proposed by SAG the minimum for performers in a half-hour program of film television would be $110 for two days work with 16 hours rehearsal. Under the rates proposed by TVA, the same performer working on the same program would receive $85 for the half-hour program, plus $56 for rehearsal, a total of $181."

Mr. Thomson, charging that Mr. Heller's "statements and promises are a distortion of the facts to mislead actors," asserted: TVA proposals are patterned after the AFRA method of operation. More than 90% of performers in radio work at minimum, he pointed out. Conditions proposed by SAG for television film performances were only half of what would have been received in radio.

Mr. Thomson, saying he had only 24% of the union's membership, added: The deals were closed with four independents, he said, listing them as Gene Autry's Flying A Pictures Inc., producing films in which the western actor is featured; Snader Telescriptions Corp., expected to turn out about 40 three-minute band and specialty shorts a month; Hollywood Imperial Pictures Corp., producing half-hour musical films, and packaged programs for Horace Heidt, band leader.

Accept Union Terms
Mr. Petriello said the producers accepted the union's demand to pay 5% of gross receipts from sales or rental of films to TV networks and stations. The proceeds will go into a fund similar to the recording industry's fund, which is used to finance live public concerts in which unemployed musicians are paid union scale.

AFM delegates were told "the big shots haven't come in." He added:

"The head of Republic Pictures was in our office last Monday, but we couldn't reach an agreement. But he'll be back. By then it'll be too good. We will have 30 or 40 big contracts within the next 30 days."

Mr. Petriello said the producers had a meeting on Tuesday with Mr. Thomson, representing TVA.

Mr. Thomson, in his statement, Mr. Heller said:

Every important aspect of TVA's wage demands for television film is such high hedges against work demands in the same field. Under the contract, that are the ones who are asking higher rates, SAG leaders are actually undercutting TVA's de-

mands by half.

"Said Mr. Thomson in rebuttal: "The history of negotiations with employers for actors in motion picture shows clearly it is always easier to raise minimums than it is to improve conditions. Screen Actors Guild will not use its resources to protect motion picture actors working conditions such as proposed by TVA."

As to minimums, Screen Actors Guild already has a minimum of $55 a day established in all its hundreds of contracts with motion picture producers. TVA has nothing established.

The question of jurisdiction over performers in television is probably destined to remain unsettled for some time.

Both TVA and SAG have filed petitions with the National Labor Relations Board seeking assignment as bargaining agent.

**FILM PACTS**

**Petrillo Sign With 4 Firms**

FIRST contracts with movie producers making films for television were signed last week by James C. Petriello, AFM president, the union was informed last week at its annual convention in San Antonio. Contracts follow terms outlined in the June 5 TELECASTING.

The deals are closed with four independents, he said, listing them as Gene Autry's Flying A Pictures Inc., producing films in which the western actor is featured; Snader Telescriptions Corp., expected to turn out about 40 three-minute band and specialty shorts a month; Hollywood Imperial Pictures Corp., producing half-hour musical films, and packaged programs for Horace Heidt, band leader.

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MORE SPOT TIME

Crutchfield Endorses Idea

By CHARLES H. CRUTCHFIELD
VICE PRESIDENT
CHARLOTTE, N. C.

WE at WBT-TV (TV) endorse the idea presented in your May 16 issue for increasing the spot time available for sale to independent TV stations, because we believe such a plan also increases the effectiveness of television for all concerned. And by effectiveness we mean long range benefits for the viewers, the advertisers, the agencies, the networks, and the stations that make up the networks.

After reading your article very carefully, I feel that the basic issue comes down to something like this: Will the plan be of mutual benefit to networks and to the stations; and if so, can it be presented to clients in such a way that they will accept it?

Personally, I feel that the representative of the network whose reactions you printed in your May 18 issue greatly over-simplifies the problem of the TV station. He says, in effect, that networks cannot increase their TV rates at the present time, both because of high network operating costs and because the sponsor will not accept it. He then turns around and suggests that if the TV station wants to make more money it should arbitrarily double its rate and finish with saying that, anyway, the station doesn’t have to belong to a network if it doesn’t want to.

Hits Network Position

These are quite obviously no answers at all, since it is fairly certain that no TV station in the country could safely double its rate at the present time and also because the value of a network affiliation increases with the size of the station. The real issue is that “something’s got to give,” and the real question is which is in a better position to give—local station or the network?

In our opinion, admittedly somewhat biased, the networks have a lot to gain in going along with the plan under consideration. Since they want to build up complete TV coverage of the country as quickly as possible through network affiliation of strong, successful TV stations, it should be a matter of vital concern to them that many of the new TV stations outside metropolitan areas are carrying a tremendous investment, in equipment, in personnel, and in an ominous monthly operating loss.

The proposed plan would contribute to earlier operation in the black for these stations, thereby permitting the stations to concentrate more time and money on developing local programs and increasing set ownership and viewing audience. Certainly these latter achievements are the life blood of the television networks of the future. Let us assume for a moment that this argument finds a receptive hearing among the network people. Will the client then accept it?

Well, there seem to be three principal objections from the advertiser’s standpoint.

First, time is cut down or his rate is slightly increased, whichever way you look at it.

Second, other advertisers get a shot at the audience, which his sponsored entertainment has produced.

Third, it is suggested that the audience may be reduced because of too many advertisements in the period between programs.

As for the first objection, it can be pointed out that one of the largest, if not the largest, AM and TV advertisers in the country, Procter & Gamble, recently bought a half-hour show on ABC, set the

PROPOSAL THAT TV NETWORKS SHORTEN THEIR PROGRAM PERIODS SO AFFILIATES WILL BE ABLE TO SELL MOREAnnouncements [TELECASTING, May 15] DESERVES THOUGHTFUL INDUSTRY STUDY, IN THE OPINION OF CHARLES H. CRUTCHFIELD, VICE PRESIDENT AND GENERAL MANAGER OF WBT AND WBT-TV (TV) CHARLOTTE, N. C.

Mr. Crutchfield believes networks, stations, advertisers, agencies and viewers would benefit by adoption of such a plan and explains why in this article.

format for 28 minutes and 30 seconds and then asked for an option on the remaining one-minute time at rate card rate to advertise a second product. Here is one network advertiser who neither thinks that the 28 ½-minute deal will reduce the productiveness of his expenditure nor that the one-minute spot between programs will drive listeners away.

Defends Multiple Spots

In regard to the multiplying of spots between programs, many of the very largest network advertisers on the air today stop their programs early to give an entirely separate commercial for a product other than the one advertised on the network. They also make tremendous investments in one-minute and chainbreaks between programs.

Furthermore, the argument that these announcements alienate people holds less water in television since the opportunity to animate commercials has been seized upon by many advertisers to make advertising thoroughly entertaining. We, and we believe many other television stations, can document this statement with many letters from viewers.

As for the objection that announcement advertisers should not capitalize on the audiences created by program advertisers, a glance at the statistics of any network will prove better than any written argument that trying to stop this practice at this point would be like telling the sun to stop shining.

There may be some justification to the evident economic plight of the independent telecaster. Like the broadcaster, the telecaster in essence has just one time spot—time. That time is made valuable by virtue of the overall service rendered by the station. The telecaster cannot build the circulation, good will and confidence of his audience without the wherewithal to retain expert personnel and create programs that build loyalty.

If the plan proposed, for reasons unfathomable to us, is deemed not workable, then the answer may repose in a somewhat more radical deviation from accepted AM standards. The 90-second or even the 15-second time segments should be disregarded, in view of TV’s greater selling impact. Perhaps the 10-minute segment would sell as much as the 15-minute unit. Perhaps 20 minutes would do more on TV than the 30-minute unit in AM. If those standards were adopted, the independent station would have ample time between network segments to take care of national spot and local business.

In short, we believe that the adoption of this plan, the network idea, would give the independent station the opportunity to animate his commercials in such a way that they would be more than anything we can think of to help the networks build rapidly and soundly a profitable nationwide TV network, that it will avert a crisis for the individual TV stations and that the networks and the stations working together can sell it to the advertiser.

The eventual result depends entirely on how many people in the industry already have been or can be inclined toward this viewpoint.

CANADA DRY ADS
To Display TV Program

CANADA DRY, through its agency, J. M. Mathes Inc, New York, has coordinated its television advertising with a magazine ad which will appear in the Saturday Evening Post.

A full-page color ad in four panels will feature cast members of Canada Dry’s television show Super Circus, on ABC-TV, wearing colorful circus costumes who will be quoted in comments on the virtues of Canada Dry ginger ale.

Two days after publication (June 15), the ad will be re-enacted on the telecast. Ringmaster Claude Kirchner will open the Post and display the color page and will ask the viewers who have magazines to do likewise, “so that they can see what color television will be like.”

Famous firsts in TELECASTING

In 1894 Paul Nipkow invented the television scanning disc and thus began the history of television.

Blair-TV Inc. was the first exclusive representative of television in 1946. The first company to recognize and act on the television stations’ need for hard hitting, single minded, exclusive representation.

BLAIR TV INC.

REPRESENTING

Birmingham, WBC-IV
Columbus, WBNW-IV
Los Angeles, KTLV
New Orleans, WDSU-IV
Omaha, WOW-IV
Richmond, WTVF
Salt Lake City, KDSL-IV
Seattle, KING-IV

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June 12, 1950
You can have live television in

You can't get it by cable yet—but you can with a good show.
What's more important than how they see it—"live" or transcribed (TVR)—is what they see. What you're really after is live audiences.

When you look at single-station markets, where audiences constantly see both live and TVR, you find good TVRs beat anything in sight. Indeed, TVRs often average higher ratings in single-station cities* than the very same shows seen "live" in multi-station, hotly competitive cities.
Right now, of course, an advertiser buying CBS television can reach as much as 78% of the available U.S. television audience "live." But to take full advantage of today's television opportunities, he can't afford to pass up the rest of the market.

Top shows are top shows anywhere. Most of them, in television as in radio, are of course on CBS. So take your show to its total market… but first make sure what you've got is a CBS show.

*A detailed analysis of present-day television opportunities, with facts and figures important to all advertisers, is available through CBS. If you haven't seen it, we'd welcome the opportunity to show it to you.
AN INCREASE of 17.5% in the number of television advertisers was reported by Rorabaugh during March and April for a total of 3,340 in April, according to the latest Rorabaugh Report on Television Advertising released last week. From April 19 to April 30 the gain was 172.6%.

Network advertisers increased by 14 for an April total of 94. The number of local advertisers also rose by 115 different programs, Rorabaugh reports. CBS-TV and NBC-TV were tied with 45 accounts each. (The sponsor of any given program is considered to be the account of a firm which sponsors two programs, therefore, is counted as two accounts.) ABC-TV had 18 accounts in April and DuMont Television Network reported seven.

The top network advertiser in terms of the number of stations used for any one program was RCA Victor which reportedly sponsored Kukla, Fran & Ollie on 58 NBC-TV stations. The program was presented for a half hour on Monday and Friday through J. Walter Thompson. In second place Rorabaugh reported Philco Corp. whose first ABC-TV network spot was on NBC-TVs out of Phoenix to present Philo Telco Playhouse for an hour Sunday night. Hutchins Adv. New York, placed the business. Frigidaire Div. of General Motors placed third in the top advertisers for number of stations used with its Star Spangled Revue. The show appeared on April 9 only for an hour and a half on 56 NBC-TV stations through Poole, Cone & Belding.

American Tobacco Starts

In number of stations used, Star Spangled Revue also was the largest new network advertiser to appear in the April Rorabaugh report. American Tobacco Co., however, started a regular half-hour show on 55 CBS-TV stations. The firm placed This Is Show Business on Sunday night through BBDO.

Bulova Watch Co. was shown to be the top national and regional spot user in number of stations. In April the firm placed 28 different spots on 66 outlets, 10 more than second place Alliance Mfg. Co. Brown & Williamson Tobacco Co. bought spot time on 50 stations while the Golden Co. was active on 49 outlets.

The leading television station reported by Rorabaugh for April was WBEN-TV Buffalo with a total of 171 accounts. WMJ-TV Milwaukee was shown to be with a total of 163. WEWS (TV) Cleveland and KSD-TV St. Louis both were reported with a total of 163 accounts.

In the total number of network accounts, WNHC-TV New Haven led the list with 68. Two stations —WRGB (TV) Schenectady and KSD-TV St. Louis—tied for second place with 57 network accounts each. WBEN-TV Buffalo and WDTV (TV) Pittsburgh each had 56 network accounts.

Reading the list of stations point by point Spot accounts in the April test week, KFI-TV Los Angeles had 87 different local accounts to top the list for that type of business. WICU (TV) Erie, Pa., was second among the reporting stations with 80 local accounts. In third place was KLAC-TV Los Angeles with 76.

In the number of different advertisers using television, Food & Food Product accounts continued to dominate the field (see table) with a total of 670. There were 542 different firms in the network spot and local field advertising Household Furnishings, Equipment and Supplies in April for second place. The Automotive, Automotive Equipment & Accessories classification had 304 different accounts active during the month.

In the network field there were 16 different advertisers handling food products with 20 programs. The Confectionery & Soft Drink classification was second with 11 network advertisers backing 13 programs. Food & Food Product advertisers also dominated the spot field where 152 different firms were reporting during the April test week. Beer & Wine advertisers made heavy use of spot time with 112 accounts reported. The Confectionery & Soft Drink classification was third with 61 spot accounts in April.

Advertisers of Household Furnishings, Equipment & Supplies had 473 accounts active at the local level. There were 402 local advertisers of Food & Food Products while 208 accounts were active locally for Automotive, Automotive Equipment & Accessories firms, Rorabaugh reports.

Marketscope Surveys TV’s Effect on Movie Going

MOVIE ATTENDANCE has decreased slightly since the advent of television, according to a major survey of theatre managers were a survey released last week by (Continued on Telecasting p. 1)
Sunpapers TV station shone brightly this year in the nation's shiniest TV towns. In video-happy Baltimore, WMAR-TV was the distinction of becoming the first sight station in nation to outrank all AM stations in its market in average evening audience. In the process of rolling up ratings, WMAR-TV did not overlook public service and came up with two important PS series in "Atomic Report" and "Slums." Former show brought in front of the cameras some of the nation's top atomic authorities to explain to the average viewer the atomic facts of life. That was WMAR tackling a world problem. On the local front, the station resourcefully drew upon facilities and talents of its own newsreel unit for "Slums," a documentary about Baltimore's No. 1 local problem. Hard-hitting documentary had several performances on station, and then was given additional circulation by showings at various organizations and civic groups around city. Out of this TV documentary came "The Baltimore Plan" for slum clearance, which has attracted national attention. As WMAR sums it up, the "Slums" picture was the "...vanguard of a reform which began with the city examining its conscience and then going to work to destroy the blight of slums..."
KPRC SHOW
Greets TV on AM Birthday

FIRST television show and exhibit in Houston will take place July 3-5 under sponsorship of The Houston Post to mark the paper's entry into video and the 25th anniversary of its NBC affiliate outlet, KPRC. Feature of the event will be the changing of the TV station's call letters from KLEE-TV to KPRC-TV. Station was acquired by the Post on May 31.

Two shows nightly and a matinee July 4 will be broadcast and telecast in the Plantation, one of the longest dance pavilions in the southwest, according to the Post. Numerous booths, representing every brand of TV receiver distributed in the area, will display dealer offerings. A number of nationally known entertainers and the city's top radio and video performers are being contacted to make up the talent roster. The show will be free to the public.

KLEE-TV, which will become KPRC-TV, is Houston's pioneer television station, formerly owned by W. Albert Lee, Houston hotelman. It started regular telecasts in January 1949. W. P. Hobby, former governor of Texas and Post publisher, is the station's new owner. Jack Harris is general manager of KPRC-AM-FM-TV. Paul Huhndorf is chief engineer for the TV station.

WESTERN SPORTS

WITH SPORTS promoters blaming TV for poor box office attendance and the future of video sports coverage in the area virtually at stake, West Coast television station operators are giving themselves for a showdown.

At stake is live telecasting of pro and college football, as well as baseball. Boxing and wrestling may yet come under such a ban despite the fact that following a several months walkout by wrestlers on television, KECA-TV, KTLA (TV) and KLAC-TV Los Angeles have resumed weekly live telecasting.

Pacific Coast Conference as a group, or member colleges as individuals is expected to follow the Big 10's action in banning live telecasting of football games in the West.

Los Angeles Rams, pro football team, let it be known recently that no live rights would be sold for next year's games, but offered film delayed coverage at approximately $15,000 for 14 games. Station executives declared the price too high and reportedly turned down proposal.

With Clarence Rowland, president of Pacific Coast League, recommending to baseball club owners that telecasts be limited to one game per week, they are keeping a wary eye on gate receipts to determine whether TV is helping or hindering baseball.

Fight Proposal

Television and radio industry have lined up against a State Athletic Commission proposal to make mandatory written permission from that California agency to broadcast, telecast or film boxing and wrestling matches. As a result, a public hearing on the issue will be held in Los Angeles around July 19.

Decision came after Don Tatum, president of the California State Broadcasters Association, and vice president and general counsel of Don Lee Broadcasting System (KTSF), with Don Fedderson, vice president and general manager of KLAC-TV, and Station Attorney John P. Hearne, at the commission's May 13 meeting in San Diego vigorously voiced objections to the proposed ruling. Number 542. They pointed out that such a ruling was beyond constitutional rights of the commission to interfere with broadcasts, telecasts or films.

Meanwhile, the commission has ruled that there be no discrimination in rights to telecast wrestling matches. As a result MCA has thrown the field wide open by offering additional matches to stations other than KECA-TV and KTLA which have had exclusive rights up to a few weeks ago. To date no station has accepted.

Nothing but smiles under our umbrella!

FAIRBANKS TV
Claims New 35mm Process

DESIGNED and engineered for both TV and theatrical filming, a new 35mm multiple camera process has been perfected by Jerry Fairbanks Productions, Hollywood. Similar to Fairbanks' 16mm Multicam process being used to film Shakespeare Centre and other television programs, the new 35mm method utilizes compact Mitchell BNC cameras mounted on newly perfected stands that permit dolling in any direction, Mr. Fairbanks said.

A special syncing device, similar to the one patented by Fairbanks for television, has been developed, making it possible for cameras to be turned on and off numerous times during taking of long sustained scenes.

New 35mm technique permits a picture to be photographed in continuous action, including cuts from one camera to another. Three or more cameras can operate simultaneously using cameras placed at different angles of a scene, and getting long, medium closeup shots at the same time, the firm reports.

MOHAWK TESTS

Air Color Spots on WNBW

COLOR techniques currently are being tested in a series of spot participations on WNBW (TV) Washington, which airs RCA color tests, by Mohawk Carpet Mills Inc., Amsterdam, N. Y., sponsor of the three-times weekly Mohawk Showroom on 'NBC-TV. Agency is George R. Nelson Inc., Schenectady.

Company reportedly is interested in pointing up carpet colors for TV use, and has directed that top sponsor and agency personnel, as well as directors and technicians, visit Washington to view spots, which have been aired on WNBW's nightly Warner's Corner, used in the RCA tests. Additionally, sponsor is contemplating periodic origination of its Showroom at WNBW in both black-and-white and color. Main interest is centered on rehearsal for spots. Directors Clark Jones and Doug Rodgers and Technical Director Carl Cabasal already have taken part in color production.

