Success story:

A large Richmond biscuit company started plugging crackers on WLEE last January.

Results: January sales were 50% better than December. February sales more than double December sales!

The agency account executive writes: "I attribute the major share of this growth to the splendid job that WLEE has done and is doing."

Would you like results like this in Richmond? Call in your Forjoe man and get WLEE on your list today.
And on thousands of Midwest farms, the men come in from the fields and the barns to a hearty meal with the family. Even on the most modern farms, the dinner bell continues as more than a tradition, for at certain seasons of the year, especially during harvest and plowing times, the men of the house are often beyond the sound of a voice ... and so the big, powerful old bell calls them together to eat at noon each day.

Dinner Bells ring in the WLS studios ... as they have at noon for more than 26 years ... and with the same regularity with which they sit down around the family table, farm and small town families make sure their radios are set at 890, to listen to the friendly, familiar voices of Arthur C. Page, America's best known farm personality, Dr.

John W. Holland, staff pastor at WLS, Chet Randolph, assistant farm program director, and WLS National Barn Dance stars who appear each day as part of Dinner Bell. They hear their neighbors, too ... for no day passes on Dinner Bell without guest interviews, ranging from top agricultural officials to visiting farm families. Brides come from all over the Midwest to ring the traditional bells that start the program each day. And so the dinner bell symbolizes this WLS kinship between listener and broadcaster ... a kinship we believe to be unique in all radio, both as a channel of service and a means of achieving unusual advertising results.

CLEAR CHANNEL Home of the NATIONAL Barn Dance
890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY
announces
the appointment of
JOHN BLAIR & COMPANY
as national representatives
Effective June 19th, 1950

WWSW, Pittsburgh's only full time independent station, now brings to the Pittsburgh area a proven pattern of outstanding independent programming—with emphasis on music, personalities and complete sports coverage. Backed by the promotion of the Post-Gazette, Pittsburgh's only morning newspaper, the growth of WWSW's audience—even in the past year alone—has been phenomenal. WWSW now delivers the advertiser really substantial audiences at amazingly low cost per thousand. Ask your John Blair man about it. He’s ready with all the facts!
Closed Circuit

WITH NO desire to scoop our British contemporaries, CLOSED CIRCUIT ventures that next director general of British Broadcasting Corp. will be Lord Tedder, marshal of the R.A.F. now in United States as head of British mission. Lord Tedder, now on BBC board, returns to England after one-year assignment in U.S. at which time it's expected he will succeed Sir William Haley.

U.S. TREASURY expected to renew White House-inspired proposal to apply 10% radio set tax to TV receivers when excise tax bill reaches Senate. Tax deleted by House committee.

GROVE LABS (4-Way cold tablets), through Harry B. Cohen Agency, N.Y., preparing radio spot campaign using about 100 markets starting in October. Few TV markets may be included. Contracts for 22 weeks.

BEN H. BROWN, special administrator for estate of late Thomas S. Lee, and Ray Wright, counsel for sole heir, B. D. Merril, conferred with FCC Chairman Wayne Coy and acting General Counsel Harry M. Plotkin for almost two hours Friday afternoon. Subject: Plans for sale of estate's Don Lee Network (see earlier story page 16).

THOUGH NAB remodeling job has been done quietly but firmly under General Manager William B. Ryan, it's anybody's guess what will happen if personality undercurrents heard at recent board meetings come out into open this week, especially since nearly half of faces around directors table will be new.

KELLOGG Co. through Kenyon & Eckhardt, N.Y., preparing daytime strip five-times weekly, network radio show to appeal to adults and television show for children to start in fall.

FCC quietly ferreting out facts on network relations with FM stations desirous of becoming affiliates.

WHILE FORMAL acceptances for reconvening of NARBA deliberations in Washington are not all in from signatory North American nations, date of Sept. 6 has been set with likelihood that deliberations will get under way at that time. It's expected Comr. Rosel H. Hyde, chairman of Montreal conference delegation and of our delegation to Havana earlier this year, will continue as chairman and, it's presumed, will preside over NARBA conference in view of status of U.S. as host nation.

ROBERT L. COE, former general manager of WPIX (TV) New York, has been retained as consultant by Schine motion picture and radio interests, which include WPTV Albany.

LAST TIES with radio being snipped by

Upcoming

June 22-23: Kentucky Broadcasters Assn., Hotel Seelbach, Louisville.

(Bulletins)

BAM INCORPORATORS

INCORPORATORS of Broadcast Audience Measurement, projected industry coverage service created as successor to BMB, drew up organization plans at meeting held Friday at NAB Washington headquarters (see NAB board story page 17).

Great strides were taken toward setting up corporation, one incorporator said at close of meeting. Names of proposed directors were discussed, along with plan to elect corporation officers. “Everything’s going fine,” it was added.

Henry P. Johnston, WSGN Birmingham, presided at meeting as chairman of incorporating group. He is working on number of details not completed Friday. Plans for sale of stock in corporation were reviewed.

Under B.A.M. plan its board would consist of 14 broadcast directors; 3 affiliates (large, medium, small); 3 unaffiliates (large, medium, small); 3 TV; 1 FM; 1 each network. In addition advertisers and agencies each would have three directors.

Organization plans expected to be ready for submission to NAB board during its three-day meeting opening Tuesday in Washington.

Attending Friday session besides Mr. Johnston were J. Harold Ryan, Fort Industry stations; Frank M. King, WMBR Jacksonville, Fla.; Robert T. Mason, WMRN Marion, Ohio; Charles C. Caley, WMFD Peoria, Ill.; Don Petty, NAB general counsel.

AMERICAN OIL SIGNS


FENIGER SUCCEEDS LYNCH

JEROME FENIGER, now with Biow Co., New York, will join Cunningham & Walsh, succeeding Tom Lynch, who is with Young & Rubicam (see story page 20).

Business Briefly


IRONITE VIDEO • Ironite Corp., for electric mangle irons, buys 7:30-8 p.m. Monday period on ABC-TV, program to be announced Agency: Brooke, Smith, French & Dorrance Detroit.

TRAVEL ACCOUNT • Crane-Frederick Travel Service, New York, appoints Lawrene Beales Hick Inc., New York, to handle its spot radio campaign.

MILES RESUMES • Miles Labs, Elkhart Ind., renewing Quiz Kids Sept. 10, Sun., 3:30-4 p.m. on NBC. Agency, Wade Adv. Agency Chicago.

B-M VIDEO • Bristol-Myers Co., New York, placing spot announcements in 8:15 and 8:30 p.m. station breaks on Arthur Godfrey’s Wednesday night TV show on CBS-TV. Agency, Doherty, Clifford & Shenfield, New York.

SEEDS APPOINTED • Newly Weds Baking Co., Chicago (ice cream cake), names Russel M. Seeds Co., Chicago, to handle advertising. TV to be used. Fred W. Swanson is account executive.

BROWN RENEWAL • Brown Shoe Co., St. Louis, renewing Smiling Ed McConnell Show Aug. 12, Sat.; 11:30-12 noon on NBC. Agency, Leo Burnett Co., Chicago.