Nassour Studios

WITH purchase price of $2 4 million, KTTV Inc., Los Angeles, officially took over the Nassour Studios at 5746 Sunset Blvd., a 2500 square foot lot at Sunset and Las Palmas Avenue, the property went out of escrow [TELECASTING, May 22]. Besides requirements of KTTV, jointly owned and operated by Los Angeles Times and CBS, the studio lot covering approximately 3 4 acres, will also house various independent TV and film producers on a rental basis, according to Harrison Dunham, general manager.
**VISION OF AMERICA**

Sen. Mundt Urges U. S. Global TV Networks

CREATION of global television networks to supplement State
Dept.'s shortwave broadcasts in the cold war against Communism
was indicated in a comprehensive in
master plan outlined in the Sen-
ate last Monday by the co-author
of the Smith-Mundt Act, which
established the Voice of America
on a permanent basis.

Sen. Karl E. Mundt (R.-S.D.)
declared that new, proven elec-
tronic techniques had been dev-
oped which makes possible audio-
video networks in critical areas
and urged formation of a
"Vision of America" network at
"strategic points."

Use of relays would "obliterate the necessity" of coaxial cables and
the network could be constructed at
"amazingly low costs"—about the
cost of one great trans-oceanic
pipeline—"to 'show how' our
'know how' is able to produce res-
ults," he said.

"Each station would act as a
link in a "ring" relay chain to permit in-
tegrated network operation of all
stations throughout the areas to be
served. When desired each sta-
tion could be operated individually
to provide a local broadcasting
service to its own zone or district,"
Sen. Mundt stated.

He proposed establishment of a
video network in such countries as
Japan, Turkey, Indonesia, the
Philippines and Germany. He es-
estimated, for example, that a net-
work could be set up in the Philip-
pines for about $3,860,000—to in-
clude one master audio-video
transmitting station and radio re-
lay links throughout the islands.

Networks in other countries could
be created for about $4,600,000
each, he believes.

Sen. Mundt made clear that the
proposed network "does not con-
template and does not require" use
of individual TV receivers, but
rather such community sets "as are
now available." Use of a single TV projection channel would
result in reduced construction and
operation costs, he explained.

Foreign audiences could view TV
fare on projection screens similar
to those used in American public
places by gathering in theatres,
schoolhouses and other sites.

Referring to Russian "jamming
operations," he asserted that TV
techniques would enable Amer-
ica to overcome such a challenge
and limit jamming to within 60
miles of any Russian broad-
cast station. "It is impossible for the Russians
to jam a television broadcast, whereas they are able to jam shortwave broadcasts at consid-
erably greater distances," he said,
explaining that TV projection is
relayed from 76 to 150 miles.

The Senator said he is not sugges-
ting an "international tele-
vision system," though he felt it
would become a "reality," but was
concerned solely with a "nationally
operated system." He added:

"These foreign nations cannot yet
expect the bounty of American
advertising budgets, which would
help make the network self-supp-
soring, although it is not unres-
asonable to hope that such a time
will come eventually."

Sen. Mundt said he has dis-
nanced his plan for a
national TV system with the State
Dept., heads of foreign govern-
ments, and electronics experts,
including Brig. Gen. David Sarnoff,
chairman of the board of RCA.

NBC-TV Signs Sherman

RANSOM SHERMAN, former
conductor of the popular Club Mat-
inee from Chicago, has signed an
exclusive five-year television con-
tract with NBC, and will telecast his
first show on the network starting
July 3 as an eight-week replace-
ment for Kukla, Fran & Ollie.
The variety show, patterned along the
Club Matinee line, will feature the
Art Van Damme quintet and va-
riety acts. It will originate in Chi-
cago five times weekly from 6 to
6:30 p.m. CST. Tentative dates are for Mr. Sherman to remain on the
network in the fall but in a
later evening spot. His contract,
which contains no clauses about
future radio work, is guaranteed
to provide for payment of some $750,-
000 in the next five years. Asking
price for his summer series is un-
derstood to be about $1,500 weekly.

---

**2ND in the Midwest**

**6TH in the Nation**

...the WLW-TV market deserves

**1ST place in your plans**

With 248,500 sets (as of
May 1, 1950) the three
station coverage area of
WLW-Television looms large
in any appraisal of markets.
And the economy of reach-
ing this market via the
WLW-Television network is
another factor favoring its
high priority in your selling
plans.

**WLW-T**
CHANNEL 4
CINCINNATI

**WLW-D**
CHANNEL 5
DAYTON

**WLW-C**
CHANNEL 3
COLUMBUS

Crosley Broadcasting Corporation

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June 12, 1950
Telestatus (Continued from Telecasting p. 19)
Marketscope Research Co., Newark, N. J.

In the theatres surveyed, 55.3% of the managers reportedly realized an unbladed decrease in attendance since TV started in the area. Another 17% said attendance had fallen drastically; 21.5% said attendance had been about the same, and 5.4% said it had increased.

The survey was based on 94 personal interviews with downtown, local and neighborhood theatre managers in Northern New Jersey.

In theatres where attendance had fallen to a marked degree, 31.8% of the managers directly attributed the loss to television. General business conditions were blamed in 23.4% of the cases while 12.8% censured the movie industry, stating in some cases that TV has made the public more film conscious and that present films are not up to the standards set by the industry in the past.

Double features were reported by 56.8% of the theatre managers to be the better drawing attraction, according to Marketscope Research.

In studying the acceptance of the sale of commercial screen time as a means of increasing revenue, Marketscope found only 17.2% of the theatre managers had ever used such an idea in their theatres. It was reported that 82.8% of the group had strong preconceived ideas against such action; 29.6% said they did not want to annoy their patrons; 23.7% knew that there was no acceptance among patrons, and 17.7% stated that it was against business policy.

New Rate Cards Issued By Four Stations
NEW rate cards have been announced by KSTP-TV Minneapolis, KTLA (TV) Los Angeles, KTIV (TV) Los Angeles and WPTZ (TV) in Philadelphia.

At KSTP-TV the one-time, hourly rate in Class A time (6:59-11 p.m., Mon. through Fri.; 10:59-11 p.m., Sat. and Sun.) becomes $450; in Class B time (4:49-5:59 p.m., Mon. through Fri.) $375, and Class C (all other times) $250. New Rate Card No. 5 becomes effective July 1 with current rates protected for six months at the old rate.

Paramount's KTLA rates advanced 25% on June 1 for all time segments except Class A time. An hour in Class A time, including live studio facilities, advanced from $600 to $750. Spot announcements are increased from $90 to $125.

Paramount's old rate was given for 26 weeks from June 1 to clients then on the station.

Representing an increase of 35 1/2%, the KTIV one-time, hourly rate in Class A time (Class A time, through Fri., 7-10:30 p.m.; Sat. and Sun., 1-10:30 p.m.) goes from $750 to $1,000 July 1. In Class B time (Mon. through Fri., 5:29-

6:59 p.m.; Sun through Sat., 10:50-11:30 p.m.) the rate increases from $450 to $600. Class C time, newly established in Rate Card No. 3 and covering all other periods, is $400 for a one-time hour.

WPTZ's Rate Card No. 6, effective June 15, increases participation, announcement, and station break rates but does not change the price structure for program time rates. It also does away with the differential between live-studio and film-program time. The new rate for 1-minute and 20-second spot announcements on the time basis becomes: Class A (7-10:30 p.m., Mon. through Fri.; 1-10:30 p.m., Sat. and Sun.) $150; Class B (6-7 p.m., Mon. through Fri.; 5-7 p.m., Sat. and Sun.) $115; Class C (all other times) $70. For participations of 1 minute or less the Class A rate on a one-time basis will be $160; Class B, $125, and Class C, $70. Protection to advertisers signed under old Rate Card No. 5 will be given through Dec. 14, 1956.

Effects of Income On TV Families
HIGH INCOME TV families want religious programming more than those in lower brackets; both groups use the phonograph less since installation of a video set, and the average-news-in-features family set from a small neighborhood store, while those with greater earnings tend to get theirs wholesale or at factory price.

These are among findings of Daves, Koehnlein & O'Keating, Chicago research firm, which conducted a survey in both groups for John Meek Industries Inc. (TV set manufacturer). The groups, resident in the Chicago area, were classified economically, in the $40 and less per week salary class and above $100, with 75% of the latter earning more than one $1,000 a year or more.

Although 5% in the high group wants religious programming (including in 63.8% seeking more educational and cultural shows), less than 1% in the lower group sought religious shows (with 24.1% wanting more education and cultural subjects).

Phonographs are used less by 64.5% in the low income group and 37.5% in the high, with 32.3% and 58.3%, respectively, reporting they play the instrument the same amount of time as before TV installation. TV. Four percent in the latter group said they use the phonograph more, with none in the low bracket.

TV sets are bought in small neighborhood stores by 68% of the low group and 56% in the other, with about 23% in the higher bracket buying at factories or wholesale outlets. This contrasts with 21.1% in the lower classification. Downtown stores got business from 5.6% of the low, 14% of the high. The radio and appliance store was most popular with both groups, accounting for 57% in the low and 40.4% in the higher income group.

Relative Impact Of Spots Surveyed
SURVEY covering the impact of television spot commercials in the New York-New Jersey video area for September through December 1949 and released by Advertest Research, New Brunswick, N. J., shows that the Starlac commercial topped the list with an impact of 87.6%.

Information based on 5,600 interviews conducted in the area during the last four months of 1949 and is cumulative over the period. The percentage of impact figure shown in the table below is the ratio of impressions (number of persons who were able to satisfactorily recall the content and composition and picture and wording of a spot during the four month period) to viewers (the number of people who reported seeing the spot during the period).

Advertest claims that the "impact percentage" is actually "an evaluation of how good a job each spot commercial is doing in delivering and impressing the message of the product advertised. Since each impact percentage is based on the performance of viewers for each individual spot, these impact percentages lend themselves to comparative analysis of the worth of various commercials.

The five highest ranking spots as reported by Advertest with their "impact percentage" as follows are as follows:

<table>
<thead>
<tr>
<th>Spot</th>
<th>Impact Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staples</td>
<td>39.0%</td>
</tr>
<tr>
<td>Nabisco</td>
<td>37.9%</td>
</tr>
<tr>
<td>Reeves</td>
<td>30.0%</td>
</tr>
<tr>
<td>TV Guide</td>
<td>29.2%</td>
</tr>
<tr>
<td>Cameo Curtains</td>
<td>27.5%</td>
</tr>
</tbody>
</table>

Berle Leads N. Y. Hooperatings
TOP television program as shown in the New York Hooperatings Pocketpiece for April-May period released last week by C. E. Hooper Inc. was Exxon Star Theatre. Nine of the first ten highest ranking network television programs by rank order for the period were reported as follows:

1. The Jack Benny Show
2. The Andy Williams Show
3. The Nat King Cole Show
4. The Jack Paar Show
5. The Steve Allen Show
6. The Tonight Show
7. The Andy Williams Show
8. The Tonight Show
9. The Tonight Show
10. The Steve Allen Show

Peard Reviews Baltimore TV-Radio Set Figures
FOLLOWING recent reports that television in Baltimore is getting a larger share of sets in use than radio during the evening hours [TELECASTING, May 1, March 6, 1950] and the first report to the manager, WBAL-AM-TV Baltimore, has sent a memo to the stations' sales staff and the offices of Edward Petry Co., station's representative, on "Radio and Tele-
vision Ownership in the Baltimore Area.

The memo points out that the TV set figure released by the Baltimore Television Circulation Committee applies to Baltimore City and its immediate metropolitan area, but all parts of which are in the effective coverage area of one or more of the local video stations.

Of the 166,842 TV sets reported as of May 1, the WBAL memo estimates that 124,382 are in Baltimore City with the remaining 41,461 in the balance of the video area. A breakdown of population and radio homes in the area by counties also is enclosed.

The WBAL estimate of the quantity and distribution of television homes in the effective television coverage area of the Baltimore-Patapsco Valley is given in the memo as follows:

<table>
<thead>
<tr>
<th>Area</th>
<th>Population</th>
<th>Radio Homes</th>
<th>TV Homes</th>
<th>% Radio Homes With TV</th>
<th>Radio Homes Without TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baltimore TV Area</td>
<td>1,797,627</td>
<td>421,173</td>
<td>165,843</td>
<td>40%</td>
<td>246,330</td>
</tr>
<tr>
<td>Baltimore City Only</td>
<td>975,000</td>
<td>265,840</td>
<td>104,367</td>
<td>40%</td>
<td>144,473</td>
</tr>
<tr>
<td>Balitmore of all 15 Counties</td>
<td>597,627</td>
<td>144,213</td>
<td>46,461</td>
<td>32%</td>
<td>97,752</td>
</tr>
</tbody>
</table>

*Population and Radio Homes figures are from the 1949-50 Consumer Markets of Standard Rate and Data Service.*

**TIME SHARING**

**REPRESENTATIVES** of the four major television networks (ABC, CBS, NBC, and DuMont) have begun meeting to work out time-sharing arrangements for the extensions of AT&T's television network facilities due to be completed this fall.

Three TV networks—ABC, CBS, and NBC—have placed firm orders for use of the new facilities, which will add a southern and a midwestern loop to the present intercity TV network connections. The fourth network—DuMont—will also put in its order for these extensions shortly.

According to the latest Bell System time-table for TV facilities, September will see the installation of two new southern coaxial cable circuits between Richmond and Charlotte, via Greensboro, and a single coaxial circuit extending from Charlotte to Jacksonville, Atlanta, and Birmingham.

The following month will see the inauguration of two radio relay circuits running westward from Chicago to Des Moines, via Davenport, Rock Island, with a westbound radio relay circuit connecting Des Moines and Omaha, a northbound radio relay circuit between Des Moines and Ames, and two northbound coaxial circuits from Des Moines to Minneapolis-St. Paul also going into service that month.

A coaxial cable circuit running southward from Omaha to Kansas City also is scheduled to be ready for TV use in October.

In addition to these major expansions of the Eastern-Midwestern TV network facilities, AT&T also plans in September to put into use two radio relay circuits for northbound TV service from Los Angeles to San Francisco. In October, two radio relay circuits will be available for TV program transmission westward from Dayton to Indianapolis, with a single coaxial circuit running southward from Indianapolis to Louisville. A second southbound Indianapolis-Louisville coaxial circuit is scheduled to be ready by December.

Since these new intercity TV connecting facilities are unable to provide full-time service to each of the four TV networks, a time-sharing arrangement is necessary, similar to that which was adopted by AT&T after January 1949 when AT&T first hooked together the regional TV networks of the East Coast and Midwest to a single system covering the northeast-northcentral part of the country.

New York-Chicago facilities, already able to meet all normal requirements of the four TV networks, will be augmented late this summer when the new radio relay system will add four more radio circuits, two eastbound and two westbound, to the East Coast-Midwest program transmission facilities.

**NAB Film Survey**

SURVEY of television films has been started by G. Emerson Markham, NAB TV Dept. director, in cooperation with the Research Dept. Questionnaires have been sent all operating TV stations asking for data on sources of sizes, costs and quality of film. While replies of individual stations will be confidential, NAB plans to make the over-all results available to cooperating stations.

**Film Report**

**BRACKEN PRODUCTIONS Inc.,** Hollywood film firm formed by Eddie Bracken, radio and film comedian, has acquired radio and TV rights to "Dixie" Day, the Dixie Daily newspaper comic strip. It will be filmed as half-hour series for release to TV in fall. . . . Video Varieties for New York, has acquired series of TV commercials for Borden Co., and General Foods Corp. Firm also is preparing two series for Whelan Drugstores.

**TERVIEE Films Corp.,** Chicago, Calif., plans filming of production of series of 18 half-hour television films entitled Made in U. S. A. Production expected to start in July. Series will depict lives of minority groups in United States and will be filmed in locales where minority is well represented. Films will be available for 26 half-hour segments, or 13 half-hours.

Margit Nilsen, creator of fashion dolls and manikins, has contracted with TELascoops Inc., 15 W. 47th St., New York, to design and produce life-like puppets for television series on etiquettes and manners, for Emily Post Show. First of five-minute TV shows now in production will be ready for previewing early in June.

Three Pictures, Culver City, Calif., is new firm producing television film shows. Principals are Jack Hively, formerly a motion picture producer; Klenox; and producer and director-writer and Carl Wester, radio packager. Address is 882 W. Washington Blvd.; telephone Texas 0-2761. Firm currently filming series of 26 half-hour shows for national sponsorship. Three already have been completed.

ApeX Film Corp., Los Angeles, has signed to general Mills to produce 26 more Looney Tunes TV films. Production on new series is to be started within next two weeks, upon completion of first 52 segments. Jerome Levine Jr., freelance photographer, named vice president in charge of production for TV/Film, New York.

Series of 26 feature motion picture films have been acquired by Don Lee Television from Tobey Anguish Productions, Los Angeles (film distributor). Acquisitions were made since 1941 and will be telecast once weekly on KTSU (TV) Hollywood, starting in mid-summer. KTVI (TV) same city has purchased first TV rights to two feature films from Sack Amusement Co., New York, for its weekly Request Theatre program. Films are "The Thirty Nine Steps" and "Scream in the Night."

**WPix (TV) New York, in month of May, signed 120 contracts with sponsors for new and extension of current programs. Anticipations and full sponsorships, May business was more than double that of March and April, station reports.**

**ACME TELEPHOTO**

Acme Telephoto, a pioneer in the new picturefield, now produces a variety of successful shows for television. Pictures are transmitted on Acme's nationwide network. Shows are locally produced in Acme bureau ready to go on the air. Sponsor's art and copy (supplied by client or agency) is included in all shows:

**NEWS**


**SPORTS**

TV's top BASEBALL rundowns! Latest scores, action photos. 5 min. daily.

**WEATHER**

Tommorow's weather on TV today! Maps, local & national forecasts. 5 min.

**WOMEN**

"Women Today!"—in news, fashion, home, beauty, sports. 5 min. daily.

**HOT SPOTS**

20-second and 1 Minute TV spots that viewers enjoy. Latest news, pictures, and music. All available on 35 mm filmstrip, film slides, hallo cards or prints; with typed script. Send coupon for full information.

**ACME TELEXTRONIX**

Division of NEA Service, Inc., West Third & Lakeside Cleveland 13, Ohio

I am interested in the following Acme Telephoto TV shows. Please send details of services.

[ ] NEWS [ ] SPORTS [ ] SPOTS [ ] WEATHER [ ] WOMEN

Name ____________________________

Firm ____________________________

Address ____________________________
**SEC ORDERS**

Grant Listing Privileges

SECURITIES and Exchange Commission has issued orders granting applications of two stock exchanges for unlisted trading privileges involving specified securities of Admial Corp., radio-TV manufacturer, and United Paramount Theatres Inc.

Privileges were extended to the Philadelphia-Baltimore Stock Exchange listing Admiral Corp. common stock of $1 par value and to the San Francisco Exchange showing United Paramount certificates of interest in shares of common stock at $1 par value. Securities already are registered and listed on the New York Stock Exchange.

According to CKCW, which first revived the festival in 1947 after a five year lapse, the number of entries increased from 1,500 individuals in that year to 4,000 in 1960. In the same manner, competitions this year required four adjudicators as compared to 1947's one adjudicator. Only one hall and four days of competition were required three years ago, but this festival called for two halls and a full week of morning, afternoon and evening sessions.

CKCW sponsors and underwrote the festival, guaranteeing to pay all accounts not covered by entry fees or door admissions. Yearly competitions are organized and operated by Hubert Button and Alf Parkes of the station's staff. Through CKCW arrangements, competitors became eligible for 28 scholarships awarded by business firms, service organizations and individuals. Special awards were offered this year by Frederick Harris Music Co., Oakville, Ontario, for the best performance of the works of Canadian composers.

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**AFRA CONTRACTS**

San Diego Stations Sign

CONTRACTS covering blanket increase for 25 staff announcers at KFSD KCBQ KFMB and KGB, San Diego, have been signed by American Federation of Radio Artists and the four network stations. Union also announced approximately $10 weekly raise for five combination announcers-technicians at KFJX San Bernardino, Calif., in an agreement reached by AFRA, IBEW and the station calling for $70 per week retroactive to April 1.

San Diego contracts, which were effective June 1, call for a weekly salary of $66 for the first two months; $68.50 for the next six months; $72 for the next 12 months; $75 after 20 months. Former wage scale ranged from $61 for the first six months to $72 after 18 months. Union plans to open negotiations with KSDO San Diego for similar wage scales.

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**SECKW FESTIVAL**

Hits High Note in 1950

The annual Moncton Musical Festival, sponsored by CKCW Moncton, N. B., hit a high note this year with a greater number of contestants competing and a larger audience attending than ever before in the event's history, the station reports.

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**From where I sit**

by Joe Marsh

Why "Moose" Changed His Mind

Last week, parents were calling Moose Jackson on the phone—and kids were hooting at him in the streets. All because Moose fenced in his field near the depot, where the kids like to go and play ball.

Moose got sore the way folks acted—and he refused to budge. Then Doc Sherman, who likes to play centerfield himself sometimes, decided to "use a little psychology."

Over a friendly glass of beer at Andy's Garden Tavern, Doc says, "Sorry this came up, Moose. We were thinking of asking you to umpire the big game—what with your professional experience and all." (Moose used to play a little semi-pro ball.)

That did it! Next day Moose put up a stile over his fence. In return, the kids promised not to cause any damage. From where I sit, when you try to understand the other fellow's point of view—like his personal preference for beer or coffee—and then take into consideration the will of the majority, why, things go better all around.

---

**SERVICE DIRECTORY**

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash. S. D. C.
Sterling 5636

BROADCASTING • Telecasting

---

**COMMERCIAL RADIO Monitoring Company**

PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night

PHONE JACKSON 5302
P. O. Box 7037
Kansas City, Mo.
F&P's Spot Clinic
(Continued from page 17)
field. Roy Bacus, commercial manager of WBAP Fort Worth, declared: "Now is the time for concise, factual and continuous advertising in our trade press to augment what our national representatives are doing for us."
A "good promotion man backed up with facts based on research" is KMBC Kansas City's answer to promotion problems, said Arthur B. Church, president of the station.
"We spend 5% of our total budget for promotion, selecting a theme and carrying it out with original, bold, smash copy over a long period," Mr. Church said. "We use large space in a small number of publications—usually concentrating on the two leading journals in the broadcasting field. We don't use driblets in a large number of papers."

'Fresh Copy' Needed
W. B. McGill, advertising manager of Westhouse Stations, disagreed with long-term "theme advertising" as practiced by KMBC, asserting that "fresh copy" is needed from time to time.
KXYZ Houston was cited for doing an outstanding sales job in a competitive market. Deprived of chain store grocery accounts by competitors, the station concentrated on independent grocers with such success that chain organizations took notice and counted KXYZ in.

How contacting jobbers paid off for WOWO Ft. Wayne was told by John Cory of F & P's Chicago staff, who asserted that "the men in the field are having more and more influence in national spot advertising." Regular visits to jobbers have increased WOWO's national spot volume to the highest level in its history, he said.

TV Spot Estimator
F & P introduced a TV spot estimator which shows at a glance (1) class of time, (2) time in minutes, (3) cost of F & P stations, (4) cost of top 10 markets, (5) cost of top 20 markets, (6) cost of top 30 markets, (7) cost of all markets. By turning a dial, the next larger time period and relative costs appear. Twelve different combinations are shown.

One of the most educational sessions at the clinic from the viewpoint of station personnel was the detailed explanation by Russell Woodward of F & P's New York office, and other staffmen, of the mechanics, forms and procedures that refer to placement and servicing of a national spot schedule. This "traffic sales system" session was designed to help the representative improve the forms so necessary in its business, and to speed up their handling. A "give-and-take" affair, it brought criticisms of the system from the stations, and in turn F & P found that some stations were not cooperating.

A packet of forms, which, Mr. Woodward said, required 18 years to develop before they were acceptable to agencies and buyers, was handed out to each station man. Included were the station traffic system, station availabilities, F & P availabilities, confirmation of broadcast order, confirmation of schedule change, teletype and telephone procedure, sales managers' visits to F & P offices and monitoring forms.

"We are still on the road to doing things better," said President Peters. "As a result of this clinic, there will be many improvements for us to carry out. I feel that if we can improve our availabilities information alone, business will improve 5%.

Mr. Peters urged the station men to "set out to raid the competition." He suggested "keeping house a little better—in effect, clipping lineages like the newspapers do."

It was the consensus of the group that cash discounts are undesirable. The day of double-spotting is here, it was acknowledged. Per inquiry business was brought up, but quickly sidetracked.

VOCM St. John's, Newfoundland, has ordered 1 kw RCA transmitter, expects to go on air with increased power in August. VOCM is now on 1000 kw with 250 w, will move to 990 kw, 1 kw with new transmitter.

ATTENDING F&P'S CLINIC

Allen, Jack, WTVJ Miami; Anderson, Warren, F&P, Louisi-ana; Bacus, Roy, WBAP-AM-TV, Fort Worth; Bagge, Arthur, w., F&P, Chicago; Barnes, Tom, WDAY Fargo; Barnsma, Charles, WMBO Peoria; Haudino, J. E., KDUA Pittsburgh; Benoit, W. E. and W. Jr., WBS; Bennett, Sam, KMBC-KFPM Kansas City; Bishop, Edward E., WUJ Norfolk; Bly, Art, W & F, New York; Bloomquist, Cari, WSGA Duluth-Superior; Bagge, Norman, WNBC New York; Bonham, James, KSD-TV St. Louis; Bowman, A. Leo, W & F, San Francisco; Brooke, John W., F&P, New York; Bryan, W. W., F & P, Detroit; Burke, Harry, KFAB Omaha.

Calvin, Charles C., WMBD Peoria; Campbell, Eddy, WBS; Carpenter, G. L., WPPT Raleigh, N. C.; Chapman, Red, WISH Indianapolis; Church, Arthur B. and Arthur B. Jr., KMBC-KFPM Kansas City; Cohen, Nat, WGR Buffalo; Conley, J., WBS; Cory, John, F&P, Chicago; Davidson, Wm., F & P, New York; Duffield, R. G., WOWO Ft. Wayne; Duncan, Walter, WBIX (TV) New York; Edgar, Edward E., WGH Norfolk; Eisenmenger, F. G., Leo Burnett Co.; Ekrem, T. C., KVOD Denver; Erickson, John, F&P, Chicago; Evans, Joe, F & P, Ft. Worth; Evans, Ralph, WOC Davenport; Evans, Walter, WBS.


50,000-watt WBT is the biggest single

—Because WBT reaches the most people (a total of 577,880 radio families every week)!

**Name Sam Elber**

S. M. Elber, of WIP Philadelphia's publicity staff, has been named promotion and publicity director for the station. It was announced last week by Benedict Gimbel Jr., president and general manager, WIP. Mr. Elber replaces Charles H. Miller, who recently resigned the position. A member of the WIP staff since 1945, Mr. Elber received his writing experience in newspaper and trade paper fields.

**DRYER & WEE-NOLSEN**

Form New Production Firm

SHERMAN H. DRYER, former head of Sherman H. Dryer Productions Inc., New York, and Roberts Weenolsen, former program manager at Young & Rubicam, New York, have formed a new radio production and television film company to be known as Dryer & Weenolsen Productions, at 67 W. 55 St., New York.

Mr. Dryer has been active in radio since 1931 and in television since 1940. He was head of the

**GLORIA'S STORY**

Life of VOD Winner on NBC

LIFE of Gloria Chomiak, one of the four winners in the Voice of Democracy contest sponsored by NAB, Radio Mfrs. Assn. and U. S. Junior Chamber of Commerce, will be dramatized June 27 on the NBC Calcasieu of America's, sponsored by duPont. Miss Chomiak won in a field of more than a million high school students who competed for the four scholarships. She was sponsored by WDEL Wilmington.

A Ukrainian immigrant, she has had only four years formal schooling. The lead role will be taken by Peggy Ann Garner. Gen. George C. Marshall will speak on the program.

**FCC Coast Move**

FIELD legal offices of FCC on the West Coast have been moved from 100 McAllister St., San Francisco, to 1031 South Broadway, Los Angeles, it was announced last week. Joseph Brener, for three years regional attorney for FCC on the West Coast, continues in that capacity in Los Angeles, FCC's fifth District field engineering and monitoring division headquarters continue in the U. S. Post Office and Court House Bldg., Los Angeles, with Bernard H. Linden in charge.

**KIRBY CHARGE**

Claims WCRI WAVU Overlap

COMPLAINT against the grant of WCRI Scottsboro, Ala., 250-day timer on 1050 kc, was filed with FCC last week by Mrs. Rose M. Kirby, applicant for 1 kw daytime on 1530 kc there.

Mrs. Kirby contended WCRI would overlap with WAVU Albertville, Ala., in violation of FCC's duopoly rule, Sec. 335. WCRI and WAVU are both owned by Pat M. Courington. Stating she was a 17-year resident of Scottsboro and secretary-treasurer of the Jackson County Soil Conservation Assn., Mrs. Kirby asserted local merchants have indicated they would rather do business with a locally-owned station.

The complaint charged the operation of WCRI "will definitely be unfair competition to any other station in Scottsboro as can be proven after Mr. Courington's Scottsboro station goes on the air since it is generally known that the operation for both stations will originate in Station WAVU in Albertville. Thus running two stations with one staff is definitely an unfair setup."

WQXR-FM New York relays four hours of its daily programming to WDBH (FM) New Haven, Conn. WPMZ (FM) Allentown, Pa., also uses WQXR programming. Shows are given stations without charge in order to increase FM audience.

**advertising medium in the Carolinas!**

JEFFERSON STANDARD BROADCASTING COMPANY • 50,000 WATTS • REPRESENTED BY RADIO SALES

CHARLOTTE, N. C.

try WBT for size!
LOBBY GROUP

O PPOSITION to the House Select Committee probing lobbying activities erupted in full volume on Capitol Hill last week, with two Michigan Republicans leading the attack on the group and its chairman, Rep. Frank Buchanan (D-Detroit).

Culminating a week of assaults hurled at the committee for alleged "dictatorial" practices, Rep. Clare Hoffman (R-Mich.) Thursday sponsored a resolution (H Res 688) which would set up a special seven-man group to investigate the lobbying committee itself.

Touching off the blasts was the Buchanan group's earlier request for itemized expenditures from over 150 American business corporations, including RCA, covering lobbying activities the past three years [BROADCASTING, June 5] and its use of subpena power during current hearings.

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

Highest Hoorperated - Biggest Volume of Accounts — Highest News Ratings — Most Highest-Rated Disc Jockeys - Top's in Promotion Facilities

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

MORNING .... KRNT has a 96.7% greater audience than the No. 2 station.

AFTERNOON .... KRNT has a 49.6% greater audience than the No. 2 station.

EVENING .... KRNT has 1.0 percentage points below the No. 1 station.

SUNDAY AFTERNOON .... KRNT has an 11.5% greater audience than the No. 2 station.

SATURDAY DAYTIME .... KRNT has a 26.1% greater audience than the No. 2 station.

TOTAL RATED TIME PERIODS .... KRNT has a 41.9 greater percentage than the No. 2 station.

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

Rep. Shaffer told the House that the committee had gotten so far "out of hand" as to warrant its abolition, and charged its members are "hell-bent on getting just one side of the lobbying story and are using their offices to drag in the mud anyone who has the courage to oppose the Truman-Fordergast regime."

A similar charge had been leveled earlier by Rep. E. E. Cox (D-Ga.), who attacked the "outrageous and scandalous assumption of power" by the group in requesting detailed information from RCA, General Electric and Westinghouse Electric, etc. He threatened to sponsor a resolution to outlaw the group if Chairman Buchanan did not rescind the request. Rep. Buchanan refused.

Meanwhile, in a resolution introduced last Tuesday, Rep. Hoffman called on the committee to provide information dealing with its employees, direction of its activities, "and the source of income of those who are carrying on this very searching investigation." It was referred to the House Rules Committee.

The Buchanan committee has not yet touched on the radio industry, save only through RCA, but its chairman has promised to call NAB President Justin Miller, "probably near the end of the session," to testify. Rep. Buchanan has indicated he wants to hear the industry's stand.

COMER STERLING

SENATE HEARING WEDNESDAY

CONSIDERATION of Commr. George Sterling's renomination for a full seven-year term with FCC beginning July 1 will be explored in open hearing by the Senate Interstate & Foreign Commerce Committee Thursday.

Authorities indicated Thursday that the individuals or groups had filed to appear in opposition to Commr. Sterling's renomination. It is expected, however, that committee members may wish to question him on organizations matters as his views on the McFarland FCC reorganization bill, status of TV allocations and disposition of the clear-channel case [CLOSED CIRCUIT, June 5].

Sen. Charles Tobey (R-N. H.) and Commerce Chairman Ed C. Johnson (D-Col.) presumably will be chief interrogators along with Sen. Ernest W. McFarland (D-Ariz.), whose bill (S 1975) is languishing before the House Interstate Commerce group.

Commerce approval of Commr. Sterling, and of Martin Hutchinson, nominated to Federal Trade Commission would be tantamount to Senate confirmation.

Mr. Hutchinson's nomination will be considered on Wednesday.

Scalinghouse Meet

WESTINGHOUSE Stations held their annual meeting of station managers and headquarters personnel last week at the Edgewater Beach Hotel, Chicago, with Walter Evans, president, in charge. General administration problems, sales, programming and promotion were discussed. Officials appraised what the organization is doing and reported "everything in good shape but competition tough." Eighteen officials were present, including Walter E. Benet, vice president, and J. D. Conley, general manager. While in Chicago, the group participated in the Free & Peters National Spot Sales Clinic.
GIVES YOU TWICE AS MUCH POWER GAIN PER DOLLAR!

NEW Andrew MULTI-V FM ANTENNA

<table>
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<td>1302</td>
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<td>1.6</td>
<td>320</td>
</tr>
</tbody>
</table>

This table shows you why the new Andrew Multi-V is your best FM antenna buy!

NOW! Minimize your investment in equipment. Get top performance for only half the cost. The new Andrew Multi-V FM antenna is made and guaranteed by the World's Largest Antenna Equipment Specialists. It's another Andrew "First."

FEATURES

★ Twice as much power gain per dollar as any other FM transmitting antenna!
★ Top performance, yet half the cost of competitive antennas.
★ Side mounting construction permits installation on towers too light to support heavier antennas.
★ Circular radiation pattern.
★ Factory tuned to required frequency — no further adjustments necessary.

It will pay you to use the Andrew Multi-V Antenna on your FM station. Write for Bulletins 86 and 186 for complete details TODAY.

Typical vertical plane field intensity pattern of 4 bay Multi-V FM Antenna.
Reply Sent to FCC

Judge Miller's charge

Commissioner Hyde

affiliated

WCTT Change

FCC Would Grant Increase

INITIAL decision to grant WCTT Corbin, Ky., change in facilities from 250 w fulltime on 1400 kc to 1 kw fulltime on 860 kc, directional night, was issued last week by FCC Hearing Examiner N. Lil- vin. The Corbin Times-Tribune Inc. is licensee.

Finding that no interference would result to any existing station, the examiner cited that WCTT would serve additional areas and population not now receiving any primary service. The station’s extension of 0.14 micro-watt/m² signal would reach 214,000 persons, an increase of 42.6%, of which 31,746 persons now receive no primary signal from any station. Nighttime the station’s interference-free contour would reach 16,000 persons, a gain of 77.7%. The towns of London, Williamsburg and Barbourville, where WCTT now has remote studios, would be in WCTT’s daytime primary area.

The examiner found that the proposed operation would violate FCC’s engineering standards in two respects but considered the interference in view of the primary service extensions. Claim by WPTF Raleigh, N. C., that it would receive “objectionable” daytime skywave interference was dismissed as immaterial under existing standards. WCTT was represented by Russell Rowell, Paul D. Spearman and John Spearman of the Washington law firm of Spearman & Roberson.

Joseph V. Barile

JOSPEH V. BARILE, 33, chief of the classification branch of the FCC Personnel Division, died June 2 at Emergency Hospital, Washington. He had been ill for about two weeks. Mr. Barile joined FCC in December 1945 as assistant chief of the classification branch and was promoted to chief in May 1948. Prior to join- ing the Commission he was classification and wage analyst with the Chief Signal Officer and before that with Doherty, Clifford & Shenfield both in Washington. Mr. Barile at- tended West Virginia Business Col- lege from 1936-38. He is survived by his mother and several brothers and sisters.

Based on the current status of the organization, the beginnings of which were

NAB participation in international radio conferences must be limited to mandate of its board of di-

rectors, representing many types of competitive licensees. NAB President Justin Miller declared

Thursday in a letter to Rosel Hyde, FCC member and chairman of the U. S. NARBA delegation.

The letter was in reply to a communication dated June 1 in which Commissioner Hyde spoke at length and with emphasis on tactics of NAB and Judge Miller during recent. North American nego-

tiations [BROADCASTING, June 5] Commissioner Hyde had presented Judge Miller’s charge of coercion during the negotiations as pre-

sented in a letter to Francis Coli-
dWolf, Chief, Telecommunications Policy Staff, Dept. of State.

Commissioner Hyde had written that NAB’s participation in con-

ferences will be of limited value unless delegates are allowed to make unrestricted decisions.

Judge Miller wrote that NAB’s representatives could only take a neutral position in connection with changes “degrading or deviative from the status quo of March 29, 1949” since some of these changes might draw NAB membership objec-

tions even though other mem-

bers might benefit.

He added that he felt NAB’s re-

presentatives have been giving val-

uable service at recent conferences “and at the Havana meeting.” In addition they have kept NAB members informed of progress of negotiations, he continued. “I un-

derstand you expressly advocated this procedure in Montreal and agreed to its continuance during the Havana meeting when NAB’s representative sought your approv-

al of releases,” he said.

Diplomatic Aspects

Second, Judge Miller wrote, he did not in any way minimize the importance of Commissioner Hyde’s role at conferences, referring to the letter to Mr. de Wolf in which Mr. Hyde had been mentioned in his FCC capacity rather than as chairman of the U. S. delegations on Montreal and Havana.

After discussing at length the diplomatic aspects of the negotia-

tions Judge Miller commented on the observation by Commissioner Hyde about the fact that he did not represent NAB in the negotiations, explaining he, too, would have been limited by NAB’s policy just as was the case with Neal McNaughten, NAB engineering director who served as delegation member for the association. He cited Mr. Mc-

Naughten’s extensive experience in international negotiations and said his withdrawal from the Havana negotiations was not intended to

embarass the delegation chairman.

“You may have noted that the reporter for BROADCASTING maga-

zine considered your letter to me a ‘sharng rebuke’ Judge Miller wrote. “I regard it as nothing more than a friendly ex-

change of ideas between two legally trained men, in an attempt to se-

cure a better understanding of a rather difficult situation.”

Judge Miller concluded, “I see no logic in your suggestion that it is necessary for NAB, as an asso-

ciation, to participate in treaty proposals in order to secure ad-

vantageous, final adjustments; es-

pecially if it is understood from the beginning that the association’s representatives are limited in the extent of their participation.