FALL PROSPECT • General Mills, through BBDO New York, plans network television in autumn for institutional advertising.

BURLINGTON PROJECT • Burlington Brewing Co., Burlington, Wis. (Van Merritt beer) contemplating summer TV test in Milwaukee, using one-minute film spots. Agency, Goodkind, Joice & Morgan, Chicago.

ABC SIGNS McNEILL TO 20 YEAR CONTRACT

DON McNEILL, Breakfast Club master of ceremonies for past 17 years, has signed 20 year contract to continue program with ABC. It was announced today by Mark Woods, vice chairman of network. Contract is effective Jan. 1, 1951. It is believed to be longest continuing radio agreement ever signed with a radio personality.

Mr. Woods also announced Mr. McNeill has signed exclusive TV contract with ABC to become effective this fall. Details not revealed, but Mr. Woods intimated Mr. McNeill would be featured in nighttime production which would utilize present members of Breakfast Club cast on once a week basis. He added present Breakfast Club sponsors will have first options on commercial TV rights to show. These are Swift & Co., Philco Corp. and General Mills.
"The Great Majority of Passengers Enjoy Transit Radio"

—The St. Louis Post-Dispatch

Transit Radio Poll

Public taste is often nebulous. This can no longer be said, however, as to public taste in transit radio. A poll conducted for the Post-Dispatch among 23,000 bus and streetcar passengers by the Bureau of Business and Economic Research, School of Commerce and Finance, of St. Louis University indicates beyond doubt that the great majority of passengers enjoy transit radio. The vote is 74.9 per cent in favor of transit radio, 15 per cent against and 10.1 per cent who have no opinion.

The poll reveals some interesting results. Young people are overwhelmingly for music on the streetcars. Nearly 93 per cent of them favor it. . . .

At this point the ayes seem to have it.

Editorial from the St. Louis Post-Dispatch,
June 1, 1950

It is highly significant that this survey was paid for by the St. Louis Post-Dispatch . . . a newspaper that has opposed Transit Radio in St. Louis. It is equally significant that the survey was conducted by the Bureau of Business and Economic Research, School of Commerce and Finance of St. Louis University employing sound research techniques.

75% OF THE RIDERS APPROVED, 10% HAD NO OPINION, and 15% OPPOSED RADIOS ON BUSES AND STREETCARS—THUS CONFIRMING THE STARTLING FIGURE OF 85% UNOPPOSED AS SHOWN IN SURVEYS IN TRANSIT RADIO CITIES COAST TO COAST

During the survey conducted the week of May 1-6, 23,587 interviews were made at streetcar and bus transfer points throughout the City of St. Louis.

This is conclusive proof of Transit Radio's popularity with transit riders. Advertisers, too, have found Transit Radio Fast, Effective and Economical. Call a Transit Radio Representative today for complete details.

TRANSIT RADIO, INC.
NEW YORK: 250 Park Ave.
Mu.H. 8-3780

CHICAGO: 35 E. Wacker Dr.
FIN. 6-4281

CINCINNATI: Union Trust Bldg.
Dunbar 7775
Advertising that Moves More Merchandise per Dollar Invested is Bound to be the One that Gives You the Most Coverage for the Least Money!

CKLW 50,000 Watts 800 kc.

Covers a 17,000,000 Population Area in 5 States at the Lowest rate of any Major Station in this Region!

"It's The DETROIT Area's Greater Buy"

Guardian Bldg. • Detroit 26,

J. E. Campeau, President

Page 6 • June 19, 1950
It was a tough fight, but WKRC now leads in Cincinnati listenership in total time-rated periods.
(Hooper Station Audience Index, March-April, 1950)

ADDED TO THIS

the WKRC Key Item Plan Gives You . . .

completely coordinated promotion and merchandising which builds listener-viewer-reader-shopper interest in your program, your sales story and your product.

*Listeners
*Viewers
*Riders
*Readers

More Than 2 Million Impressions Daily!

Get the Complete Story

Radio Cincinnati, Inc.—Affiliated with the Cincinnati Times-Star
Represented By

The Katz Agency—WKRC (AM and TV)
Transit Radio Inc.—WCTS-FM

WKRC  WKRC-TV  WCTS-FM
ON THE
WASHINGTON SCENE

Ruth Crane's
MODERN WOMAN PROGRAM
reaches more women
than any other woman's participation program in the Nation's Capital*

. . . and these women are the "purchasing agents" for the families in the rich metropolitan area where per family incomes are far above the national average!

Represented Nationally by ABC Spot Sales

*American Research Bureau, April 16—May 5, 1950

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

WMAL-FM

ON all accounts

FRED W. SWANSON to Russel M. Seeds Co., Chicago, as vice president and account executive. Was in same capacity at Goodkind, Joice & Morgan, Chicago.

JOHN MARISCH, business department Kudner Agency, N. Y., since August, takes over duties of MARY KING, timebuyer, resigned.

LES MOSELY, co-manager Biow Co., S. F. office, to Foote, Cone & Belding, S. F., as account supervisor.

JERRY SCHUEPBACH, vice president Jim Baker & Assoc., Milwaukee, to Garfield & Guild, S. F., as account executive.

PRESIDENT (Bucky) METCALF, independent radio-television producer, to radio-TV staff West-Marquis Inc., L. A.

JOHN I. SHIELDS, McCann-Erickson, N. Y., to Wertheim Adv. Assoc., N. Y., as account executive.


VICK KNIGHT purchases stock of HENRY RUSSELL in Knight & Rus-

ONLY the dwindling unwashed in the land can have failed to hear that "Tide's in." But presumably there are a greater number who are unaware that one of the principals in the detergent's highly successful strike at pay dirt is Alan Sidnam, young, energetic account supervisor for Tide, and recently appointed vice president at Benton & Bowles, New York.

With the agency since 1945, Alan began his association with the product in 1946 as an assistant account executive.

Immediately prior to joining Benton & Bowles, Alan's concern with Tide was of a more literal nature as he piloted a P-38 in more than 100 missions for the Army Air Force.

Born in Kalamazoo, Mich., July 14, 1917, he attended Kalamazoo College. His first contact with advertising came in his senior year when he enrolled for an extra course in the subject under Mr. Staake of the Kalamazoo agency, Staake & Schoomaker.

Upon graduation in 1937 Alan's instructor became his employer. Interested only in the experience, Alan asked and received nothing in salary, and he observes now, "I was worth it."

After six months he went over to the Kalamazoo News where he sold advertising and wrote feature articles—for which he was paid.

In 1938 he went to New York to work in the mail room of Winternitz & Cairns, later to move to the copy department.

One year later when the agency divided into two separate firms, Alan emerged as account executive, copywriter and media man for Robert Winternitz Advertising.

It was from that post that he joined the Army Air Force in 1942 as an aviation cadet.

In the early days of Alan's tenure with Tide, the detergent was exploited on spots and programs through the country, but for the past two years the product has sponsored Red Skelton, Sunday, 8:30-9 p.m. on CBS. Currently Tide also is using a TV spot schedule.

The Sidnams have been married for two years—she is the former Shirley Meeker. They live in a Manhattan apartment house.

Alan disclaims any interest in hobbies. He is a member of The Little Wacacuk Country Club.

BROADCASTING • Telecasting
sell Inc., L. A. Name to be changer to Vick Knight Inc. New firm moves to 404 N. La Cienega Blvd.

WILLIAM T. TODD, copy director Geyer, Newell & Ganger, and before that vice president in charge of copy Lennen & Mitchell, N. Y., appointed copy director Monroe F. Dreher Inc., N. Y.

JULES SHERMAN, Deutsch & Shea, N. Y., to Emil Mogul Co., N. Y., as assistant production manager.

CONRAD W. MIKORENDA to television department William Warren, Jackson & Delaney, N. Y., as commercial copywriter.

SHAW & SCHREIBER Inc., Phila., moves to 1420 Walnut St.


LARRY LEVINE, assistant production manager Reiss Adv., N. Y., to Shappe-Wilkes, N. Y., in similar capacity.

THE ETTLINGER Co., formerly Margaret Etlinger & Co., moves to 40 E. 54 St., N. Y. Telephone: Murray Hill 4-6942.

DALE ROBBINS, copy chief Birmingham, Castlemain & Pierce, N. Y., to copy staff Benton & Bowles, N. Y.

VICTOR A. BENNETT Co., N. Y., moves to 11th floor, 511 Fifth Ave. Telephone: Murray Hill 7-2189.


DAVID BOFFERY, copywriter Geyer, Newell & Ganger, N. Y., since November 1947, appointed copy group director.

FRAZIER E. NOUANNAN, publicity department head Henri, Hurst & McDonald, Chicago, to public relations at J. Walter Thompson Co., Chicago.

KATHARINE DE REEDER, public relations, merchandising, publicity consultant, to John Falkner Arnut Advertising Agency, Phila., as director public relations, publicity.


EDGAR M. HUYMANS, vice president-manager Mexico City office Ruthrauff & Ryan, elected president Mexican Assn. of Adv. Agencies. BESSIE GABRAITH, regional director Foote, Cone & Belding, elected director. Alternate directors include PAUL R. SCOTT, vice president-general manager Grant Adv.; ARTHUR L. HALLET, vice president-general manager D'Arcy.

PERHAM C. NAHL, associate director of research Needham, Louis & Brorby Inc., elected president Chicago chapter, American Marketing Assn.


JANET LOEB WOLFF, copy staff Compton Adv., N. Y., given Tobe-Coburn Alumni Assn. highest award for "outstanding achievement" in advertising and fashion.

TED BLISS, producer ABC Sherlock Holmes for Young & Rubicam Hollywood, returns to work after three months illness.


JAMES M. CECIL, president Cecil & Presbrey, N. Y., elected board president Institute of Psychotherapy, non-profit social service organization.

DORIS HERR, Young & Rubicam, Hollywood, and JACK DELANEY, Warner Bros., married June 3.

BROADCASTING • Telecasting

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AVAILABLE

the top Hooper-rated 9:00 A.M. spot in Rochester, N. Y.

"David E. Kessler

AND THE NEWS"

In ROCHESTER, N. Y., the 9 to 9:15 a.m. period weekdays is Kessler-time. The top spot (Hooper-wise) is David E. Kessler's—and he's had that top spot for a long time now.

Veteran of more than 25 years in Rochester journalism and radio, Kessler is known to practically everybody in the area. He's director of the WHAM News Bureau and also has a once-a-week, night-time spot on television.

In over seven years on WHAM, Kessler retained the same national sponsor for 6½ years; a second for one year. In each case, the sponsor canceled out reluctantly only because of basic changes in policy affecting the client's entire radio budget.

Want to sell Rochester and WHAM's prosperous 15-county primary market? DAVID E. KESSLER AND THE NEWS can do it for you—NOW!

Your nearest HOLLINGBERY representative has the full story.

WHAM

THE STROMBERG-CARLSON STATION

Basic NBC-50,000 watts—clear channel—1180 kc

June 19, 1950 • Page 9
Look't What We Won!

Proudly, WTTS accepts the Sigma Delta Chi award for distinguished service in American Radio Journalism.

The national award was won with Indiana University's SCHOOL OF THE SKY NEWS PROGRAM—"IT'S YOUR WORLD." The prize winning show is carried live on WTT and later rebroadcast over 17 other stations in Indiana, Illinois and Kentucky.

In making the award, Sigma Delta Chi said: "The judges commend the series of educational programs slated to students of the grammar-school level, for its public service, originality and the value to an estimated listening audience of over 200,000 listeners."

THE SARKES TARZIAN STATIONS

WTTS

Represented Nationally by
WILLIAM G. RAMBEAU CO.
New York, Chicago,
Los Angeles, San Francisco

WTTV

Represented Nationally by
BARNARD and THOMPSON, INC.
299 Madison Avenue
New York City

BLOOMINGTON INDIANA

new business

RE-CLEAN Corp., N. Y. (cleaning fluids), preparing extensive radio-television campaign using network and independent stations. Stations or time not designated. Agency: Cayton Inc., N. Y.

EMBREE MFG. CO., Elizabeth, N. J., test spot campaign for Liff (furniture and floor polishers) in Milwaukee and Georgia. If successful, will expand. Agency: Metropolitan Adv. Co., N. Y.


WAVERLY FABRICS preparing participation radio for September, 15 markets, eight weeks. Agency: Lawrence B. Hicks, N. Y.

SHIPMAN BROS., Newark (Sanotuft bedding), names Max Walter Adv., South Orange, N. J., to direct radio-TV spot campaign.

CASE-SWAYNE Co., Santa Ana, Calif. (canned fruits, vegetables), appoints Mogge-Privett, L. A. Radio-television to be used.

MARLIN FIREARMS Co., N. Y., appoints Duane Jones Co., N. Y., to direct firearms division advertising. Agency has served Marlin Razor Blade account since June 1949.

WILLIAM WARREN, JACKSON & DELANEY, N. Y., preparing radio spot campaigns for three new clients: Great Killa (Staten Island) Board of Commerce, Great Killa Boatmen's Asm. and Foot-ill Co., Norwalk, Conn.


FRED W. AMEND Co., Danville, Ill. (Chuckles candy), names Henri, Hurst & McDonald, Chicago, to direct account, effective July 1. Television planned.


Network Accounts • • •

SUN OIL Co., N. Y., to sponsor fall schedule professional football on ABC-TV beginning Saturday, Sept. 16. Includes 15 national football games; 15-week series Pro Highlights, film series of outstanding plays each week's league games. To be carried in non-league cities outside territorial right of member clubs and in certain league cities when home club is on road. Agency: Hewitt, Ogilvy, Benson & Mather, N. Y.

TRIMOUNT CLOTHING Co., N. Y. (men's clothing), Aug. 26 renew for 52 weeks 8:15-8:30 p.m. portion Stop The Music (ABC, Sun., 8-9 p.m.). Agency: William H. Weintraub & Co., N. Y.