NAB’s individual members and representatives of the networks can participate on an arms-length basis in such negotiations and join in agreements. Certainly those delegations who are intended be-

cause of their official positions—and this was the sense in which I referred to you as representing FCC—can participate both in nego-

tiations and agreements. Of course, as a whole, when the chips are down, they are the ones who agree upon pro-

posals, and present them for rati-

fication.”

WDAS Sold

Max Leon Acquires

ACQUISITION OF WDAS Phila-
delphia, 250-w independent on 1400 kc, by Max Leon, Philadelphia music-
ian and businessman, was an- nounced last week, subject to the customary FCC approval. Sales price: $496,000, for the station and net quick assets totaling about $200,000.

Mr. Leon, director of the Phila-
delphia Pops Orchestra, is acquir-
ing the station from William Gold-

man, Philadelphia theatre owner, who bought WDAS in 1947 from Alexander W. Dannenbaum and Cecil L. Naumberg for about $485,000.

Spokesmen said Mr. Leon plans no changes in either personnel or program format, except that he per-

sonally will conduct the daily two hours of light classical music pro-

grams which have been featured on WDAS for some 20 years.

The station, on 1400 kc, is man-

aged by Lambert B. Buewkes, who also is commercial manager.

Aside from his musical career, the owner is engaged in the wholesale candy business in Phila-

delphia.

Applications for FCC approval are being prepared by Thomas W. Wilson of the Washington law firm of Dow, Lohnes & Albertson.

WSJS Delivers More Audience Than Other Winston-Salem Stations Combined—and at Less Cost.

The Proof:

<table>
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<tr>
<th>Station</th>
<th>Daytime Share of Audience</th>
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</table>

More For Less on WSJS!

That’s right! WSJS delivers MORE audience than all other Winston-Salem stations combined—and at LESS COST.

Gambling’ Bill

MODIFIED anti-gambling bill ap-

proved by the Senate Interstate & Foreign Commerce Committee was passed over by the Senate Thurs-

day upon objection raised by Sen. Pat McCarren (D-Nev.). Sen Mc-

Carren earlier had indicated he may attempt to have the measure re-

ferred to his Senate Judiciary Com-

mittee [BROADCASTING, June 6].

Substitute version, adopted as compromise of Justice Dept. bill ($3358) and FCC plan, would ban radio coverage of “gambling” data prior to horse race events, permit broadcasts and telecasts during races.

Joseph V. Barile

JOSPEH V. BARILE, 33, chief of the classification branch of the FCC Personnel Division, died June 2 at Emergency Hospital, Washington. He had been ill for about two weeks. Mr. Barile joined FCC in December 1945 as assistant chief of the classification branch and was promoted to chief in May 1948. Prior to join-

ing the Commission he was classifi-

cation and wage analyst with the Chief Signal Officer and before that with Doherty, Clifford & Shenfield both in Washington. Mr. Barile at-

tended West Virginia Business Col-

lege from 1936-38. He is survived by his mother and several brothers and sisters.
WHDH Covers a Big Mass Market in Boston, Mass.

When the switch was thrown for the new 50,000 watt WHDH transmitter in February, 1949, the finest high-fidelity coverage was brought to New England through one of the largest and most complete transmitter plants in the country.

Three Truscon Steel Radio Towers are an important part of this outstanding station, reaching millions of New Englanders daily. Two of the Truscon guyed towers, with heights of 565 feet and 605 feet above ground, are for AM only. The third tower is 645 feet high, with the upper portion designed so that it can be removed in the future, if required, and replaced with an FM or TV antenna.

What are your particular new or modernizing tower problems? Truscon can draw upon its background of world-wide experience to engineer, erect or modernize the tower you need—tall or small . . . guyed or self-supporting . . . tapered or uniform in cross-section . . . for AM, FM and TV transmission. Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance. Call or write today.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation
women as it does to reach the 

women exclusively in the daytime.

And at night, on most of the big-
time radio shows, the opportunity
to talk to the entire family comes
only once a week.

But in the daytime, by concen-
trating on women with such pro-
grams as newscasts, participating 
shows and soap operas, we are able
to reach them five times a week
with commercials on each week
show which means that we can
give them 10 selling commercials
a week as against two selling com-
mercials on a nighttime program

— and at a lower cost.

It is true, as proven by Hooper-
atings, that we do not have an
large audience for any one program.
But we would rather take a much
smaller audience and do a strong
selling job than to take a large
audience at a much higher

cost and do what, in our opinion,
would be a mediocre sales job.

Determining Factors

We judge low-cost responsive

circulation by all the theoretical

measurements. And then we add

another valuable measuring rod—

which produces inquiries at lowest

cost is a low-cost advertising me-

edium.

No. 4 — We believe in concen-
tration—in other words, paying
the price of admission to a market.
It is much like going to see a

show on Broadway in New York.
If box office prices are $6.00 and
you are willing to spend only $1.80,
then you cannot expect to get a

front orchestra seat. You must
be satisfied to sit in the gallery.
Sometimes, based on present prices
to "South Pacific" in New York,
you may find standing room only.

Stilted Approaches

Many campaigns are sold to

manufacturers with dull coverage

maps, which show a complete

coverage of the United States,
but not enough circulation in any

one market to really do a job. In

other words, a coverage map may

look good in an agency chart pre-

sentation, but actually the amount

of money and effort spent in any

one market may be likened to
driving a penny nail with a
tack hammer.

Advertising, to be successful,
must buy back sales. And the best
way to buy back sales is to give
to people a good product, a good
story about that product, and then

intensive enough effort through con-

centration and reticulation of the

message to actually buy back sales

in the market where the campaign

is operative.

No. 5 — The last of credos

is probably the most important of

all and is the one that is based on

the application of the first four.
This is the use of "forcing methods"
which accelerate the sale of a pro-

duct after it has been previously

explained to housewives with

reason-why copy—through usual advertising methods.

By "forcing methods" I mean

premiums, deals, schemes and

 contests which, after a woman has

been told about a good product,

and told enough times through con-

centration and reticulation, per-

suade her to go to her grocer or

dragg and make the first pur-

chase.

I am commenced by saying that

our kind of successful advertising
today is directed toward inducing

use of a product, and here’s where

the use of a product comes in. We

in the Duane Jones Co. spend long

time thinking up ways and means
to get women to go in and try a

product—after they have heard the

story about it—for the first, second

or third time.

I am talking about women mainly

because primarily they are the

major buyers of grocery and drug

products. The major percentage

of sales of most grocery and drug

items are made to housewives.

Therefore, most of our campaigns

are directed toward them.

One example of these forcing

methods that induce women to

use a different brand of a product is

the Blarney Stone Charm Bracelet.

With a small, relatively low-

ing premium, over 408,000 house-

wives sent in a quarter with a

label of the product advertised. I

sent a man to Blarney Castle,

Ireland, to get this Blarney stone,

had it chipped up and made a part

of a bracelet. My client was able

to send them out to housewives

for 25¢ each, which made it as we

say “self-liquidating.”

The Ladies Responded

The result of this offer was that

over 406,000 ladies bought the

product and sent in and got the

bracelets—making the cost per

inquiry approximately 8¢, a very

low cost.

But we wanted to know how

many established customers sent in

for the offer and how many new

customers we had secured. So a

check was made among 6,000 re-

cipients and we found that approxi-

mately half of the women who sent

in for this charm bracelet were

already established customers, and

that the other half were new

customers. Inasmuch as the offer

was “self-liquidating” it cost us

nothing to give our old customers

a souvenir—in fact, it was good

public relations—and we were

happy to be able to show a little

tride to old customers. But the

half of the recipients who were new

customers, we figured, cost us 16¢
each.

Three months later we went to

them, new customers and asked

them what brand of this product

they were using. And 50% of these

new customers said they were now

switching to our product.

In other words, through this

promotion it cost us 32¢ to get a

new steady customer who, with this

particular product, uses one case

for the life of the product. This

cost us less than it did to get a

new customer for a similar prod-

uct at that time was something

like 86¢. Through this promotion

we spent 32¢ to get 86¢ back. So

we were not selling advertising

on faith or the vague idea that it

creates consumer acceptance, good

will, and keeps the advertiser’s

name before the public, but instead

on the basis of arithmetic—actual

mathematical results that were

highly profitable.

14 Years’ Experience

In the 14 years we have adver-
tised this product they have aver-
aged 12 such promotions a year

with similar results, and their

sales have increased from 600,000

across a year to last year’s total of

over 5 million. And the convinc-
ing thing through the years has been

that the present case sales today

are exactly commensurate with the

KMMJ BUYS KXXX

Searle Is Named President

PURCHASE of KXXX Colby,

Kan., by KMMJ Inc., Grand

Island, Neb., has been completed.

Don Searle, president, KMMJ Inc.,

is the new president of Western

Plains Broadcasting Co., which for-

merly operated KXXX. Retiring

president, Mr. Pratt and August

W. Lauterbach are retiring.

With the purchase consum-

mated, Mr. Searle announced

that KXXX will operate in con-

junction with KMMJ as “Ranch

Farm Radio.” Expansion

plans include extension of service
to ranch and farm areas. At the

same time, it has been announced

that Dick Heath, general manager

of KMMJ, has been named vice

president of KMMJ Inc., and Bill

Martin named vice president in

charge of sales for the firm.

Rex Lathen is regional sales man-

ager for both KMMJ and KXXX. Sales

office for the stations is at Grand

Island.

Other new stockholders in ad-

dition to Mr. Searle include H. A.

Searle Jr., Omaha, vice president;

J. Herbert Hollister, Boulder, Col.,

treasurer, and Helen Searle

Blanchard, Council Bluffs, Iowa,

secretary. Mr. ( Gus) Lynch

will head the stations’ engineering

department. Mr. Searle and Jim

Parks also direct the National

Home Institute in Hollywood.

The stars of today and the

tomorrow are

Yours for more sales

...with the new era in

Thesaurus

DR. FRANK BLACK’S MALE CHORUS

The Singing Americans

Ray Porter, Associate Conductor and Arranger

The new Thesaurus brings you bigger

and better programming packages with

top sponsor-appeal ... top name artists!

You get comprehensive programming,

promotion, publicity, tie-ins, cross-

plugs, sound effects ... a steady flow

current tunes and material ... net-

work-quality production. Wire or write

today for full details!

Radio Corporation of America

RCA Victor Division

120 East 23rd Street

New York 10, N. Y.

Chicago • Hollywood

BROADCASTING • Telecasting

Page 70 • June 12, 1950
number of such promotions we have used. Therefore, "forcing methods" are a vital factor in the success of package product campaigns.

How do we know what kind of premiums or deals or schemes women will go for? We have a staff of six women who spend their entire time scouring the market for suitable premiums that have a great appeal to the housewives. For example, in one instance we read in the New York Times of how the grateful people of England gave our own Gen. Eisenhower a gold sword emblazoned with rubies—a recognition of the appreciation of what he had done for the British people. We made a replica of Gen. Eisenhower's sword as a lapel pin. This was offered to women on daytime radio and had we been able to get enough of them made by our supplier at the time, we would have received over 1,250,000 orders in the mail in 10 days. Actually, we could get only 400,000 sword pins so we were unfortunately forced to " jerk" the offer off the air after four days. But had we been able to get enough Eisenhower sword pins, the returns from this offer would have set an all-time high in radio offer history.

Eisenhower Swords

Later on we offered crossed sword earrings designed after the Eisenhower sword, and some 850,000 quarters came through the mail. In this case we were fortunate enough to get an adequate supply.

Another example is in our offering a plastic orchid lapel pin. Women since their childhood have always wanted their beaux to give them an orchid. So we offered to give them this orchid lapel pin for 25¢ with a box top of the product and it pulled over 3,100,000 returns. This means that 1,100,000 packages of the product were sampled—possibly 550,000 were new customers and 270,000 became steady users of the product. These steady users are good for a case a year of this product and the manufacturer increased his sales 40% on this one promotion, by 275,000 cases.

The secret behind these radio promotions is that they should not only be glamorous or romantic, but they should be items to which the housewife had already been pre-educated. Every woman since her school days has heard of Blarney Castle and has heard of people travelling to Ireland just to kiss the Blarney stone. Here, for 25¢ she is offered an opportunity to kiss a fragment of this famous stone (or have her boy friend kiss it) by simply using the client's product one.

Also, there are many other yard-sticks for measuring good radio premiums such as these. They should not compete in price with 5-and-10¢ store items—department store items, etc. Also they should be easy to mail—pass all federal regulations, etc.

Other Offers

In addition to these radio offers I mentioned, we make many premium offers in newspapers and magazines also on cards around the products. These are called "eye-minded" items in contrast to "ear-minded" items over the radio. "Eye-minded" items such as a new type can opener or gadget of some kind for the kitchen that we can illustrate in space do not necessarily need to have a glamorous appeal such as an "ear-minded" item broadcast over the radio requires.

All of this boils down to the fundamental principle of staying out in front in advertising, just as automobile manufacturers, architects and builders of any description must stay out in front in their respective professions.

Now you may think I have given you a formula that can be easily adapted. But the primary secret of the entire formula is the proper appraisal and coordination of all the factors I have explained. This is where an advertising agency comes in, and it is the result of years of experience in the business.

I am reminded of Kipling's description of the old Cape Horn sea trader who became a multi-millionaire and finally retired. His friends asked him how he did it, and he quoted the Scripture text: "Just keep your light a-shining a little ahead of the next." Then he added: "They copied all they could follow, but they couldn't copy my mind—so I left them sweating and stealing a year and a half behind!"

GROSER MEETS RADIO

Taliaferro Presents NRGA With Success Story

GRAPHIC illustration of how local radio advertising can reap awards for the grocer was presented last week to some 10,000 retailers attending the June 4-9 National Retail Grocers Assn.'s annual convention held in Chicago. A radio success story of Portsmouth, Va., Food Stores' campaign was explained to the grocers by S. L. Taliaferro, the group's advertising director.

After a 13-week "experiment," Mr. Taliaferro said, "we decided to make radio advertising a permanent part of the PFS budget. The campaign by PFS, independent co-operative made up of 80 stores, he said, followed the plans prepared by James W. Campbell, local sales manager of WLOW Norfolk, Va.

Presentation by PFS centered upon a daily half-hour audience participation show, The Mystery Sound (11:11-11:30 p.m.), offering about $100 worth of prizes each day and an occasional jackpot of $200-300. Show was backed up by newspaper advertising, bus cards and color posters in member stores.

According to Mr. Taliaferro, public response was "so gratifying" that in less than six weeks after the program's start, the stores added another daily half hour (2:30-3 p.m.) program.

He Sinks Into an Easy Chair

While Furniture Sales Climb

Sitting down on the job isn't his way of building sales for a sponsor. But a man has to relax sometime—and it's a lot easier when you know you've done a good job. Take the case of the Greenville Furniture Co., in Greenville, Texas. In a letter to KGVL, Mr. J. L. Spradling says:

"We opened our doors about the time you went on the air and almost immediately began sponsorship of Fulton Lewis, Jr., and have had him ever since. We feel that he has had a lot to do with the success of our store. We have recommended him to many of our friends in the furniture business in other cities. Many of them have reported there wasn't a chance to get him, as there was a waiting list."

The Fulton Lewis, Jr., program, while currently sponsored on more than 300 stations where waiting lists may exist, presents opportunities for sponsorship in other MBS localities. Since there are more than 500 MBS stations, many local advertisers may still take advantage of the ready-made audience, the network prestige, and the low cost of this news co-op. Check your local Mutual outlet or the Cooperative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
McBride Denies Cox Charge

HILL DISCS

MODIFIED bill incorporating major changes in operation of the Congressional Joint Recording Facility Committee slipped quietly through the Senate last Tuesday despite efforts to reconsider the controversial legislation.

McBride testified that in his first meeting with Gov. Cox in 1935 concern was expressed over the former's friendship with Mr. Annenburg. He denied that he had exchanged the Miami Tribune the previous year. He said the Tribune was sold in 1937 to the John S. Knight interests, which now publish the Miami Herald, and folded in December, 1937.

McBride testified that when he met Gov. Cox a second time at a golf match in Miami in 1938 Gov. Cox commented Mr. McBride's friend Annenberg "didn't do so good" because he had lost $600,000 in the Tribune operation. Mr. McBride charged Cox. Cox then said to him, "I'll send that...to the people yet."

A host of character witnesses from Cleveland were produced by WMIE to the Senate Committee to show Coxx's honesty and public spirit. These included: James Davidson, editor of Cleveland City Council, Ray T. Miller, Cleveland lawyer and part owner of WERE Cleveland; A. L. Demais, former WERB board member, chairman of the Cuyahoga County Republican Club; and members of the Cleveland Home Brewing Co.; John F. Burns, president of the Cleveland Federation of Labor (AFL); Thomas Coughlin, president, Bank of Ohio; Dave R. Jones, steel industrialist and part owner of the Cleveland Indians; and Alfred J. Muroph, a number of civic, business and religious leaders.

L. A. Ad Club Elects

HAAN J. TYLER, manager of KFI-TV Los Angeles, has been elected president of the Angels Ad Club succeeding Richard C. Russell. Russell Z. Berlin, advertising manager of California Fruit Growers Exchange (Sunkist), was named first vice president. Additional members of the board of directors were Carl K. Tenner, vice president and manager, Philip J. Meany Co.; G. E. C. Hawkins advertising manager, Carnation Co., and George Clark, advertising manager, Farmers & Merchants National Bank.

Upcoming


June 22-23: Kentucky Broadcasters Assn., Hotel Seaboard, Louisville.

June 25: Annual Advertising Assn. of the West convention, Ambassador Hotel, Los Angeles.

June 25-July 1: WKY-TV, Oklahoma City Television Clinic, U. of Oklahoma, Oklahoma City.

June 28-30: Assn. of Independent Motion Pictures Stations Convention, Miami, Fla.

June 30-July 2: Catholic Broadcasters Assn. Convention, St. Louis, St. Louis.


Aug. 10: Sept. 2: Western Assn. of Broadcasters, and directors meeting of Catholic Assn. of Broadcasters, Jasper Park Lodge, Jasper, Alta.


Oct. 22-34: 10th District convention of American Amaroil, Tex.

ELECTION BILL

To End Radio-TV Expenses

ELECTION expenditures incurred by House members for use of radio, television and other advertising facilities would be subject to close scrutiny of a special five-man House committee under a proposal dropped in the Congressional hopper last Thursday.

The proposal (H Res 635), sponsored by Rep. John McCormack (D-Mass.), would authorize the group to probe the "extent and nature" of expenditures of all House members during 1950's political campaign and report to the chamber not later than Jan. 3, 1951.

Additionally, amounts spent by individuals, groups, committees, corporations and labor unions in support of any candidate would be subject to investigation. Committee would be vested with the power of subpoena and be authorized to hold hearings.

Purpose of the resolution, referred to the House Rules Committee, is to seek remedial legislation which would tighten up federal or state statutes governing qualifications of members elected to the House.

Text of the section on advertising calls for a probe of:

The amounts subscribed, contributed, or expended, and the value of services rendered, and facilities made available (including personal services, use of advertising space, radio and television time, office space, moving picture films, and automotive and other transportation facilities) by any individual ... group, committee ... corporation, or labor union, to or on behalf of each such candidate, in connection with any such campaign or for the purpose of influencing the votes cast ... at any convention or election held in 1950 to which a candidate for the House ... is to be nominated or elected.

Pulse Expands

PULSE INC. coverage will enter three new markets during July and June and concurrently will increase its New York coverage, according to Dr. Sydney Boalow, president. The new markets to be covered are: Richmond, Va.; St. Louis and Columbus, Ohio. Increased coverage in the New York area will cover 12 rather than 10 counties heretofore reported on.