BROWN SHOE Co., St. Louis (Buster Brown Shoes), Aug. 12 for 52 weeks renewa> Smilin' Ed McConnell, NBC, Sat. 10:30-11 a.m. CDT. Agency: Leo Burnett, Chicago.

MILES LABS., Elkhart, Ind. (Tabcin, Alka Seltzer, One-A-Day Vitamins, Bactin, Sept. 10 for 52 weeks renews Quiz Kids, NBC, Sun., 2:30-3 p.m. CDT. Agency: Wade Adv., Chicago.

Adpeople • • •

DONALD B. SEEM, assistant advertising manager Electric Auto-Lite Co., Toledo (Suspense, CBS-AM-TV), appointed advertising manager.

HOWARD M. CHAPIN, advertising director General Foods Corp., named by Advertising Council as coordinator of its campaign on government reorganization, to serve as executive liaison between council, its agency, J. Walter Thompson Co., and Citizens Committee for Hoover Report.

FRED ROPER, Standard Oil Co. (Calif.), re-elected president Northern California chapter; National Industrial Advertisers Assn.
TRAFFIC-SALES

THE "XL" STATIONS

write for Free summary of 16 A R B I tests

To: The XL Stations—Box 1956-Butte, Montana

TRAFFIC-SALES the language every merchant understands

are proven producers of traffic and sales the tested A R B I * way

the language every merchant understands

are proven producers of traffic and sales the tested A R B I * way

The XL Stations

KXXL - KXXE - KXXY - KXXF - KXXLJ - KXXLQ - KXXLK - KXXLL

Portland Ellensburg Spokane Butte Helena Bozeman Great Falls Missoula

* Advertising Research Bureau, Inc.
RADIO has stepped in to play a leading role in the Youngstown, Ohio, Junior Chamber of Commerce year-round civic program. It's doing so every Saturday at 6:45 p.m. when Mr. Jaycee Reports throws the public spotlight on civic issues.

Modeled after the traditional "letter to the editor column," the WKBN Youngstown broadcast goes a bit further than the newspaper treatment. All questions or complaints—which take in the range of local issues such as parking, recreational, and city governmental problems—are answered.

Chief workers on the project are the membership which make up the local Chamber. One person is assigned to report on each complaint. He is given up to two weeks for his interviews of leading city officials or business leaders responsible for the particular department that is involved.

Issues are clarified by Mr. Jaycee (Gray McKenrick of the local chamber) who asks questions of four reporters appearing on the program each week. In addition to the public service provided, the Chamber feels the show has acquainted citizens with the Chamber itself and has built leadership among young members by compelling them to get out and meet local business men and city officials.

Another opportunity afforded the organization is the use of the program to help promote various drives such as the Mile of Dimes, city's annual spring clean up campaign, and other events sponsored by the chamber.

Most forceful testimonial is the request by three Junior Chambers of Commerce groups of neighboring towns for full particulars in order that they might institute a similar program of their own next fall. For its part in developing interest in the program by holding a contest among high school and junior high school groups on civic improvement, the Chamber and the program were commended by Mayor Charles P. Henderson who has appeared on the program twice. Other local leaders also have been guests.

While some of the topics have been debated before, WKBN and the Jaycees feel that the novel program provides a fresh approach based on a solid, objective presentation.

Waiting for "on the air" cue are "Mr. Jaycee" and high school prize winner, Nancy Ann Kozy.


decision of the week

HOW MUCH DOES IT COST TO REACH RADIO FAMILIES IN THE OMAHA AREA?

on WOW:

62 Cents!
PER 1000 FAMILIES

Station B:

81 Cents!
PER 1000 FAMILIES

Station C:

89 Cents!
PER 1000 FAMILIES

Based on the new BMB Study No. 2, and published current rates for daytime, cross-the-board, advertisers.

AND WHAT'S MORE

This WOW cost is 9% less than it was in 1946!

Write, wire or phone NOW for choice availabilities.
PERPETUAL PROMOTION

wins prizes*
and holds audience loyalty!

The only prize WFBR set out to win was a prize audience, whose loyalty pays off in handsome Hoopers, and, by the same token, in direct and tangible results for WFBR advertisers!

WFBR newspaper advertising is the most consistent of any Baltimore station—12 months a year—with no time out. WFBR carcards are consistent, too—12 months a year. And WFBR “extra push” advertising—the special promotions and gimmicks—also goes 12 months a year. All this effort adds up to one big fact: the nearest thing to perpetual promotion is WFBR’s advertising plan!

* BILLBOARD prize winner again!
WFBR takes first prize in regional channel network affiliate group for outstanding audience promotion in 1949!

WFBR
THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
at KYW

the mailman rings 3,800 times

Every week, on the average, Uncle Sam delivers 3,800 pieces of audience mail to KYW's door! Maybe this isn't a world record, but it's proof of consistent letter-writing interest on the part of 1,500,000 radio families throughout KYW-land... which extends far beyond Philadelphia, and even beyond the limits of the nation's third market!

Just one example: a leading insurance company pulled more than 1,000 requests for a booklet during a single week on KYW's early-morning Musical Clock! For results like this, start promoting now on Philadelphia's 50,000-watt voice of NBC. See KYW or Free & Peters.

* Based on 65,300 pieces of mail tabulated during first four months of 1950.

KYW
PHILADELPHIA
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc  WBZ - WBZA - KDKA - WOWO - KEX - KYW - WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
ENGINEER and talent unions last week struck CBS and WMGM New York, and further labor turmoil in radio and television seemed probable.

A two-and-a-half-day strike by 425 CBS technicians, members of the International Brotherhood of Electrical Workers (AFJ), was ended when both sides agreed to reopen negotiations under the supervision of a federal mediator.

A strike of the American Federation of Radio Artists against WMGM was resolved within 12 hours when the station agreed to reinstate eight announcers who had been dismissed.

Meanwhile, a National Labor Relations Board field examiner held the first joint conference between the warring Television Authority and Screen Actors Guild, without apparently making any headway toward a settlement of the bitter jurisdictional dispute in which they are embroiled.

The NLRB conference, described as an informal and preliminary discussion, included not only the field examiner, Sidney Levy, and representatives of TVA and both the Screen Actors and Screen Extras Guilds but also officials of television networks.

Although no official report on the proceedings was available, it was learned that neither TVA nor SAG gave any indications of yielding in their claim to representation of talent in television.

Seek NLRB Ruling
Both have filed petitions with the NLRB—TVA in New York and SAG in Hollywood—seeking designation as bargaining unit for television. TVA seeks representation for all talent in television, SAG seeks only to bargain for talent in the productions of motion pictures made for TV.

It was freely speculated by authorities, at the conclusion of last Thursday's NLRB meeting, that the TVA-SAG issue would go to an NLRB hearing, a procedure that would take some time.

But whatever the outcome of the jurisdictional dispute, telecasters were confronted with prospects of heavy demands from talent unions. Both TVA and SAG have announced demands for raises and working conditions they will seek.

The strike against CBS last week of 385 IBEW members in New York and 90 of them in Hollywood flared Monday evening after an impassioned hearing had been reached in negotiations for renewal of a contract that expired May 28.

The negotiations pertained only to the New York Local 1212 of the IBEW, but the 80 IBEW members in Hollywood walked out in sympathy. Their own contractual arrangements with the network were not involved.

The strike was called despite the fact—that both parties admitted—that basic agreement on wage increases had been reached. CBS had offered wage scales of $135 a week for five-year men, an increase of $6.50 over rates in the former contract, and the union had accepted the new scales, it was said.

Basis of Controversy
The core of the dispute was working conditions. Among the provisions sought by the union but not granted by CBS was additional vacation time, specific period for meal time and rearranged schedules of days off per week.

The strike, which started at 6 p.m. Monday, caused cancellation of nine CBS television shows, five of them commercial. Other television programs and all regularly scheduled radio shows, except some late evening dance band pickups, were broadcast with CBS executive and supervisory personnel acting as technicians.

The TV programs which could not be aired were: Monday—Kirby Stone Quintet, a sustainer, 7-7:15 p.m.; Paul Arnold Show, 7:15-7:30 p.m.; The Goldberg's, sponsored by General Foods, 9:30-10 p.m., and Studio One, sponsored by Westinghouse, 10-11 p.m.

Tuesday Shows Stopped
Tuesday: Suspense, sponsored by Electra Auto-Lite, 8-10 p.m. and the wrestling bouts, cooperatively sponsored.

Wednesday: Stage 18, a sustainer, 9:30-10 p.m. and a special UN program, 10-10:30 p.m.

Although its predecessor was scheduled for Friday, 9-10 p.m., a day after the strike was ended, the Ford Theater was cancelled on order of Kenyon & Eckhardt, Ford agency, because there had not been time for adequate rehearsals while the strike was in progress.

A complicating factor in the IBEW strike was the refusal of some 100 stage hands, members of the International Alliance of Theatrical Stage Employees, to cross the IBEW picket lines in New York. The absence of both scene handlers and engineers made production of such elaborate presentations as Studio One, The Goldberg's, Suspense, Stage 18 and Ford Theatre impossible.

A few performers also were reported to have refused to violate the IBEW picket lines. The actions of the IA-SE and the scattering of actors in resisting the engineers picketing were noted.

Announcement that the IBEW had agreed to return to work was made by J. R. Mandelbaum, U. S. Conciliator Commissioner in New York, at 7 p.m. Wednesday after CBS and the IBEW had agreed to resume discussions today (Monday).

Agreement Terms
Under the strike-ending agreement, CBS guaranteed to re-employ all IBEW members on its rolls before the strike, the IBEW agreed to return to work Thursday morning.

A specification of the agreement (Continued on page 28)

PRESS DUOPOLY?

AN ANTI-TRUST suit which could have far-reaching ramifications in radio—possibly starting with the awaited clarification by FCC of its "anti-trust" policy—was filed by the Justice Dept. last week against the New Orleans Times-Picayune, one of the South's top newspapers (CLOSED CIRCUIT, June 12).

Reminiscent of the Commission's duopoly rule in broadcasting, the suit is aimed in part at alleged practices involving "combination rates," charging that the Times-Picayune Publishing Co. used its two local papers in an attempt to attain monopoly.

Though the suit itself does not involve the company's radio interests—WTPS-AM-FM New Orleans—the case is being watched closely by FCC legal authorities and newspaper-owned stations throughout the nation, who number an estimated 25% of the total.

FCC authorities were officially silent on the question, but the first unofficial reaction was a "wait-for-the-outcome" attitude.

FCC Policy Question
Normally, FCC has not acted against licensees charged with anti-trust violations unless the suits ended in convictions or consent decrees—and currently the "action" in those cases has been to hold up action on applications pending a decision, still unreached, on a "uniform policy."

But the uniform-policy issue also raises the question of alleged violations and what policy FCC should adopt toward applicants who have been accused of violating any one of the laws—anti-trust or otherwise— but who have not yet stood trial (BROADCASTING, May 1). This whole question is still under consideration by the Commission.

The Times-Picayune currently has one application on which the Commission might indicate the course it intends to take. That is a pending WTPS request for 5 kw day and 1 kw night on 940 kc, which it currently uses with 1 kw day and 500 w night. There is also a television application which is caught in the freeze. The renewal applications of WTPS and WTPS-FM are not due until March 1950 and March 1951, respectively.

May Cite L. A. Case
For precedent, WTPS if necessary can cite the Commission's Los Angeles decision of 1946 in urging a grant rather than delayed action in its bid for higher power. In that case FCC granted the application of Paramount Television Productions while recognizing that the company was involved in an anti-trust suit.

The Commission held that the (Continued on page 28)

Radio Analogy Seen
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STERLING PASSES SENATE GROUP

CONFIRMATION of FCC Comr. George E. Sterling for a new seven-year term was virtually guaranteed last Friday as the Senate Interstate and Foreign Commerce Committee unanimously approved him following a two-session hearing on his renomination.

Committee approval usually is tantamount to Senate confirmation. Action by the Senate is expected early this week.

Despite the barrage of questions levelled at him, with peppery Sen. Charles W. Tobey (R-N. H.), as the chief inquisitor, members of the committee—including Sen. Tobey—at no time left any doubt that their ultimate decision would be favorable. They voted their approval in a brief session after the hearing was completed early Friday afternoon.

Sen. Tobey, who said he had armed himself with “approximately 141 questions,” briefly revived the often-waged “Armstrong” fight over FCC reallocation of FM, but centered his major questioning on the handling of a 1947 memorandum to Mr. Sterling which he felt might have averted the present TV freeze.

In the give-and-take, Comr. Sterling indicated:

- He does not personally regard VHF television as a temporary or interim service, thinks color TV decision may be ready by September, and estimates the freeze may be lifted by the end of the year.
- He hopes UHF space can be provided for a closely regulated Stratosvision service, which he views enthusiastically as a means of taking TV service to broad areas of the nation.

The hearing, which opened Thursday afternoon, was recessed until Friday morning to permit Sen. Tobey, who had not yet completed his questioning, to attend other committee meetings. At the opening session he said he possessed FM evidence that “doesn’t smell good,” involving purported changes in FCC records, but did not pursue the subject when the session was resumed Friday.

Both Sen. Tobey and Sen. Ed. C. Johnson (D-Col.), committee chairman, emphasized that the hearing and their questions were “personal” and designed solely to elicit Mr. Sterling’s views on important policy matters. Sen Johnson said he personally was “very friendly” to Comr. Sterling, a Maine Republican. The renomination is for a seven-year term starting July 1.

Home State Approval

Mr. Sterling also had the endorsement of both Senators from his home state—Sen. Owen Brewster, a member of the commerce committee, and Sen. Margaret Chase Smith—as pointed out by Sen. Johnson.

Most of Thursday’s questioning related to a “confidential” memorandum on TV allocations sent by E. W. Allen, chief of FCC’s Technical Information Division, to Mr.