PRIMARIES

Gurney Loses Senate Seat

S. CHAN GURNEY (R-S.D.), who along with his family helped establish WNAX Yankton, S. D., in 1926, last week was unseated in the state's Republican primaries.

Third-ranking Republican member of the Senate, Sen. Gurney conceded defeat to Rep. Francis Case, himself a veteran of 14 years in Congress and former newspaper editor and publisher. Sen. Gurney formerly was manager of WNAX before he withdrew from the radio field in 1933. Elected to Congress in November 1935, he was trying for his third six-year term.

Phillips Successful

In other results of primaries, Rep. John Phillips (R-Calif.), former owner of KPAS Banning, Calif., secured both Republican and Democratic nominations last week under the state's system of cross-filing. He is assured of returning next January.

Rep. H. R. Gross (R-Iowa), whose radio background included service with WLW Cincinnati, WHO Des Moines, KXEL Waterloo and WISH Indianapolis, was unopposed for Republican renomination last week. Rep. Harris Ellsworth (R-Iowa), who holds 125 out of 500 shares of stock in KRNR Roseburg, Ore., was unopposed last month.
DISASTER RADIO
FCC Proposal Aired

A RECOMMENDATION that the proposed "disaster communications service" make provision for re-broadcast of police, fire and other emergency communications was advanced last week by Seymour N. Siegel, director of radio communications for New York City, operator of WNYC New York.

Mr. Siegel pointed out that WNAC's other stations in that area for a long time have cooperated with the New York police and fire departments during emergencies—fires, subway and airplane accidents, etc.—by carrying on-the-scene broadcasts which keep the public informed and at the same time help minimize public fears.

The recommendation was advanced during a general public conference last Monday and Tuesday at FCC on plans to establish a disaster communications service composed of "amateurs and other non-government and government groups operating fixed, land and mobile stations, and consisting of a single integrated service for the handling of emergency communications in times of disaster." The 1750-1800 kc band has been designated for this service.

Emergencies Cited

FCC cited the utility that would be used in event of "floods, earthquakes, hurricanes, explosions and consequences of armed attack," etc. Proposal for the service stems from the Commission's overall reallocation proceeding of 1945. Last week's meeting, opened by FCC Comr. E. M. Webster, seeks to implement this proposal.

The two day meeting was conducted by George K. Rollins, chief of the Radio Operator and Amateur Division of FCC's Office of Chief Engineer. His assistants were George MacClain, chief of Marine, Operator and Amateur Branch, Safety and Special Services Division of FCC's Office of General Counsel, and Robert W. Percy, engineer in Mr. Rollins' division.

In addition to Mr. Siegel, broadcasters were represented at the meeting by Neil McNaughten, director of NAB's Engineering Dept. Spokesmen for all branches of the armed forces, the Coast Guard, Civil Aeronautics Administration, American Radio Relay League, American Red Cross and numerous other federal, state, municipal and non-governmental agencies participated.

The National Security Resources Board told the meeting it did not approve or disapprove of the proposals under consideration but hoped that no final action would be taken until NSRB might formulate its policy which might affect the ultimate decision. It was indicated this policy is to be reported by September.

Since many organizations already have network facilities which handle emergency communications of various types, several spokesmen urged the proposed disaster service be used primarily for liaison between these established networks. Careful control of licensing also was suggested.

Since FCC proposes that anyone holding a license for any radio service automatically be eligible to operate equipment in the new service, fear was expressed that a "tower of Babel" might result from everyone "trying to get in the act" during a crisis. Details of FCC's proposal were given by the Commission in a notice issued March 23.

OVERLAP ISSUE
Set for FCC Hearing on KWHK

QUESTION whether KWHK Hutchinson, Kan., under proposed power increase would overlap with other stations under common control was posed by FCC last week among issues reported in the hearing the Commission has designated on KWHK's bids to change facilities and transfer control. KWHK seeks to change from 1 kw daytime on 1190 kc to 1 kw fulltime on 1250 kc directional.

Transfer of control is requested from James R. and Dorothy Murray and Vern Minor to Hutchinson Pub. Co., John P. and Sidney F. their importance demands inclusion. In this connection, the KXOK newsroom has a policy of not referring to racial antecedents, and this becomes especially necessary in broadcasting to public vehi-

NEWS FOR TRANSIT RADIO
KXOK's Barrington Gives Tips on Planning

By BRUCE BARRINGTON
NEWS DIRECTOR
KXOK-AM-FM ST. LOUIS

THE ENTRY of Transit Radio into the field of communications has posed problems and challenges not encountered in standard radio broadcasting.

At KXOK we, in effect, operate two newsrooms. One group of writers prepares the FM copy and the AM crew ignores them. News directors draw on the same news sources, both wire and local, and interchange duty on both groups for a period of one year. Hence, one of the newsmen appears on each FM newscast.

Since it is known that there is a considerable FM audience in homes, it is apparent that frequent repetition of news about the weather is not monotonous to this segment of the listeners. Therefore, an arbitrary practice has been established that no story be repeated within a four hour period unless fresh developments warrant it.

Experience has indicated that bus and streetcar passengers are especially responsive to locally-oriented and human interest stories. Quite a bit of this material is included in the FM news broadcasts.

KXOK-FM devotes four periods in the broadcast day, which is 5 a.m. to 9 p.m., to "featureettes." In these capsule features, a current news story is expanded with background material. For example, a coal strike feature included the details of how a Yankee trader, known for his luck, made a handsome profit by literally carrying coal to Newcastle, England.

Bus riders are told of reasons for delay in service or rerouting of the affected bus lines.

Stories involving bus or streetcar accidents would be in exact taste and are eliminated unless

Harris interest. The Harris family also is interested in KSAL Salina and KABC Wichita. FCC indicated it wished to determine the extent of common ownership among the three stations as well as any overlap that may exist. Possible combination of KABC and KAKE Wichita also is involved and KAKE has been made a party to the proceeding which is to begin July 18 in Hutchinson.

AWB MEET 'Feminine Touch' Theme

THE COMMERCIAL side of broadcasting dominated a workshop-convention held June 1-3 by Women's Audio Broadcasting Executives—AWB—at the Hotel Cleveland, Clevel-

A sales session which went into many phases of commercial programs aimed at the feminine listener was directed by Meg Zahr, assistant director of Broadcast Advertising Bureau.

Ralph G. Hardy, NAB director of government relations, addressed the annual luncheon of AWB. Dorothry Lewis, coordinator of U. S. station relations for the United Na-

plans for the 1951 AWB convention was a Sunday meeting of AWB district chairman and the executive committee. BAB and Director Maurice B. Mitchell were commended for the BAB sales to women broadcasters which takes the form of a sales manual titled "Radio's Feminine Touch." The manual was distributed to over 1,000 agencies and advertisers.
STATION COUNT

Texas and California Are Top of List

Texas has and they let's lead the third highest U.S. of stations, while California has 65 FM and 58 commercial and 7 educational and 11 TV.

The AM-FM-TV total for the U.S. and possessions placed at 3,296—2,929 AM, 740 commercial, 82 educational FM, and 109 TV.

Pennsylvania's AM total (111) is third highest and its 67 FM outlets lead the states in that category, followed by New York, 62 in California and 51 each in Illinois and Ohio.

In television, New York leads with 13 stations, Ohio is next with 12, and California is third with 11.

Total authorizations range from nine each in Delaware and Vermont up to Texas' 222. Vermont's nine are all AM; Delaware's consist of 6 AM, 3 commercial FM, and one TV.

Although without FM and TV outlets, Alaska has 10 AM stations, Hawaii 12, Puerto Rico 25, and the Virgin Islands 3.

Some 36 cities had 10 or more broadcast stations, as follows:

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<th>City</th>
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MUSIC TASTES Shown in Oklahoma Survey

EARLY morning listeners in central Oklahoma prefer popular and "old time" music, according to results of a survey completed by U. of Oklahoma students at the request of KOMA Oklahoma City. Study was based on a 1,000 sample and conducted by mail under the direction of Dr. Sherman F. Lawton, the university's radio coordinator.

Asked to indicate type of music they preferred in the 6:30 a.m. and frequency of listening, 54.2% of the families reported they "usually" listen while 77.4% indicated they "sporadically" listen in early morning hours. Study showed agreement between urban dwellers and farmers, with primary differences noted on light classical and religious music, preferred by farmers, and military band fare, which rated third with rural listeners.

INTERFERENCE

Radiator Data Report

FURTHER indication FCC may be required to overhaul its thinking and policy on incidental radiation last Tuesday with the meeting of the joint Industry-FCC Committee on Carrier Current Measurements. This is one of several working groups in FCC's broad study of interference caused by various types of radiation (TELECASTING, July 15, page 3).

Seven reports of field intensity measurements of line radiating devices and systems, the first studies of their kind, were presented at the meeting conducted by Dr. D. D. Dwyer, engineer in FCC's Technical Research Division. Observers noted that readings of radiated signal were found to be high enough in some instances to potentially cause interference to aeronautical and military services at distances up to 20 miles. Heretofore it was assumed that radiation was confined to a few hundred feet and has been so limited by Part 15 of FCC's rules.

No conclusions or interpretations were made by the committee at the meeting since its charge only was to gather data which previously had not been obtained. FCC made detailed aerial measurements for the first time in one case through the use of a C-47 plane loaned by the Air Force, it was reported. The Commission gathered field intensity data on the carrier current installation on the Tennessee Valley Authority's 154 kv power distribution lines near Chattanooga. Similarly, Bell Telephone Labs made an aerial and ground study of a carrier current line in the area near Celia, Tex., which constituted a second report.

Other reports included a ground study by RCA relating to FCC's measurements mentioned above; Edison Institute's power line carrier field intensity observations in Pennsylvania and Maryland; a consideration of the effect of interfering signals on carrier current system network and aircraft communications such as the auto- siren system used by the Special Committee SI of the Radio Technical Commission for Aeronautics; the proposals of the Aeronautics and Navigation Administration for port on carrier current radiations from lines near Pittsburgh, and a study by the Assn. of American Railroads on carrier current inductive train communications of the Pennsylvania Railroad in Ohio.

LOCAL Seattle disc jockeys get a first-hand look at what's behind the voice they hear on Capitol Records. When Kay Starr, featured singer on Capitol issues, paid a visit to that city she was given a reception at the Washington State Press Club. Well wishers are (1 to r): Harry Jordan, KING; Bill Griffiths, KOL; Miss Stern; Wally Nelskog, KEWO; Dave Pege, KIRO, and Scott Easton, KOMO.

RADIO JOURNALISM

Council Warns Teachers of 'Charlatanry'

TEACHERS of radio journalism courses have been warned by the Council on Radio Journalism against "education charlatanry" in certain college and university courses—particularly those which have "mushroomed" since the war.

According to Prof. Floyd Baskette, U. of Colorado college of journalism and CRJ chairman, the council has noted the watering down of sound education-for-radio procedures for the last two years.

"Because of the obvious desire of many colleges to get on the radio bandwagon, even though they're totally unqualified to teach in the field, the problem has become a serious one," he said. "A recent job survey by CRJ in eight states underscores the problem. The number of placements in the next few months is likely to be smaller than at any time since the war."

Need Quality"

"With this added problem," Prof. Baskette continued, "CRJ thinks it wise to try to dissuade from any attempts at education for radio such institutions as can't do a thoroughly conscientious, professional job... the need [today] is for high quality, not quantity."

The council is a body of broadcasters and radio news teachers, with five members elected by the NAB and five by the Assn. of Accredited Schools and Depts. of Journalism. Common shortcomings found by CRJ in "accreditation examinations" of radio-journalism teaching in the last three years are inadequate radio experience, lack of studio, recording and other laboratory and technical facilities.

1930—1950

20th Anniversary Year

46.0

"HOOPER"*

*(average 5 periods winter, 1950)

proves the best buy in

DANVILLE, VA.

is

WBTM

Rep: HOLLINGBERY

5kw (d) ABC 1kw (n)

June 12, 1950 • Page 75
Help Wanted

Managerial

Commercial manager needed for 1600 watt Mutual affiliate. Opportunity is here if you can make it. Direct interested applicant to personal data and picture. Box 423F, BROADCASTING.

Urgent need for commercial manager to take over the commercial dept. of KSJ 1400-1060 wday, Glendale, Texas. High pressure men with dollar signs for eye balls need not apply. Personal interview required.

Salesmen

Salesman — Aggressive, experienced at ABC or Mutual, independent, will take commission. Box 268F, BROADCASTING.

Salesman—By 5000 watt NBC affiliate in rich market doubling $500 million in retail sales annually. Man selected will have previous experience in radio sales and will be expected to continue in that field. We will have a new studio soon. Will pay $5000 to $6000 monthly. Pleasant working conditions and opportunity for advancement. Box 413F, BROADCASTING.

Salesman — 5000 watt station, sales executive. Must know C. E. and frequency. Address in care of BROADCASTING.

Dale, KENT, Ohio.

Salesmen — Outdoor salesman for the nation's largest network. Must be quick on his feet and work well with the public. Box 445F, BROADCASTING.
Situated in a quiet and sleepy residential neighborhood, this house offers an ideal location for someone seeking a peaceful environment.

It features three bedroom, two bathroom, a spacious living room, and a large kitchen. The property is also equipped with a modern heating and cooling system, ensuring a comfortable living experience throughout the year.

The backyard is well-maintained and provides ample space for outdoor entertaining or gardening activities.

Located near top-rated schools and just minutes away from shopping centers and restaurants, this house is a perfect choice for families and professionals alike.

For showing appointment, please contact [Agent's Name] at [Contact Information].
NBC, Chesterfield (Continued from page 15)
of footage. NBC offer is said to include color video time for a "Late Show" package backboned by widespread promotion and publicity.

Lever Bros. Co.'s failure to pick up Mr. Hope's option was not unexpected. For some time the comedian has been urging the company to release him from his contract, and only a few weeks ago he publicly announced his desire for release.

The decrease in Lever sponsorship of nighttime radio and increase in its buying of morning time was regarded as part of a trend now developing in network radio.

Only a fortnight ago Coca Cola dropped the thrice-weekly evening Morton Downey program on NBC and substituted for it a Saturday morning show on CBS.

The expanded Godfrey program, with its first national under Lever sponsorship, will be broadcast 10-11:30 a.m. Monday-Friday. Other sponsors on the show are Pillsbury Mills Inc., Wildroot Co., Gold Seal Co., National Biscuit Co., and Liggett & Myers Co.

Lever has not assigned the products to be advertised in its new program, nor the advertising agencies that will handle the advertising.

High Readership:

EDITORS, BROADCASTING: ... Thank you very much for the prominence you gave the announcement [Broadcasting, May 22]. ... Judging by the letters I am receiving, there’s not a radio-TV person in the country who didn’t see it. BROADCASTING’s readership must be very high.

Mary Dunlap
Time buyer
New York

EDITORS NOTE: Miss Dunlap is referring to the story which announced her appointment as head of Cohen’s timebuying department.

Mitch Shares Honor

EDITORS, BROADCASTING: I am sure you realize how pleased we are at BAB having been at the many fine things you said about us in the last two issues of BROADCASTING.

As a matter of fact, since you gave such emphasis to our part in the development of BAB, I feel impelled to point to the obvious fact that BAB would never have come this far if it had not been for the services of some very wonderful people on its staff and out in the broadcasting field. The contributions of BAB staff members like Charlie Batson, Meg Zahr, Bob McGready and Lee Hart, should not be forgotten, nor should the unseen but highly useful efforts of BAB staff members Virginia Rovles, Shirley Miropol, Marie Nolte, Dolores Sussman, and Rhoda Schott. These are the people who really get the work done.

If this attempt to build a central source of inspiration and information in the field of radio advertising has been a success, it is also due to the guidance and support it had from broadcasters who have generously given any payment outside of the satisfaction they undoubtedly have gained as BAB took form. Most of these people have served on the staff of the companies with which we worked and they are certainly worthy of mention:


To all of these people the industry owes a real vote of thanks. They saw the need and they found the solution. They had the enthusiasm and the knowledge necessary to make an idea a reality.

Maurice B. Mitchell
Director
Broadcast Advertising Bureau
New York

‘One We Value Most’

EDITORS, BROADCASTING: We subscribe to several trade journals but BROADCASTING is, by far, the one we value most.

Len Hall
Hall Productions

Take the Heat Off’

EDITORS, BROADCASTING: I was very much interested in the article on page 10 of Telecasting May 29... entitled “TV Interference.”

The article describes exactly the situation in Connersville, where our FM outlet catches all the blame for interference on Cincinnati TV programs although we are 60 miles from Cincinnati and thus in the geographical area of several television dealers in Connersville, who have had vastly more experience in selling shoes and repairing watches, have stirred up considerable animosity toward the station among TV set owners.

Therefore, we request permission to reprint this article, as a matter of public information, in Connersville News-Examiner. We feel sure that coming from such authoritative sources as Broadcastings and FCC Chief Engineer Plummer, the public will at last be enlightened and the heat taken off WCNB-FM.

Emmett M. Jackson
Station Manager
WCNB-AM-FM
Connersville, Ind.

Son for Harris

MRS. JACK R. HARRIS, wife of the general manager of KPRC Houston, and her husband are doing well at Hermann Hospital, Houston, following a Caesarean delivery June 3. The son, Don, weighed 4 lb. 11 oz.

BROADCASTING • Telecasting
PHIL MOEAN, formerly sports editor and announcer for WJLB Detroit, joins WEEB Cleveland as manager of sports.

ROGER CARROLL, formerly KGK Long Beach, Calif., sport announcer, and JIM BERRY, formerly on teaching staff of Hal Blaine School of Drums, Los Angeles, join ABC Hollywood announcing staff. Joining same staff June 13 is LLOYD HOWARD, formerly of KGW Portland, Ore.; June 26, PAUL STEWART, formerly with KWWB Hollywood, and JOHN HALLAN, formerly at KGO San Francisco.

GEORGE SNYDER, student of business administration and retailing at U. of Buffalo, joins WINS New York to do research work for summer.

CHARLES (Budd) DAILY, formerly with WLEX Lexington, Ky., joins announcing staff of WLAP same city.

BILL RALE, formerly staff announcer at WTHC Tuscaloosa, Ala., and sports-announcer-at-WBRC-AM-TV Birmingham, Ala., joins WSB Atlanta, Ga., as announcer and music librarian. GREGORY BRYANT, announcer and disc jockey for WCON Atlanta, now joins WSB-TV as announcer.

GEORGE HYDE, formerly with WJAM Milwaukee and KXOL San Francisco, and JOHN KLEIN, formerly vocalist of The Hyde Show. He will devote his efforts to KBWS-AM-TV in Chicago as announcer.

WILMA WILSON, voice of the Chicago Cubs, joins WLS Chicago as announcer.

NORMAN EVANS, recently named chief engineer at WFMF Frederick, Md., appointed program director of station.

BJORN JOHNSON, formerly associated with stations in Calgary, Ed- monton, Trail Victoria and Vancouver, joins announcing staff of CKNW New Westminster, B. C.

DICK SCHULTZ, graduate of Pasadena Institute for Radio, Pasadena, Calif., joins announcing staff of KGBC Gal- reston.

COWHERD RANDOLPH joins WLS Chicago as assistant farm director. He was formerly farm service director at KGLO Mason City, Iowa.

BILL DUANE joins the announcing staff at WLS Chicago. He worked previously at WBBM Chicago.

HARRY G. STEWART, formerly writer-salesman with Paul F. Keefe Co. (commercial film producer), joins CBS Hollywood editing staff. He replaces the recently resigned GEORGE PEDICINI, transferred to Columbia Pacific Network writing staff.