STERLING as FCC Chief Engineer in June 1947. The memorandum raised the question of tropospheric interference—one of the primary reasons for the subsequent imposition of the TV freeze—and suggested that allocations should take this factor into account.

Comr. Sterling conceded that adoption of Mr. Allen’s recommendations en toto at that time would have meant, aside from the color television question, that the freeze would not have been necessary and that accordingly, more stations could be in operation today. But he insisted that the scientific information then available was insufficient to permit such action, and that, instead, a “comprehensive investigation” was launched to gather the necessary data.

He conceded that he couldn’t recall having passed the memorandum along to the Commission, but he denied that it was “buried” or that Mr. Allen was instructed to “pigeon-hole” it. He said Mr. Allen and the chief of the television division were told to take it into consideration in their planning, and that he thought they discussed it in staff meetings.

It was only after more and more...

(Continued on page 16)
NAB BOARD TO TACKLE FUND CRISIS

At D. C. Meet

NAB’s Board of Directors will decide this week whether to solve the association’s money and budget problems by reorganizing once again or by trimming and polishing the present structure. Though two networks and a sizable operating loss of stations have pulled out of NAB since the last board meeting in April, major developments in answering membership complaints about money and budget problems are in the making at Washington headquarters.

Things have happened fast around the association offices in the past fortnight. Three key executives have resigned. They are G. Emerson Markham, director of the Television Dept.; Arthur C. Stringer, staff director, manager of the convention exhibits and secretary of the NAB News Committee [CLOSED CIRCUIT, June 12]; Don Petty, general counsel [BROADCASTING, June 11].

General Manager William B. Ryan has completed an extensive study of the whole headquarters’ operation and the budget. He was to meet over the weekend with the board’s Finance Committee and submit a series of recommendations designed to keep expenditures in line with the association’s income.

President Justin Miller and staff executives will meet today (Monday) with the 11 new board members for an indoctrination session. The new members will be acquainted with NAB’s activities, including the services offered members and the less publicized functions.

Most of the new directors have served on NAB committees and several have sat in past meetings.

Drop in Membership

The Membership Committee was to meet Saturday but instead will meet this week. Confronting this group was the decline in membership. Reports from the secretary (6,484 to 1,767 a year ago and 1,521 at present). This drop is not as serious as it appears at first glance, according to NAB officials, since it reflects the death of large numbers of postwar, FCC-encouraged FM stations and other engineering projects.

While winter-spring resignations have cut sharply into the $790,000 budget for the fiscal year that started last April 1, the membership picture is not entirely dark by any means. A membership at this time is the highest in its history prior to 1948 and its dues structure has been adjusted to meet mounting costs, NAB officials point out.

The Membership Committee was expected to recommend an active drive to bring in new members and bring back old ones. A program submitted to the board last February, when the network resignations were thought to be imminent, was rejected by the directors but many of its features are likely to be revived.

Board members will be given a preview of a new sales manual for use in soliciting memberships. The manual will show cost ratios in which NAB dues are compared to other station operating expenses.

Brunt of the membership drive likely will be borne by B. Walter Haring, NAB’s director of relations and development, and Mr. Ryan.

Among recent resignations from NAB is that of KVOE Santa Ana, Calif. Ernest L. Spencer, station president, wrote Judge Miller that he felt recent NAB actions were “inimical” to stations. In response, specifically the dues cost for smaller outlets and “hiring as your assistant a clear-channel, high-power advocate.”

决策 of the NAB board of directors last Monday to remain in NAB (story page 36) was described at the association as confirming the belief that NAB has “a bottom and is on the way upward.”

The staff situation at NAB headquarters is unsettled as the board convenes but it is believed the major changes have already taken place. Since the April board meeting C. Meryl Sullivan, assistant research director, and Everett E. Revercomb, assistant treasurer, have left the association in addition to Messrs. Petty, Stringer and Markham.

In submitting a resignation Mr. Markham wrote Mr. Ryan that he was leaving effective July 1. Mr. Petty’s resignation is effective the same day, he said in a letter to Justin Miller. Mr. Revercomb plans to devote fulltime to his law practice in Los Angeles and Washington. Mr. Stringer resigned effective June 15.

In reporting to the board on his Edwards plan to plant such an assistant manager, Mr. Ryan is expected to suggest a program based on refinement of operating methods and raising efficiency in the overall network. This will be the task of answering criticism based on management methods at headquarters.

Specific departmental changes have been made for possible savings and raising efficiency, and department heads were directed to suggest 15% budget savings in their operations.

Though recent emphasis has rested on these functioning problems, the board will face an agenda that includes such perennial as proposed separation of Broadcast Advertising Bureau from NAB, and the status of Broadcast Measurement Bureau, Broadcast Music Inc. and the winding up of the Standards of Practice to cover television.

Incorporators of Broadcast Audience Measurement Inc., successor to BMM, were to meet Friday in Washington to elect directors. In turn the BAM board was expected to take the election of incorporators to the next, conceived as a complete industry, and audience and program measurement service.

Committees Named

Three standing committees of the board were appointed last week by President Miller in addition to the Finance Committee, whose membership was completed last week, and Membership [BROADCASTING, June 12].

The new groups follow:


Membership Committee — Clyde W. Rembert, KBLD Dallas, chairman; Charles A. Oliver, WABC New York; William C. Grove, KFBC Cheyenne, WYO; S. F. Smith, WRNO New Orleans; Calvin J. Smith, KFAC Los Angeles; Allen M. Woodall, WDKA Columbus, Ga.

One of the board’s first jobs when it convenes today is to elect new directors to succeed Mr. Ryan, who had been elected in February as director-at-large for large stations, and W. Paul Pettit, WEEI Boston, whose District 1 (New England) directorate became vacant when WEEI withdrew from NAB in connection with the CBS resignation.

TALENT BUYS

‘Guild’ to ABC, NBC Signs 2, Edwards on CBS

ABC LAST WEEK got into the talent-buying spree when it purchased Screen Guild Players, which Camel cigarettes recently dropped on NBC, and announced it would begin airing the program on ABC in September.

Meanwhile, NBC announced it had signed Kate Smith to a five-year television contract. Miss Smith will begin a Monday-Thursday afternoon television show on ABC next fall. The Monday show, NBC reports, had signed Ransom Sherman, a veteran comedian, to a five-year television contract. Mr. Sherman will replace cabinet, replacing Kukla, Fran & Ollie in the Monday-Friday 7-7:30 p.m. period beginning July 3.

Program Format

Miss Smith’s new program will be syndicated by the network and will feature interviews, dramatic sketches, guest stars and human interest stories in addition to Miss Smith’s voice, NBC reported.

Mr. Sherman has appeared in supporting roles on the Fibber McGee & Molly program, in motion pictures and has appeared frequently in radio for more than 20 years.

In announcing its acquisition of Screen Guild Players, ABC said the program was the first of its kind and will feature interviews, dramatic sketches, and human interest stories. Formerly a half-hour show, Screen Guild Players will be presented as an hour-long production on ABC and sold for half-hour segments.

At a price said to be more than $1 million a year,” Philip Morris & Co. has bought Ralph Edwards’ Truth or Consequences,” which has run on NBC for 10 years, but cancelled out following the June 14 broadcast after making Mr. Edwards a TV offer only, which he turned down (BROADCASTING, May 28). Mr. Edwards said he preferred to sign with an advertiser who would sponsor the program on both media.
There's Nothing Like:

The Good Old Days

By CHARLES C. WARREN

Radio, one of the miracles of our lifetime... indeed, one of the miracles of man's history! You probably look forward, with dubious anticipation, to a lengthy documentation of radio as a joint social force... a universal agent of dissemination.

Instead, I'd like to take you behind the scenes of radio... the radio industry that I knew during the past two decades. Radio really started in the Garden of Eden, it is said, when a rib was taken from Adam to make the first loud speaker.

Radio is a recent invention by which you are able to give a person the air without hurting his feelings. It is also known as a device to teach mankind the blessings of silence. Radio is still in its infancy, but a lot of its jokes are not. Since radio is now within the reach of all, it is strange more of them are not smashed. What you can get on your radio of course, depends in a large measure on the generosity of your pawnbroker.

But I started to speak of radio as I knew it a couple of decades ago. The days when a delicate receiver consisted of a crystal and a coil of wire around an oatmeal box. As a matter of fact, for some time I really believed that this whole radio furor was a hoax inspired by the makers of oatmeal just to sell those boxes.

If you don't remember you husbands and sons sitting far into the night, you might recall your fathers and mothers doing just that... D-Xing—that's what they called it... fishing for a far away station. And believe me some of the fish stories for this type of fishing far surpass anything the most avid disciple of Izaak Walton ever dreamed up over a hot fishing rod for the benefit of the lads who stayed home.

There used to be a favorite joke along about this time. I remember it well, because my partner and I in a vaudeville act used it with sensational effect... One D-X fan said to another, "Joe, I was up until three this morning and I got England!" The second said, "I was up until four and I got Argentina." The third one said, as he aneezed, "That's not so much! I was up until five, when I stuck my head out of the window and got Chile." This usually brought down the house and sometimes we were able to escape without serious injury.

But back to the old days of radio... we used a microphone back then known as the "carbon" mike. Its purpose, and by the way, it was guaranteed for this... was to distort the human voice beyond any chance of recognition. Every one who spoke over one of these old time carbon mikes sounded like Andy Devine... with laryngitis, yet. Very occasionally this little gem of voice transmission refused to work at all and the only thing that could be done when this happened was to thump it against the wall to loosen the carbon granules which had become packed. Sometimes, the announcer also banged his head against the wall... also to loosen the granules, and too, because it felt so nice when he stopped.

A radio station manager in those days was a rather industrious soul. He was also the announcer, more than likely the engineer, the sound effects man when needed, the time salesman most assuredly; he talked... he sang... he played the piano or organ... he gave household hints and advice to the listeners.

He drew up horoscopes, read the comics to the children... interpreted dreams and all the while cajoled the creditors and hoped he could stay on the air another 48 hours. He was also ready at any given moment to immediately bow three times and face Washington, the home of the FCC, and cry "Allah! Allah!" if need be.

One of the favorite methods of filling time at the irredicible minimum of cost was to put a telephone line into a dice and dance place... to use the term rather loosely... a night club of that early era... and broadcast the music of the dance band. This was before the tremendous upsurge of a certain form of entertainment which has become rampant in the land... this was way back B. H., before Hillbillies.

I remember one such instance in the local night hot spot in the town where I laughingly held out my hand for a meager pay check. I was that station's announcing staff and we had a line into a Chinese restaurant. The orchestra was a bunch of young fellows getting their start. They were eager and ambitious and if their music wasn't exactly the finest in the land, it was at least characterized by volume and zest. These lads were not happy working for this oriental Sherman Billingsley. But they couldn't leave because he owed them several months back pay. So, they ate chop suey for breakfast... chose mein for lunch... and egg foo young for dinner in lieu of pay.

Well, as I said, we put them on the air because it was available... and because it was cheap. And we (Continued on page 44)
COUNSEL CLASH

NEW CLASHES between opposing counsel marked FCC's hearing on the news policies of G. A. (Dick) Richards as it got under way a second time in Los Angeles last week.

The new start came Wednesday, after the Commission voted 4-to-1 to grant FCC General Counsel Benedict P. Cottone's appeal for authority which had been denied by Examiner James D. Cunningham [BROADCASTING, June 12]—to present the FCC case against Mr. Richards before counsel for Mr. Richards present their case in his behalf.

First witnesses called by FCC were Robert O. Reynolds, vice president and general manager of Mr. Richards' Detroit stations, and Dr. Roy E. Thomas, Mr. Richards' physician, who was called after Mr. Cottone presented a written medical statement that appearance as a witness would endanger Mr. Richards' life.

In one of many exchanges, Mr. Cottone charged that Mr. Fulton, chief counsel for Mr. Richards, was employing "scandalous and scurrilous" methods and in some instances was being "entirely unethical." Mr. Fulton countered with the accusation that Mr. Cottone himself was guilty of unethical conduct in failing to reveal to the Commission which witnesses the Commission which resulted in FCC being permitted to present its case first.

Mr. Fulton charged at the outset that the hearing is "unnecessary and ridiculous."

Claims Settlement Sought

Mr. Cottone contended Mr. Richards once had been eager to admit guilt and sought to "arrive at a settlement with the Commission" to escape the hearing.

Mr. Fulton denied these claims, asserting Mr. Richards was not prepared to admit the "false and ridiculous charges" leveled by former newscasters. He said Mr. Richards has sought to divest himself of control of his stations—KMPC, WJR Detroit, and WGB Cleveland—and all of these licenses are at stake in the hearing—and that earlier counsel had had discussions with Commission counsel to settle.

Mr. Cottone retorted: "Mr. Fulton's interpretation of what he terms settlement discussions is entirely wrong. Are we going to have a settlement in this case? Is Mr. Richards going to settle for one and one-half stations?"

In the meantime, Joseph Burns, associate counsel for Mr. Richards, charged the hearing is a "prosecution." He asserted that in the previous hearing [BROADCASTING, March 20, 27, April 3]—the record of which was stricken following the death of Examiner J. Fred Johnson Jr., who had been presiding—FCC counsel presented only evidence which was damaging to Mr. Richards and withheld any that might be favorable to him.

At another point Mr. Burns asked for a list of witnesses submitted in FCC statement declaring that one of his reasons "is to find out if the Commission counsel made a false statement to the Commission when it insisted on presenting its case first on the ground that it had gone to considerable expense to subpoena witnesses here."

Question of Integrity

Mr. Cottone demanded to know whether Mr. Burns was questioning his integrity. If so, he said, assertions to that effect should be put into an affidavit to the Commission.

Examiner Cottone provided Mr. Burns with a witness list saying it was not called by FCC in the first hearing, was questioned closely on conferences with Mr. Richards regarding the proceeding.

"Did he say to tell the truth?" Mr. Cottone pressed.