HARRY INGRAM, writer-producer, named director of Mutual-Don Lee's The Shadow.

WADE LANE starts new half-hour Chat Aikule program on KFOX Long Beach, Calif., featuring his philosophical comment and hymn singing.

VERNE HILL, staff member of CHUM Toronto, Ont., for three years, resigns to go to California. His place on CHUM Valley show, daily 12:35-1 p.m., is taken by JOSH KING.

DICK RICHMOND, formerly of WMYR New Orleans, joins staff of KGBS Harlingen, Tex.

RALPH DeSALLE, formerly with KGO San Francisco and writer-director with Benton & Bowles, Hollywood, rejoins KGO as writer-producer.

BILL CARLSON, announcer for WTMJ-AM-TV Milwaukee, appointed staff director for WTMJ-TV. He has been announcer for WTMJ for three years.

JOHN B. EGAN, formerly with WFAU-AM-TV Philadelphia, and before that with WHTF Hartford, and WBRY Waterbury, Conn., joins WTOP Washington as summer replacement announcer.

GARY COLLIER, formerly with KFZ and KWBC Ft. Worth, Tex., joins staff of KXOL same city.

JIMMY LOWE, of KXOL, resigns to join Decca Records.

JACK CURTIS, former announcer for WB New York, joins WQXR New York in same capacity.

VON DEXTER, NBC Hollywood production director, named composer-director on new NBC Penny Singleton Show.

MARGARET NAUGHTON, formerly with Best & Co., New York joins script and continuity department of WLII Hempstead, N. Y.

VIRGIL REIMER, formerly NBC Hol- wood sound effects technician, becomes associate production director for network. Also promoted is RICHARD MCDONOUGH, from NBC page staff to associate director in television programs.

EDWARD A. CONDIT Jr., general sales representative of WMTR Morristown, N. J., joins WABD (TV) New York, as staff announcer.

JACK TAYLOR, formerly of KMBW Kansas City, Mo., joins WCFL Chi- cago announcing staff as replace- ment for CHAK, New Orleans, that does daily chatting and recent shows. He was formerly with WBBM Chicago.

EDWARD A. CONDIT Jr., general sales representative of WMTR Morristown, N. J., joins WABD (TV) New York, as staff announcer.

JACK TAYLOR, formerly of KMBW Kansas City, Mo., joins WCFL Chi- cago announcing staff as replace- ment for CHAK, New Orleans, that does daily chatting and recent shows. He was formerly with WBBM Chicago.

ART HELLYER, who worked at WMIL Milwaukee, also joins WCFL as 18- to 24-year-old musician.

STANLEY BURNS, formerly with WTTI Miami, joins announcing staff of WHI Hempstead, N. Y.

GEORGE K. RAUDEMUSH, founder and conductor of Harrirburg Sym- phonoy Orchestra for 20 years, joins WHGB Harrisburg, Pa., as manager of music and produce.

JOHN LINDSTROM, formerly of KROW Oakland, and FRED STUHLMANN, formerly of WOR New York, join announcing staff of KGO San Francisco. They replace FRED JORGENSEN, who transfers to KGO-TV San Francisco, and JOHN HALLAN, transferred to KECA-TV Hollywood.

BETTY LOU GERSON, radio actress, signed for role in forthcoming Ed Gardner motion picture production, "Man With My Face."

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June 2 Applications . . .

ACCEPTED FOR FILING

AM—170 kc
Lost River Bestg. Corp., Moosefield, N. H., request extension on 700 kc 1 kw D AM to amended to request 700 kc.

License Renewal

Request for renewal of format AM station: WCT2 Corbin, Ky.: KENO Las Vegas, NV; KGSE Golds, N. M.; WRKT Kingsport, Tenn.

June 5 Decisions . . .

ACTION ON MOTIONS

By Commissioner Rennock

WGRD Grand Rapids, Mich.—Granted dismissed without prejudice of applications.

WT, Waterville, Me.; WUGY Bangor, Me.—Granted petition of Kennebec Radio Co. requesting dismissal without prejudice of application. On Commission's own motion application of Gen. Radio Co. for a new station is removed from hearing-docket.

WCJN Attalla, Ala.—Granted dismissal without prejudice of application for a new station.

By Commissioner Walker

WMAW Milwaukee, Wis.—Granted extensions of time to file of all stations requesting extensions to file in reply to exceptions to initial decision and request reconsideration of order pending re-application for license to cover.

By Examiner Elizabeth C. Smith

Orville L. Jenkins, Quanah, Tex.—Granted petition insofar as it requests amendment to application so as to request 900 in instead of 250 w power, on condition of filing 900 kw as amended, as amended. From hearing-docket.

By Examiner Basil P. Cooper

Paxton Grees, San Antonio, Tex.—Granted continuation of hearing in proceeding on application to amend station license as to substitute new condemned portion thereof.

June 5 Applications . . .

ACCEPTED FOR FILING

AM—895 kc
Atalla Bestg. Co., Attalla, Ala.—New AM station 895 kc 1 kw D AM with proposed antenna formula.

License for CP

License for CP to increase power, change frequency etc.: KBBN Bend.

Feature

From (continued from page 30)

fugitives from their swamp nest, Mr. Ulbrich estimated, "the men would be about 100 feet away. Within 15 minutes after the capture, the interview was being made. Two and a half hours later, the broadcast was sent to the American Broadcasting corpora-

sula through the Northern Network.

"These fellows were desperate and were in no mood to play games," Mr. Ulbrich relates. "We know that the men were real 'exclusive' if we played it right. There were three radio stations in evidence after the excite-
moment, but we got an 'on-the-scene-action interview'..."
Announcing -
the RCA-5826

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

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

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

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

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

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

For further information on any RCA tube, see your RCA Distributor or write Commercial Engineering, RCA, Section F37P, Harrison, New Jersey.

The world's most modern tube plant...
RCA, LANCASTER, PA.
**RADIO PANELS**

**On Public Opinion Agenda**

SEVERAL radio and advertising executives will take part in panel discussions during the fifth annual Conference on Public Opinion Research, to be held at Lake Forest, Ill., Thursday, June 16, through Tuesday, June 20.

Highlight of the conference will be an address by Dr. Paul F. Lazarsfeld, head of the Bureau of Applied Social Research, Columbia U. Oscar Katz, director of research for McCann-Erickson, New York, on "Utilization by Advertising Agencies."

Thomas Coffin, supervisor of TV program research for NBC, will present a report on the Hofstra Study conducted by the network [TELECASTING, May 8] during the " радио" communications panel on Tuesday, June 20. At the same session, Ben Gedaleia, manager of the research department at ABC, will discuss the growth of television.

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**F. Frankenstein's monster was a central figure in contest recently run on WGBF Evansville, Ind. Promoted by Bish Thompson, m.c. of the radio station, contest entailed entrants writing their names and addresses on postcard and placing them in a mail box in the lobby of monster. Contestant who guessed correctly won custodianship of monster for two hours. Monster will be shown with "Asylum of Horrors" stage show which was being held in Evansville that week.

**Corporate Promotion**

NEARLY 500 trade cards attended luncheon program in St. Wayne, Ind., sponsored by WGL, WANE, WKJG and WAVE, all PL Vuye. Highlight of affair was 45-minute presentation of film slides and commentaries on "radio—the basic advertising medium." Booklets outlining strong points of film and program were distributed, and favorable comments by businessmen were received by WAVE.

**'Meet' Card**

WHITE card, carrying line-up of shows presented in Meet the U.S.A. series over WMAL-TV Washington (Broad- casting, May 9), currently being distributed by American U., that city. Included on card are list of guest artists, high schools and organizations participating and production supervisors. Cards have been sent to schools and libraries.

**Music Contest**

CONTEST sponsored by WPXJ (FM) Providence, B. L. and Rhode Island Federation of Music Clubs culminated in program on WPXJ. Winning performer was given scholarship and music schools and summer camps. Pur- pose of contest was encouragement of musical studies by young people.

**Courtney Deliveries**

RADIO station WIXY, Saline, "Del Courtney Deliveries..." is used as lead on direct mail promotion piece sent to trade by KPIX (TV) San Francisco to sell Mr. Courtney's three-hour daily afternoon participation disc jockey show on KPIX. Sub copy adds: "And, there's MORE to tell about Del..." The "more" is con- tained in composite of three radio critics' reviews about Courtney show carried by San Mateo Times, San Francisco Chronicle and Weekly Va- rity.

**Pilgraging Summer Listening**

PUBLICITY and promotional cam- paign on summer radio listening launched by WLAG Lawrence, Mass. Cards have been installed in all buses of northeastern Transportation Co., operating in two states. Cards call attention to WLAG's increased listener pull according to BMS surveys of 1946 and 1949. Pictures of top personalities and programs are featured on three- color displays.

**Baseball Contest**

JUNE-long contest being run over WERE Cleveland. Listeners are in- vited to send in names of 25 American League players they think will be chosen for All-Star game on July 11. List coming closest to official roster will bring writer two box seats at All-Star Game in Chicago, plus flying and hotel accommodations for two. Winners will receive pair of box seats for Indians game. Earliest post mark wins.

**Double Celebration**

SEVEN bands, four Gospel singing groups, five single acts besides speakers and clergy performed before spectators at outdoor dedication ceremonies for new WMKY New Orleans studio. Event also marked changing over of program and announcing staff to all negro.

**Comic Book Promotion**

WTOP Washington reports it's now on covers of 6,500 comic books sold in the Washington area. Special stickers bearing legend "Listen to My Friend Irma, Mondays 7 p.m., WTOP, 1500 on your dial," have been attached to covers of all "My Friend Irma" comic books circulated in metropolitan area. Special permission was obtained from publisher, Broadcast Feature Publica- tions Inc., WTOP reports. 82-page book is based on "The Famous CBs Radio Laft-Rite!"

**Personnel**

RALPH BACKLUND, formerly with CBS-owned WCCO Minneapolis-St. Paul, transfers to public affairs department of CBS in New York.

CLEMENT G. SCERBAK appointed to newly created position of manager of WTAM and WNBK (TV) Cleveland, Ohio. He was formerly news writer for WTAM.

EUGENE MOSS, former assistant to sales promotion director of KMBC Kansas City, joins WQW New York as copywriter and production assistant to Joseph Creamer, director of advertising and promotion department.

RICHARD EISIMINGER, assistant manager of NBC Hollywood press de- partment, appointed manager of KNBH (TV) Hollywood advertising and pro- motion. ROBERT C. PELGRAM, formerly of television publicity staff, named manager of KNBH press de- partment.

ELEANOR GLOGAU, formerly with WMB, joining DuMont Television Net- work's publicity department.

**Vir Den Marks 20 Years**

RAY VIR DEN, president of Len- nen & Mitchell, marked his 20th year of service, and as the copywriter and account executive with the agency, retired after 19 years, at the annual reception and banquet of the Southern Year Club, held in New York last week. Mr. Bugg was the first to retire under the pension plan pioneered in the advertising industry by L&M.
On All Accounts

(Continued from page 58)

first vacation in five years. Although a you know, Ralph says he keeps an open mind on the marriage subject.

Ralph belongs to the Masonic Order, The Grotto, Cleveland Advertising Club and the Oakwood Country Club. His civic activities include being assistant public relations director of Bellefaiire Children’s Home, advisor to the national conference of Christians and Jews, and Community Fund Red Feather Man, which includes speaking engagements over the radio once a month.

Of radio and television advertising Ralph says: "Selling via radio or TV is like walking down a long dark hall. Suddenly a door opens and someone yells, 'BOO.' The result, even though perhaps a trite violent, is instant reaction. The commercial must be powerful enough to attract attention, powerful enough to stimulate action; powerful enough to forbid boredom."

GE Expansion

OVER $7 million will be spent in 1950 by General Electric Co. to increase production of radio-TV receivers, cabinets, TV picture and other receiving tubes and specialized machinery and for enlargement of manufacturing areas, according to Dr. W. R. G. Baker, GE vice president and general manager of the GE plants department, who made the announcement.

LEE ESTATE

Don Lee’s Adopted Daughters File Claim

TWO adopted daughters of the late Don Lee have laid claim to the $10 million estate left by his son, Thomas S. Lee.

Mrs. Elizabeth Boyd Lee Fry, 34, and Mrs. Christine Boyd Lee Rieber, 39, filed suit in Los Angeles Superior Court on June 5 to enforce a "solemn contract" they contend Don Lee made when he and his first wife, Nora, lived in Town in 1920.

Complaint was prepared by Attorneys Jerry Giesler and Harry C. Mabry, who were accompanied to court for the filing by Mrs. Fry, who resides in West Los Angeles. Mrs. Rieber lives in Metuchen, N. J., and was not present.

Both women are daughters of the late Mrs. Mary Florence Boyd, who died Nov. 15, 1918. She was a sister of the second Mrs. Lee.

At time of adoption, the sisters contend, Don Lee promised their natural father, Robert Boyd, who since has died, that the girls would share in his estate equally with Mr. Lee’s own son by his first wife, the late Mrs. Etta Lee.

Mr. Fry and Mrs. Rieber charge this agreement was broken when Don Lee made a will cutting them off with $1 each, and left his own son Thomas. This followed a bitter divorce battle with his second wife in 1924.

Seek Damages

Besides two-thirds of the estate to enforce this agreement, the sisters also ask for the Thomas Lee third share as punitive damages for alleged fraud in the latter’s will seeking to deprive them of any share.

Will of Thomas Lee, written in 1934, before courts declared him incompetent, left his entire estate to R. D. Merrill of Seattle, an uncle by marriage. Mrs. Nora S. Patee, aunt and only living blood relative of Thomas Lee, also has filed claim to the estate.

Besides Mr. Merrill and Mrs. Patee, named in the suit is her husband, L. G. Patee, who witnessed her nephew’s will, and Public Administrator Ben H. Brown, appointed special administrator in charge of the estate.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks April 30, 1950........ 248
Number of commercials starting on networks during May ........... 11
Number of commercials dropped from networks during May ........ 14
Number of commercials on four nationwide networks, May 31 ........ 255

May Additions

SPONSOR PROGRAM NETWORK TIME AGENCY
Sterling Drug Co. My True Story ABC Mon., Wed., Fri. 11:15-11:30 a.m. Dance-Fitzgerald-Sample
The Toni Co. Chance of a Life ABC Mon., Wed., Fri. 7-7:30 p.m. Feeney, Cone & Bolding
The Toni Co. Quick as a Flash ABC Mon.-Fri. 11:45-12 Noon Feeney, Cone & Bolding
The Toni Co. Modern Romances ABC Mon., Wed., Fri. 5-5:30 p.m. Feeney, Cone & Bolding
K. J. Reynolds Co. Baseball Summary NBS Mon-Sat., 5 min. following game of the day WM. Erly Co.

Gulf Oil Co. Lunny Ross Show CBS Mon., Wed., Fri. 12:15-12:30 p.m. Young & Rubicam
Philip Morris Co. This Is Your Life CBS Tues., 9-10 p.m. Bloor Co.
George A. Hormel Music with Hormel CBS Sat., 2-3:30 p.m. BBDO
General Mills Night Beat NBC Mon., 10-10:30 p.m. Knox Reeves Co.
General Mills Dangerous Assignment NBC Wed., 10-10:15 p.m. Knox Reeves Co.
General Mills Penny Singleton Story NBC Tues., 9-9:15 p.m. Knox Reeves Co.

May Deletions

Block Drug Co. Burns & Allen CBS Wed., 10-10:30 p.m. Cecil & Freseby
Wm. H. Winko Co. Get More Out of Life CBS Sun., 12-12:30 p.m. Thwing & Altman
Pillsbury Mills Honolulu Party CBS Mon., Wed., Fri. 3:30-3:45 p.m. Lee Burnett
Brown Shoe Co. Smiling Ed McConnell CBS Sat., 12:15 a.m.-12 Noon Leo Burnett
Morrell Meat Lionel CBS Mon., 10-10:30 p.m. N. W. Ayer & Son
Philip Morris This Is Your Life CBS Wed., 11:15-11:30 p.m. Bloor Co.
Doubleday & Edwardson A. C. Eddy CBS Tues., 4-4:15 p.m. Huber Hope & Son
Doubleday & Edwardson Facts Unlimited CBS Sun., 4:15-4:30 p.m. Huber Hope & Son
Bruner Ritter Inc. Chance of a Life Time CBS Mon., Wed., Fri. 11-11:15 a.m. Raymond Specter
Carter Prod. Inc. Jimmies Fiddler Show ABC Tues., 10-10:15 p.m. Screen Gems
Gallate Safety Kenner Co. CBS Fri., 12 p.m. to 1 p.m. Maxwell Inc.
Miller Sampling Co. Lawrence Walk ABC Wed., 10-10:30 p.m. Mon MATCH & Assoc.
Wm. H. Winko Co. Get More Out of Life CBS Sun., 10-10:30 p.m. Thwing & Altman
Bill Moore Point Betty Moore Show NBS Sat., 8-8:15 p.m. St. Georges & Keyes

May One-Timers


NAB MAILING

Gives Recording Proposals

PROPOSED additional recording standards including new NAB lateral frequency record and new reference tape, planned for near future production, have been mailed to industry engineers by Neal McNaughten, NAB engineer-director [Broadcasting, May 22].

Mr. McNaughten is chairman of the NAB Recording & Reproducing Standards Committee, which has been developing the standards for nine years. Mail referendum is being conducted on the additional standards, since the committee will not meet again until 1951. Chairman of the committee's executive group is Robert M. Morris, ABC.

The reference tape will be available only from the NAB under whose supervision it will be recorded, inspected, numbered and registered. New standards will be submitted to the NAB board at its June 20-22 meeting in Washington.

Asks Loyalty Oath

LOYALTY affidavits will be required of every officer and employee in the executive, legislative or judicial branches of the U. S. government under a bill (HR 8850) sponsored in Congress by Rep. W. F. Norrell (D-Ark.), member of the House Appropriations Committee. The legislation, which would cover all independent agencies, would authorize withholding of salaries to personnel unless they have executed such an affidavit. Any officer or employee who "knowingly" joins or supports the Communist Party after having signed the pledge would be subject to a $10,000 fine or five years' imprisonment. Measure, introduced May 31, was referred to the House Judiciary Committee.

CFYK Yellowknife, Northwest Territories, 160 w station on 1460 kc., is now on air as Canada's most northerly broadcasting station. Operated non-commercially by Dept. of National Defense, Ottawa, station is turned over for community broadcasting on voluntary basis to housewives and other citizens of northern gold mining town.
FM'S FIGHT

UPS AND DOWNS of FM broadcasting continued last week with announcement of WEBN-FM Buffalo that it would stay on the air. On the other hand, WBBR-FM Buffalo was reported by the Buffalo Evening News, operating WEBN-FM, to have surrendered its license "without so much as an obituary notice."

WKY-FM Oklahoma City, operated by Oklahoma Publishing Co., also has been silenced.

The News announced WEBN-FM, "the pioneer FM station in this area, contemplates continuance of FM broadcasting. The regular schedule will be carried during the summer. When the FM School of the Air is resumed in the fall the programs again will be heard over WBEN-FM."

The News said:

"Roy Albertson's WBNY-FM [Buffalo] has no intention of dropping the static-free medium and finds the broadcasting of baseball games, picked up via the FM network, a good source of revenue.

Mr. Albertson points out that his investment of $65,000 in an FM transmitter would indicate that he has faith in its eventual success."

Cablecasts, Chicago agencies, and television stations in Chicago and other cities have been contacted by WOR New York, which in signing a contract with the Rural Radio Network, 4:30 a.m. to 7 p.m. daily and big-league baseball as late as 11 p.m.

"The general feeling in the industry is that the advent of television took the spotlight from FM but that FM will outwork 8-30 a.m."

"The fact remains that reception in FM is completely free of interference, even in the most difficult locations.

In signing off WKY-FM, President E. K. Gaylord called attention to public apathy in purchase of FM sets, adding: "It is our studied opinion that FM broadcasting can no longer be justified and that it shows little promise of improvement.

Most radio set buyers in Oklahoma have continued to prefer the regular AM receivers. . . . The ever increasing interest in television has completely overwhelmed the lagging interest in FM sets. . . . We will continue to devote our energy and financial resources to making the best possible AM broadcasting and television programming available to Oklahomans over WKY and WKY-TV."

WKY noted that "approximately 30 of the biggest stations have ceased FM broadcasting since the first of the year," plus 210 holders of CPs who have turned them back to the FCC.

LUCAS' REPORTS

Carried by 37 Stations

THIRTY-SEVEN stations are carrying transcribed weekly radio reports to Illinois voiced by Sen. Scott Lucas (D-Jolli), Senate Democratic Majority Leader. Broadcasts are aired at various periods throughout each week by these stations:

WORZ Alton, WMBO WBNU Aurora, WBYS Belvidere, WERG Cairo, WBVS Canton, WCIL Carbondale, WROY Carlinville, WCAZ Carthage, WCMT Cayuga, WLS Chicago, WIBF Cicero, WDAN Danville, WSOY Decatur, WQVI Delano, WTAMM Elkins, WVL St. Louis, WBYM Effingham, WNPM WEAW (FM) Evanston, WJSB Freeport, WBNB Harrisburg, WPWF Herrin, WGGH Marion, WLRH Mattoon, WQCA Moline, WVMC Mount Carmel, WMIX Mount Vernon, WSYI Pekin, WIBS Peoria, WATD WGLM Quincy, WOIL Urbana, WESK WCD Buffalo, WCVS WTXA Springfield, KMNO St. Louis.

RADIO SURGE

Pulse Finds N. Y. Rise

AN INCREASE of 65% in radio listening in New York metropolitan area television homes as compared with a year ago was reported last week by WOR New York in an analysis of Pulse figures.

Quarter-hour averages of radio sets in use in TV homes between 6 p.m. and midnight, according to last Pulse figures for the same period the figures were released, are 7.5.

The average time last year the figures were 6.7. In the same period the radio share of audience in TV homes rose from 12.7 to 17.
CRITERION in radio advertising by funeral home operators is “to make your name thought of first,” according to Mr. Lund, WLWA Lynchburg, Va., told the Virginia Assn. of Funeral Directors at its Richmond convention June 6.

Purchase of a funeral, Mr. Lund pointed out, is an “impulse purchase and in making such a decision, people usually stay on familiar ground. They buy what they know, what they have heard about, what they think of first.”

In time of emotional stress, he said, there is an even greater tendency to find comfort in, and to cling to the familiar. And radio’s outstanding access, Mr. Lund said, “has been that of etching an impression on the minds of people. . . . one of radio’s strongest points is its ability to project a name or an idea.”

Because radio is a personal means of communication, the medium is particularly effective for the funeral home operator. By establishing identity, creating a feeling of sincerity and “making yourself liked” and be “thought of first” when the need arises, the funeral home operator can use radio effectively, Mr. Lund said.

While no particular type of program is necessary for the operator to convey his message, the community service program offers the most possibilities. Such programs as lost and found, calendar of coming events, church programs, good music, etc., are best suited, he suggested.

By projecting the character of his business as “you yourself do,” the funeral parlor operator can use radio so as to reflect credit on his profession, Mr. Lund concluded.

Michigan Football

RADIO rights to U. of Michigan football games next fall have been sold by WJW Detroit to Speedaway Petroleum Corp. that city. Sale involves all nine of U. of Michigan’s games plus one between Michigan State and Oregon State. Schedule runs from Sept. 23 through Nov. 25.

LUND MESSAGE

Radio Projects Firm’s Name

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NORMANDY, France and Shenandoah, Iowa, were very close on sixth anniversary of D-Day, June 6. On that day KMA Shenandoah and Radio Diffusion Francaise, French Broadcasting System’s representative in North America, exchanged programs. Show sent to KMA was produced in Normandy Beachhead towns, and by interview, people of France sent their appreciation to Midwest visitors. Program sent to Normandy was 15 minutes of special interview with Jay Martin who landed in France on D-Day, his father, and Mrs. Edith Hansen, whose son is now convalescing from D-Day in veterans’ hospital. Interviews were translated by Frenchmen now residing in Shenandoah.

TV Horse Show

HOLDING forth in driveway adjacent to studios of KMTV (TV) Omaha, Neb., Hugh Baxt of Names You Know in Sports program recently conducted horse show. Interviews covered riding as a hobby, with horse being used for demonstration. Program was inspired by fact that horse show was being held following weekend for benefit of Children’s Memorial Hospital.

Masterful Music

SERVING classical music in “courses” like a well-balanced meal is Ralph Black, manager of Chattanooga Philharmonic Assn., on WVUN (FM) that city. Mr. Black conducts Music of the Masters Sunday, 9 p.m., as part of station’s public service programming. Commentary is easy, informal style, and listeners are invited to send in requests.

Full Day

NECESSITY of being in four places almost simultaneously faced WWJ-TV Detroit recently. Four remotes were scheduled to be covered by station’s one remote truck in one day, but station managed to fit them all. At 10 a.m. free event was picked up in front of City Hall. At same time, truck borrowed from Detroit News (11-2 p.m. and 4-6 p.m.) was on its way to Selfridge Field with studio camera equipment to telecast open house from 2-4 p.m. with 10-minute break, during which truck raced to river to cover tugboat race. At 9:30 p.m., remote truck and exhausted technicians telecast 45 minutes of motorcycle races from Motor City Speedway.

Saturday Night Stars

NEW show on WMCA New York features interviews with star performers at locations, nightclubs and showplaces around New York. Called Your Night Out, show is produced by Bob L. Roberts Productions. New York remotes scheduled to be included are Vic Damone, Jan August and others.

Reunion Highlights

REUNION in St. Louis of 35th Division, including appearance of its most famous member, President Truman, was given thorough radio and TV coverage. KXOK St. Louis, whose Harry K. Edell was in charge of broadcasting facilities for reunion, reports that 16 microphones were installed near speakers’ stand, providing accommodations for major networks, six local stations and television. KSD-TV St. Louis telecast parade through city with ceremony following by two-hour ceremony on riverfront, which was highlighted by President’s address dedicating Jefferson National Expansion Memorial. Last portion of parade and address were fed by KSD-TV to CBS-TV.

Field Tournament

FIVE complete hours of high school track and field tournament at 11:15 a.m. on WMAR-TV Baltimore were commercially aired on WSDR Sterling, Ill. Station carried preliminaries for two and one-half hours and three hours of finals on succeeding day. Three-man crew, composed of John Rohwer, program director; Bob Edell, news editor, and Ed Fisher, chief engineer, covered event for station.

Outstanding Sportscasters

TAKing advantage of Gillette sales meeting which Bill Conroy, Clem McCarthy, Mel Allen, Don Dunphy and Jim Britt were present, WHEB Portsmouth, N.H., swooped in for exclusive rights to cover the 35th Division Reunion. Charlie Gray and Lucien E. DuMont, program director for WHEB, went to Wisconsin and New-England states where sportscasters were meeting, and transcribed interview with them. Transcription was played back at 6:10 p.m. that evening.

What’s in the Movies

MUSIC connected with movies is aired Mon. through Sat. at 6:30 p.m. and Sunday at 11:15 p.m. on WCOS Charleston, S. C. Listeners also are given information on what is playing at local movie houses. Question and answer format is used, with reviews from outstanding magazines included. Previews of attractions are aired and entire programs are featured. Reviews of pictures, cartoons and short features are mentioned.

CAMPUS CHRISTIAN HOUR

MUSIC and hymns of all churches are being aired in new half-hour weekly nonsectarian Campus Christian Hour on KTSL (TV) Hollywood. Program features 16-piece all-male ensemble under direction of Rev. Ralph Carmichael, professor of music at Southern California Bible College.
Respects
(Continued from page 40)

before the mikes of various Los Angeles stations.

First real exposure to the medium occurred in 1926 when a friend invited Mr. Bull to partici-
pate in an impromptu, ad lib program on a San Diego station. He liked it and returned to San Diego several times for similar programs.

Realizing the potentialities of radio, Frank Bull joined Pickwick Broadcasting Co. as general man-
ager of KHEC (now KFEC) Los Angeles in January 1928. In those days, Mr. Bull says, he did everything but sweep out the studios. Managerial duties were very wide. He also sold station time, filled in for announcers and other talent that failed to show on time, and in addition conducted a couple of disc programs of his own.

Saves the Sale
He recalls selling an advertiser a series of football broadcasts, and then discovering there was no an-
ouncer to handle the play-by-play comment. The sponsor was angry and threatened to cancel. An avid football follower, Mr. Bull took over the job. That saved the day.

That was Mr. Bull’s entry to sportscasting, and over a 20 year period ending in 1948, when he “retired” he handled over 1,000 miles for every kind of sport, establishing himself as one of the deans of Southern California sportscasters. He still continues to do some sportscasting, but on a limited basis.

The ambitious Mr. Bull wanted
his own radio station and in 1929 bought a partnership in what is now KDB Santa Barbara. With the station operating at a loss, he put it up for sale a year later. Today the outlet is owned and operated by Don Lee Broadcasting System.

Meanwhile, Freitag Inc., which operated KMTR Hollywood, KMPC Beverly Hills and KMIC Inglewood under a leasing arrangement, in-

cluded sportscaster and football announ-
cer in various polls and surveys made during the 16 years he was on the sports staff of the Tide-water-Associated Oil Co.

Mr. Bull maintains a bachelor apartment in the hills overlooking Hollywood. His immediate family consists of two daughters, Mrs. George Lynch and Sally Bull in the CBS Hollywood network program department.

KDSM EL DORADO
Cotton Belt’s Third Outlet

KDSM El Dorado, Ark., has taken the air as a 1000 w daytimer on 1290 kc. It is the third station owned and operated by Cotton Belt Broadcasting Co., operating KTFS Texarkana, Tex., and WGYM Greenville, Miss.

Manager of KDSM is Leo Howard, former commercial manager of WKY Oklahoma City. Other officers include Jack Baruth, formerly of WGVU programs manager, and Robert Cleary, formerly of KTFS, chief engineer. David M. Segal, owner of the stations, said the trio will be sold as a package with the title, Cotton Belt Group. KDSM is a Liberty Net-
work affiliate, with studios atop the Randolph Hotel. It took the air May 6.

KBND Increases Power

KBND Bend, Ore., operated by Central Oregon Broadcasting Co., increased power officially from 250 w to 1 kw unlimited time and changed frequency from 1340 to 1270 kc on May 29, Frank H. Loggan, president and general manager, has announced. Prepara-
tory to this changeover, KBND constructed a new transmitter building at the north city limits. Thirty-minute dedi-
pication program was broadcast with Oregon broadcast-
casters and civic leaders taking part.

Available!

The Happy Kitchen, one of the Midwest’s oldest and best liked women’s programs, is conducted by Nancy Goode. This 9:15 a.m., weekday feature has been on the air for almost 15 years. The program is deftly handled by Nancy Goode, homemaker and active clubwoman. Her recipes, food and household hints are of great interest to KMBC-KFRM listeners. Her April mail averaged more than 250 letters a week.

Fleischmann’s Yeast and K. C. Power & Light are current spon-
tors, but additional participations are now available!

Contact us, or any Free & Peters “Colonel” for details!

Paul Roberts
PAUL ROBERTS, 39, disc jockey and show m.c. at WFBM-AM-TV Indianapolis, Ind., died of a heart ailment at St. Vincent’s Hospital, that city, May 18. Mr. Roberts conducted the station’s popular Spinning Wheel and other pro-
grams. Surviving are his widow, Vera, and two sons, Kirk, 11, and Mark, 3.
FCC Actions (Continued from page 80)

trans. location. 1 kw-D 500 w-N DA. N.
KW90 Wasco, Calif.-Granted license
KGO9 Territorial, Wyo.-Granted
lic- ence for new AM station and
KBP9 Portland, Ore.-Granted re-
quest to move station to Forest
beginning June 3 and ending in no
event later than September 1 to
observe school vacation period only.
WKNY Kingston, N. Y.-Granted
mod. license to change corporate name
to Kingston Broadcasting Co., Inc.
WPAT Paterson, N. J.-Granted li-
cence change from 1400 mc to 1320
increase in power. Install DA-DA,
install new trans; 830 kc 9 kw-DA
WKBM Columbus, Tenn.-Granted
CP to install new trans.
KIU9 Pecos, Tex.-Granted CP to
install new trans.
KLIC Monroe, La.-Granted CP to
change studio location.
KWT9 Springfield, Mo.-Granted
mod. CP to use aux. trans. as an
alternate location. Trans. for night use
and for aux. purposes for daytime.
KELK Ephrata, Wash.-Granted CP
mod. CP to change type of trans.
WCLI Corning, N. Y.-Granted
mod. CP to change type of trans.
KIBC Midland, Texas.-Granted CP
to change type of trans. from
changes in ground system.
KQMA Zuma, Calif.-Granted CP
to extension of completion date to
12-31-50.
Following granted mod. CPs for
extension of completion dates as shown:
RF9M Columbia, S. C.-Granted
WFB9 Mayaguez, P. R. to 12-18-50.
KQMY Yuma, Ariz. to 9-19-50; WSA9
Des Moines, Iowa, to 9-29-50.
Following granted applications for
license of licenses of remote pickups on
regular basis: KA-3297; 528, 5280, Kin- 
imverse, Los Angeles, Calif.; KA-922;
KMYR Bctg. Co., Denver, Col.;
KAY4, WHAS, Inc., area Louisville, Ky.
Following granted applications for
renewal of renewal permits or renewals
on regular basis subject to change in
frequency or elimination of several
in Docket 6581. KA-3418-
819, Don Lee Bctg. Co., Los
Angiles, Calif.; KA-2053, 3664, area
San Francisco; KA-5710, WKBK Inc.,
area Oil City, Pa.
Following granted applications for
renewal of licenses remote pickups on
regular basis: KA-3418-
819, Don Lee Bctg. Co., Los
Angiles, Calif.; KA-2053, 3664, area
San Francisco; KA-5710, WKBK Inc.,
area Oil City, Pa.

The board is to elect a director-at-
large for large stations to suc-
cceed Mr. Ryan, who resigned as a
director last April when he was
elected NAB general manager.
The Fellows vacancy is to be filled
at the same time.

When the BMI "Pin" Up It!—Published by Aeuff-Rose

BONAPARTE'S RETREAT
On Records: Gene Krupa—Vic. 20-3766; Pee
Wee King—Vic. 21-0111; Kay Starr—Cap.
936; Buzz Butler—Dec. 46209; Leon McAuliffe
Col. 20706.

MILWAUKEE County Radio Council has
awarded WTMJ Milwaukee with two
first awards for public service pro-
grams for 1956. Shows are Mr.
Hayes and Young Moderns and An-
thers.

BROADCASTING & TELECASTING

Another BMI "Pin" Up It!—Published by Aeuff-Rose

Bonaparte's Retreat
On Records: Gene Krupa—Vic. 20-3766; Pee
Wee King—Vic. 21-0111; Kay Starr—Cap.
936; Buzz Butler—Dec. 46209; Leon McAuliffe
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grams for 1956. Shows are Mr.
Hayes and Young Moderns and An-
thers.

BROADCASTING & TELECASTING

May Box Score

STATUS of broadcast station authorizations and applications at
FCC as of May 31 follows:

- Total authorized
- Total on the air
- Licenses granted
- Construction permits
- Total applications pending
- Requests to change existing facilities
- Detracts of licensed stations in May
- Deletion of construction permits
- Deletion of conditional grants

LICENSE FEES

Action This Session Unlikely

SENTIMENT for assessment of li-
cence fees on broadcast station
applications, shared alike by FCC
independent state quan-
ters, appears to have subsided in the
wake of other pressing business
and may die aborning before Con-
gress...

Authorities of two committees to
which separate proposals for such
legislation have been assigned
concede that if revenue measures
are considered at all, lengthy hear-
ing probably would be in order.
They point out, however, that this
time is rapidly running out and feel
there's little likelihood of action in
this Congress.

The move to impose fees on li-
cence applications is based on a bill
(87711) by Rep. Cecil R. King
(D-Ohio), which would direct a
Treasury Dept. study on methods of
collecting fees and charges not
now assessed, and on an FCC report
to Sen. John L. McClellan (D-
Ark.) indicating it would be recep-
tive to levying Congressional quar-
ters, it special services [BROADCASTING,
March 20].

The King measure has been re-
ferred to the House Ways & Means
Committee, which now is awaiting
requests for conference sessions of the
Treasury Dept. and Budget Bureau on
the feasibility of such legislation.

Opens Law Office

EUGENE L. BURKE, broadcast
attorney with FCC until 1946 and
since last winter time with the Wash-
ington law firm of Hayes & Hayes,
last week announced establishment
of his own law office at 821 16th
St., N.W., Washington, D. C.
Telephone is Sterling 3717.
He will engage in radio and general
practice. Mr. Burke joined FCC's
accounting division in 1935 and late-
ly was transferred to the com-
mon carrier legal staff and subse-
quent-ly to the broadcast legal
staff of the Commission. In 1944-46 he
was a Navy communications officer.

Headaches Face Board
(Continued from page 18)

to this post in May by Mr. Ryan.
Last week the title of the position
was changed to director of station
relations. Mr. Huffman has taken
a preliminary excursion into the
field to contact a number of sta-
ations in the South Atlantic area
but plans to remain in Washington a
while to become thoroughly ac-
quainted with NAB activities and
to plan his membership contacts.

New directors who sit as full-
flushed board members for the first
time since last winter's elections
are William B. Fay, WHAM Roch-
ester, District 2; Harold Essex,
WSJS Winston-Salem, N. C., Dis-
trict 4; Harold Wheelahan, WNB
New Orleans, District 6; George J.
Higgins, WISH Indianapolis, Dis-
trict 8; Jack Todd, KAKE Wichita,
District 12; William C. Grove,
KFRC Cheyenne, Wyo., District 14;
A. D. Willard, Jr., WGA Augusta,
Ga., and John Esau, KTUL Tulsa,
medium stations; Patt McDonald,
WNNM Memphis, and Edgar Ko-
bak, WTWA Thomas, Ga., small
stations; Ben Strouse, WDWC
Washington, FM stations. They will
attend an indoctrination meeting
June 19.

The board is to elect a director-at-
large for large stations to suc-
cceed Mr. Ryan, who resigned as a
director last April when he was
elected NAB general manager.
The Fellows vacancy is to be filled
at the same time.

It's

WOAI IN THE SOUTHWEST

- 318,700 families listen to WOAI
daytime three or more times per
week (BMB).
- WOAI leads in hours of audien-
ces morning, afternoon and night
(Rooney).
- WOAI has the top 25 day-
weekday programs in San
Antonio (Rooney).

For availability on the
Southwest's best buy—call our rep-
resentative (Petty).

NBC-TQN

Represented Nationally by
EDWARD PETRY & CO., INC.

New York • Chicago • Los Angeles
St. Louis • Dallas • San Francisco
Detroit • Atlanta

June 12, 1950 • Page 87
Docket Actions...
INITIAL DECISION
WCTT Corbin, Ky.—Examiner Fane
ny N. Libby announced Initial de-
cision to grant renewal of Corbin Times-
Tribune Inc., to change from 1400 kc
250 w to 1360 kc 650 w or to
limited, directional night and change
mechanical facilities and to vacate RRI
See story this issue. Decision June 6.

OPINIONS AND ORDERS
Montgomery, Ala.—Andrew Bestg.,
Mount Vernon, Ohio and Beer and 
Becky, Akron, Ohio.—Case 5399, re-
mand and denied petition of Mount
Vernon (Amended) Inc., requesting re-
novation of Commission's decision of
Jan. 2, which denied application for
new station. Ohio Corporation of 
and granted application of Beer and 
Becky for new station at Ashland, Ohio. Order June 2.

KTRH Houston, Tex. and KSEO Durant, 
Ok.—Announced memorandum order and 
order and denied petition of 
Andrew Bestg., Inc., to change from
1360 kc 500 w to 1380 kc 500 w.
Granbury, Tex. Order June 2.

Deletions...
ONE FM authorization reported deleted

FCC Actions
(Continued from page 87)
Applications, Cont.: AM—900 kc
West Texas Broadcasting Co., Plainview, 
T.x.—AP new AM station 1670 kc to 250 w with
8 (AM) DENIED to request 960 kc and 
change station location to Floyds, Tex.
SSA—1400 kc
WFCB Dunkirk, N. Y.—SSA AM sta-
tion to operate on 1410 kc 500 w uni-
DA-2 for period not exceed six mos. or
until unsatisfactory decision is reached.

Modification of License
WLYN Lynn, Mass.—Mod. license AM 
station to increase power from 550 w 
D to 1 kw D on 1360 kc.

License Renewal
Request for license renewal AM sta-
tion 1230 kc, received from 
Buffalo, N. Y.; KWIN Ashland, Ore.; 
KRLY Chenango, N. Y.; KEEN Ozark, 
Mo.; WQW Portsmouth, Va.; KODY 
Cod, Wyo.

Modification of CP
WKAP Allentown, Pa.—Mod. CP new
FM station for extension of comple-
tion date.

FCC ROUNDUP
New Grants, Transfers, Changes, Applications

Box Score
SUMMARY TO JUNE 8
Summary of Authorizations, Stations On the Air, Applications

<table>
<thead>
<tr>
<th>Class</th>
<th>Total On Air Licensed</th>
<th>Condl. on Applications In CP</th>
<th>Grants Pending Hearing</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM Stations</td>
<td>2,137</td>
<td>212</td>
<td>301</td>
</tr>
<tr>
<td>FM Stations</td>
<td>496</td>
<td>47</td>
<td>49</td>
</tr>
<tr>
<td>TV Stations</td>
<td>195</td>
<td>49</td>
<td>30</td>
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</tbody>
</table>

* Two on the air.

CALL ASSIGNMENTS: KAPA, Ray Prince, Wash., (Pacific Cost Corp., 1340 kc, 250 w fulltime); KJDK-FM, Columbus, Neb. (Gregory Paul Anderson, 101.5 mc 250 w fulltime); WDJO-FM, Greensboro, N. C.; WFFM-MTV, Madisonville, Ky. (changed from WCIP (Wheeler Beetg., Inc.); WMPM Goldsboro, N. C. (Southern Broadcasting & Television Corp., 105.5 mc Ch. 280); WFMF-FM, Jackson, Miss. (Cabelco Co., Inc.); WEFM-FM, Georgetown, Del. (Kolins Beetg. Inc. 101.5 mc Ch. 268).

by FCC last week. Total to date: AM 21, FM 64; TV 2.

WGBK Brockport, III.—WGBK Inc.
CP June 2. Economic.

New Applications...

AM APPLICATIONS
Reesford, Del.—Elizabeth Evans, 500 kc 1 kw day. Estimated construction cost $12,880. Mrs. Evans was employed by Radio Corp. of America from 1930 to 1948 and more recently assisted her husband in the promotion and opera-

WDOY, Dover, Mr. Evans was licensee of that station. Filed June 5.

Bowling Green, Ky.—J. Grantville 
Cr., 1960 kc 2 kw unlimited. Esti-
imated construction cost $17,000. Mr.
Cr., individual applicant, is engaged in 
general law practice in Russellville, 
Ark. Filed June 7.

Tahoe Valley, Calif.—Radio Tahoe, 
1420 kc, 250 w unlimited. Elwood R. 
Henderson, owner, from station owner 
Electronic Mt. Radio Sales & Service, 
Lafayette, Calif. from 1946 to 1961 and 
is now owner Tahoe Radio (radio and 
electricity) equipment service. Esti-
imated construction cost $2,000. Filed 
June 7.

FM APPLICATIONS
Carroll, Ill.—Carmel Bestg., Co., 
Class B, 1 kw 5 kw night, 18.7 kw, 
ant. 213 ft. Estimated construction 

KJJO, Mt. Pleasant, W. Va. — 
Transactor of 553 sh. stock in WKOY Inc., 
Jr., Palmer City, Minn., filed petition 
J. Lindsey Alley for $3,513, Ownership 
interest or management (controlling interest); E. Bernard 
Jewett, 15% owner, file petition. 
John Robison of 10%. Mr. Robinson 
is a newspaper owner of WDFN Bestg. 
and wishes to take up residence there. 
WDOY operates with 250 w fulltime on 
1240 kc. Filed June 5.

FM BESTG.
WQOY Bluefield, W. Va.—Transfer of 
553 sh. stock in WKOY Inc., Jr., 
Palmer City, Minn., filed petition. 
Bill, 1460 kc 7 kw 1 kw night (20 kw 
fulltime), Class B, 1 kw 1 kw night 
(2 kw fulltime), 18.7 kw, ant. 213 ft. 
Estimated construction cost $7,122.36. 
Carmel Bestg., Co. is licensee of WQOY AM outlet 
Carroll, Ill. Filed June 5.

FM APPLICATIONS
New Orleans, La.—The Times-Picayune Pub. Co., new commercial TV 
station to operate on 44 (6-72 mc) ERP 23.5 kw 
vis., 18 kw aux. Resubmitted June 5.

FKOM 88

License Renewal
Request for license renewal AM sta-
tion 1230 kc, received from 
Buffalo, N. Y.; KWIN Ashland, Ore.; 
KRLY Chenango, N. Y.; KEEN Ozark, 
Mo.; WQW Portsmouth, Va.; KODY 
Cod, Wyo.

License Renewal
Request for license renewal AM sta-
tion 1230 kc, received from 
Buffalo, N. Y.; KWIN Ashland, Ore.; 
KRLY Chenango, N. Y.; KEEN Ozark, 
Mo.; WQW Portsmouth, Va.; KODY 
Cod, Wyo.

New Applications...

N. J.—Am-
Assign-
ment of license from 
WGAJ and WOGF Bestg., Inc., to 
WOGF Bestg., Inc. for new AM 
station at 
WOGF, Miss. Filed simultaneous.

You CAN CALL the ARROWHEAD NETWORK
To cover the rich dairyland markets of Wisconsin; the in-
dustrial centers of Northern Min-
esota . . . use the Arrowhead Net-
work. You're interested in sales—and that's what we deliver!

Reposted nationally by RA-TAL Reps. Inc. and regionally by BULMER-JOHNSON, Mpls.

Page 88  June 12, 1950

KSFE RENEWAL
FCC Questions Transfer
INVESTIGATION to determine whether or not an unauthorized 
transfer of control of KSFE 
Needy, Calif., has occurred was 
opened by FCC's 17th week as 
its basis for its hearing ordered to 
begin Aug. 14 on the station's re-
newal of license application. 
KSFE is assigned 250 w fulltime on 
1340 kc.

Law to Oscar D. Shelley tr/s as Shelley Radio Electric Co., 
KSFE has pending an application for sale of the station for $16,000 
to Floyd Kenyon Reed [BROAD-
CASTING, Dec. 19, 1949]. FCC 
order for the hearing specified the 
Commission wished to obtain full 
information on the "circumstances 
leading up to and surrounding the 
ownership of 49%" of KSFE by 
Mr. Reed between Nov. 9, 1948, 
and May 21, 1949, and a contract 
of the latter date relating to a 
transaction by Mr. Reed for the 
physical equipment of KSFE.

The order indicated FCC wished 
to obtain full details of the Dec. 
19, 1949, contract between Mr. 
Shelley and Reed for purchase of 
the station by Mr. Reed and to 
determine Mr. Reed's control over 
the station's operation since Nov. 
9, 1949.

T. Morris to his son W. Newton 
Morrison through title on 1000 
stock transfers dating back to 
Dec. 19, 1949, WMLT is assigned 250 w fulltime on 
1340 kc. Filed June 1.

owners of KKSY, Miss. Main- 
stream Communications, Inc., 
partnerhip d/b as Sky Bestg. Ser-
vice to WYHU Radio Inc. for $24,000 
and assumption by corporation of prom-
issory note in amount of $17,000 
with bank a partner/ d/b as Sky 
Bestg. Service to WYHU Radio Inc. for $24,000 
and assumption by corporation of prom-
issory note in amount of $17,000 
with bank a partner/ d/b as Sky 
Bestg. Service to WYHU Radio Inc. for $24,000 
and assumption by corporation of prom-
issory note in amount of $17,000 


Before YOU BUY IN HARTFORD . . .
See WDR's new Market Study—Hooper ret-
er once; average market fig-
ures. WDR is free. The Main Office, 750 
Main St., Hartford, Conn.
Procedure Question
(Continued from page 21)

its counsel in a situation where it cannot and did not know the
detailed happenings in the hearing room.

"If the Commission itself de-
sires to conduct these hearings," Mr. Fulton continued, "they should
be held before the Commission and not the examiner."

In a news conference Thursday
afternoon Mr. Fulton reiterated that "after two and a half years, a
man ought to have a chance to put
on his witnesses." If FCC had
even read the charges for him, he
believed those who have made them in revolution pro-
cedings. He insisted that so long as the proceeding is held to be a
revival case, the applicant has the
right to introduce his own evidence
first.

Confident of Winning
He reviewed the history of the
Richards proceedings, and declared:
"We'll meet this case anywhere
and everywhere, and we'll win it."

Mr. Fulton said he had accepted
subpoenas, but declined to talk of
his appearance of Mr. Richards and
KMP General Manager Robert O.
Reynolds [Broadcasting, June 5].
He said Mr. Richards is desirous of
acquainting, but that his physicians
have said it might prove fatal for
him.

He hit FCC again for its post-
ponement of the hearing, declaring
which it was "miscarriage of jus-
tice." By previous agreement, he had
insisted that he would hold the hearing
in a reasonable time with the case when it was
first retained by Mr. Richards.

He said the postponement had
"lost us" the testimony of Father

John J. Cavanaugh, president of
Notre Dame U., who had been
slated to testify last week on be-
half of Mr. Richards. He released a
telegram from Father Cavanaugh
which said other commitments,
including a visit to Europe, would
make him unavailable for some
time.

Meanwhile, at a pre-hearing con-
ference held last Tuesday it was
agreed that 7,000 new scripts
broadcast by KMP since Sept. 28,
1947, would be microfilmed for use
by FCC in presentation of its case.
Mr. Richards made the
charge and also charged that KMPC scripts
apparently had been gone through
since Sept. 28, 1947, since sections
were muted in a recording it also has used
for scripts of WGR and WJR.

Examiner Cunningham said he
hoped to complete the entire Rich-
ards hearings—the KMPC phase as
well as those at WJR and WGR, if
necessary—without a recess.
Joseph W. Burns, associate counsel
for Mr. Richards, protested that
the arrangement under Examiner
Johnson had contemplated recesses between phases.

KMPC BROCHURE
Hits FCC in Richards Case

ATTRACTIVE and hard-hitting
brochure called "Penalty for Pa-
triotism" attacks the FCC's stand
involved in the alleged "news slant-
ing" proceeding against G. A.
Richards, owner, KMP Los
Angeles, WJR Detroit and WGR
Cleveland.

Prepared by KMP, the 20-page
booklet outlines the case history of
the proceeding and describes the
stations' viewpoint. Featured is a
statement by Hugh Fulton, sta-
tions' chief counsel at the Los
Angeles hearings, on the credibility
of witnesses.

Theme of the brochure is that the
FCC proceeding may be the first
step toward eventually eliminating
freedom of speech from both radio
and press. To substantiate this
claim, news clippings introduced as
evidence as well as newspaper and
magazine editorials which defend
the stations are reprinted. Ex-
cerpts from the Congressional Rec-
ord and letters written by civic,
industry and church groups are in-
cluded.

FCC Studies Boosters

TEMPORARY extension of licenses
for 30 days has been granted by
FCC to two Detroit and
KMPC Los Angeles, Rep. Tauirello
charged that Mr. Roberts, former
KMPC newscaster, had made de-
rogatory remarks against people of
Southern birth and asked if
his credibility as a government
witness.

"Freedom of speech, freedom of
the press, and freedom of the air-
waves are basic privileges," Rep.
Young asserted, "I can hope that
the FCC will keep this in mind."
He reminded that the Communi-
cation Act contained a "definite ban
against any form of censorship."
AT&T MAY REQUEST SUBPENAS IN TV HEARING

AT&T SPOKESMEN said Friday they will seek subpenas if necessary to secure re-appearance of telecasters who testified in FCC hearing almost two weeks ago in general favor of requiring AT&T to interconnect its network TV facilities with those of Western Union. Disclosure was made during further sessions of interconnection hearing (early page 49). Telecasters who testified at previous session were representatives of WOR-TV New York and WOWC (TV) Washington; ABC, CBS, NBC and DuMont network [TELECASTING, May 8].

William G. Thompson, assistant vice president of AT&T, meanwhile testified that requiring AT&T interconnection with WU would increase cost of service without meeting any demand for service which is not already being met. He said by end of 1956 AT&T will have invested almost $70 million in efforts to provide national network service for TV.

CBS TALKS CONTINUE

NEGOTIATIONS for new contract for CBS technical employees in New York to replace contract expired May 28 were continuing Friday, with working conditions a main point of contention although still slight discrepancy between union's money demands and network's offered increase. With no present contract in effect, IBEW can call men out any time without notice. While new contract is for New York only, it will probably set pattern for IBEW contracts at other CBS operating points.

UHF BAND SOUGHT FOR TV

USE OF 470-600 me by UHF television will serve greater public interest than limited use by various mobile and common carrier services, FCC was told Friday by Dr. Thomas T. Goldsmith, Allen B. DuMont Labs director, at hearing on proposal to allocate that part of spectrum to mobile group (see early story page 49). Even full use of VHF and UHF channels will still leave scarcity situation in Midwest and Eastern hearing (early page 49). This portion of TV proceeding expected to be completed this Wednesday with testimony by F. J. Bingley, Philco Corp. chief TV engineer, and Frank Marx, ABC vice president in charge of engineering, latter appearing in behalf of Television Broadcasters Assn. Question undecided as to further evidence by broadcasters next fall after color decision and UHF data reports.

NEW YORK FORD MOVIES

NEW YORK Ford Dealers, through J. Walter Thompson Co., to sponsor 2% hours to present Ford Movie Night, effective June 28, on WOR-TV New York. Program will feature J. Arthur Rank movie plus western, comedy short and sports newsreel.

JOINS NEW YORK BOARD

GENEROSO POPE, Jr., vice president of WHOM New York, last Friday was sworn in as member of New York board of higher education, by Mayor William O'Dwyer. It is rumored Mayor O'Dwyer will resign from management post for head of Generoso Pope Foundation, created by late Generoso Pope, at salary said to be $100,000 annually.

‘VOICE’ HEARINGS PLANNED

HEARINGS will be held by special Senate Foreign Relations subcommittee on resolution (S Res. 29) by Sen. William Benton (D-Conn.) to expand Voice of America and other State Dept. information services, it was indicated Friday. Committee Chairman Tom Connally (D-Tex.) named Sen. Elbert D. Thomas (D-Utah) as chairman, and also appointed Sens. Brien McMahon (D-Conn.), J. William Fulbright (D-Ark.), H. Alexander Smith (R-N. J.) and Henry Cabot Lodge Jr. (R-Mass.). Sen. Benton is sponsor of move to set up radio networks abroad.

COHEN RESIGNS FROM FCC

RESIGNATION of Harold J. Cohen as chief of FCC's new Common Carrier Bureau to join New York law firm of Root, Ballantine, Harlan, Bushby & Palmer was announced by FCC Friday, effective today (Monday). Jack Werner, assistant chief of bureau, who joined FCC as attorney in 1946, was designated acting chief. Common Carrier Bureau was first of four functional units to be established by FCC in its final realignment [BROADCASTING, March 18].

WOR PROMOTES KING

WARREN KING, former assistant sales manager, WOR New York, promoted to radio sales account executive, handling retail outlets in metropolitan area. William B. Jennings, formerly sales manager of Gulf Oil Co., Atlanta, succeeds Mr. King.

CBS ENDS HOWE PACT

EFFECTIVE Sept. 1, CBS terminates its contract with Quincy Howe, at new analyst's request. Mr. Howe becomes associate professor, School of Journalism, U. of Illinois. He will also broadcast news analyses over university's station, WILL Urbana.

TV CENSORSHIP ARGUED

QUESTION whether state board can censor motion picture film used on television reargued Friday before U. S. Court of Appeals for Third Circuit, Philadelphia. Pennsylvania state board concluded against U. S. District Court decision which had ruled invalid board's order that film be censored before telecast by TV stations. Court's ruling followed petition by group of Pennsylvania television stations that declaratory judgment be issued to restrain board's order on grounds it conflicted with Communications Act and outside state's jurisdiction.

FOUR CBS SHOWS RENEWED

FOUR CBS shows, three sponsored by Procter & Gamble Co. and fourth by Campbell Soup Co., renewed for 52 weeks. Campbell's Club 15 renewal date is July 3. &O shows, Beulah and Jack Smith Show, effective July 3; The FBI in Peace and War, effective July 6.

PABST WRESTLING

PABST SALES CO. (Blue Ribbon beer), through Warwijk & Legler, New York, considering sponsorship of TV wrestling matches in about six cities.

TV SPOTS RECOMMENDED

BBD0, New York, has recommended television spot schedule to its client, DeSoto Division of Chrysler Corp.
Total Weekly Family Audience

DAYTIME

WTAG with 136,570 delivers 113% more families than the closest second station

6 or 7 DAYS Families

WTAG with 102,230 delivers 213% more families than the closest second station

See Raymer for all details

WTAG
WORCESTER
BASIC C B S
580 KC

Industrial Capital of New England
Developments by RCA scientists have made television part of family life in homes of all incomes.

How research fits television into more purses

Remember when television was "just around the corner," and guesses at receiver cost ranged to thousands of dollars? Came reality, and pessimists were wrong. Home television sets were reasonable in cost, and have grown more so year by year.

A major factor has been research, as conducted at RCA Laboratories. For example: In 1949, RCA scientists perfected the now familiar glass-and-metal picture tube—so adaptable to mass production that savings of 30% in tube cost were made. Again, these scientists and development engineers learned how to replace complex parts with less costly, and more efficient materials. A third contribution was the use of versatile multiple-purpose tubes—so that one could do the work of several!

Most important, these savings have been quickly passed on to you, the consumer. RCA Laboratories is known as a great center of radio, television, and electronic research. It is indeed an institution which fits RCA products into more purses!

See the latest in radio, television, and electronics at RCA Exhibition Hall, 36 West 49th Street, N.Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, N.Y.

New RCA Victor 16-inch home television receiver, a leader in the 1950 line.

RADIO CORPORATION of AMERICA
World Leader in Radio – First in Television