"He didn't say not to tell the truth," Mr. Reynolds snapped back.

He asserted Mr. Richards might have told him to "get in there and do what you've got to do to." When Mr. Reynolds returned to the stand Thursday, Mr. Cottone wanted to know what he had discussed with Mr. Fulton during the cross-examination.

"We discussed your line of attack," Mr. Reynolds replied, "and wondered why you called Mr. Richards' witnesses because you couldn't have him testify for him. The conclusion was reached that you don't think you have a case, the way you are proceeding."

Mr. Cottone said it was obvious that you are attempting to use myself and other people from the station to corroborate records of transcript of witnesses at the former hearing."

Mr. Reynolds said that, as he recalled, some of the testimony given by witnesses for FCC in the first hearing was false, but that he was unable to point out precisely which portions these were.

Questions Accuracy

Hammering at the accuracy of Mr. Reynolds' retraction, Mr. Cottone asked if he intended to avoid corroborating testimony of the 23 witnesses presented by FCC in the previous hearing.

"Mr. Cottone," the KMPC executive replied, "I am here under oath and I intend to answer you as best I can. I think some of the testimony in the previous record is false or half true. If you point out specific items I will tell you what I believe about them."

He said he wanted to revise any previous testimony which might indicate "a lack of personal knowledge" of untruth in evidence.

On Richards Issue

DEMANDS that FCC account for its conduct in the current G. A. (Dick) Richards case were mounting last week as Reps. Anthony F. Taulliato (D-N.Y.) and Hugh J. Addonizio (D-N.J.) leveled new blasts at the Commission involving charges of "publicity for its own sake," "counsel manipulation," and "thought control."

They joined Rep. Stephen Young (D-Ohio) in suggesting that the Speaker of the House name a bipartisan committee to "confer with the FCC immediately and make a full report to this body as to the outcome of the hearing."

Rep. Taulliato said he had "personally contacted" Senate Majority Leader Scott Lucas (D-Ill.), "so that he may become as familiar with the present machinations of the FCC in this case."

He indicated later he may introduce a resolution this week providing for establishment of such a committee. Rep. Young said he has been pressed on other matters and hadn't considered such a move "at this time."

Authorizing Mr. Taulliato to speak Sam Rayburn (D-Tex), said he had not been apprised of the suggestion but explained a resolution would provide both sides with equal footing before Rep. Rayburn could take any action.

In a statement inserted in the Congressional Record, Mr. Taulliato following up the attack he launched a few weeks ago, Rep. Taulliato denounced FCC's so-called "star" witness in the hearing and accused FCC of denying "full and equal rights" to Mr. Richards thus far in its investigation of his news policies.

He said:

"It would seem to me that FCC actually intends to usurp the power of censorship and thought control. It appears that they are trying to persecute and punish a station owner who has dared to have his own private opinions. If successful in this case, what other radio stations are marked for attack? Where will the censorship axe fall next?"

Mr. Taulliato is a member of a Democratic minority. He believes everyone should be given a statement of the charges against him and an opportunity to defend himself. His investigation into this particular case shows a denial of these essential rights. The FCC not only refused to furnish a statement of the charges against these radio stations [Mr. Richards owns KMPC Los Angeles, WGB Cleveland and WJH Detroit] but has fought tooth and nail to prevent the facts from coming to light.

All of our radio stations should be judged by what goes on the air...and not by what some discharged former employee contends an owner would have liked to have had go out over the radio.

His FCC Action

Referring to the Commission's action in adjourning the hearings pending an appeal by the FCC general counsel on a point of procedure, Rep. Taulliato said the Commission "reached out and interfered" even though it "did not know and did not have before it the oral argument and the facts which their own examiner had before him" when he refused a "settlement." He added:

Although Mr. Richards is accused of having ordered KMPC newsmen to slant news against the late President Roosevelt, the government said that Demo- crats are just as much opposed to this kind of ubiquitous interference [by the Commission] as are the Republicans...and we believe, although much apt to be the victims of it..."

Rep. Taulliato took one of FCC's principal witnesses—Clute Roberts, former news director of KMPC—to task for what he called "slurs" on the people of southern Italy. He said Mr. Roberts' testimony under cross examination indicated "that he had been fired from every good job he ever had...that he took paper and files from his employer's station without permission and [that] he intentionally disobeyed his employer's instructions behind his employer's back."

"That such a witness cannot be worthy of belief was so obvious to me that I ask why does the FCC want to use such a man at all?"

Next week Mr. Richards is to be sponsored and supported by the FCC, we have very definitely not heard a word from the man...

Rep. Addonizio charged that Republican's had injected a partisan issue into the way FCC's hearings are being conducted, but made plain in separate comment: "that has to engage in the use of such a type of witness." Rep. Addonizio told the House Thursday:

"I am now given to understand that these particular proceedings began again in Los Angeles and that FCC refuses to give Congressmen any answer as to whether or not it is their intention to put this witness back on the stand."

He called for a "quick determination" on whether or not FCC's conclusions were based on "a fair, non-partisan report" to the House.

Citing charges by certain Republicans, Sen. Homer Ferguson (R-Mich.) that FCC is attempting to control thoughts of station licensees, Rep. Addonizio said that "if FCC hopes to bring about good will, it must cut off the statements...

I ... line up solidly with the view points of my colleagues in the House."

MARCH 2d Richards Hearing

BROADCASTING • Telecasting

June 19, 1950 • Page 19
THIRTY years in business for Durkee-Mower Inc. (Marshmallow Fluff, Sweepee), pioneer radio advertiser, and preview of new East Lynn, Mass., plant are marked by (l to r) Karl Fred, pres., Henry M. Frost Agency; Fred L. Mower, treas., and H. Allen Durkee, pres. of firm; James Marley, Broadcast Advertising.

BRONZE plaque, marking 13th anniversary of America's Town Meeting of the Air on ABC is presented by Mark Woods (l), ABC vice chairman, to Charles V. Donny Jr. (r), founder and moderator of show. Center is Dr. Orwaye Teed, chairman of the Board of Higher Education in New York City.
Cited at NARFD Meet

Farmer Truman

PRESIDENT TRUMAN, greeting members of the National Assn. of Radio Farm Directors last Monday, said he is a regular listener to farm broadcasts, and tuned in 6:30 and 6 a.m. The delegations held Mrs. Trumans, with meeting at the Dept. of Agriculture, were led by Roy Battles, WLW Cincinnati, NARFD presidem.


Osme, Elton, KSL Salt Lake City; Parker, Charles, KDKA Pittsburgh; Hult, Mutual, New York; Fehlgeibeck, Will, WJLB Newark; Pitt, Edwin, WJHO Washington; Plumage, Herb, WHO Des Moines; De Witt, Dorothy, WJNO New York; Murrell, WCOM Parkersburg, W. Va.; Reynolds, Don, WJW Columbus; Wilson, Bill, WJR Detroit; Ward, William D., Cornell University,Imports, N. Y.; GRAF, William; Metcalf, Jack, WBZ Boston; Masters, Daniel, WJSO Milwaukee; Mo; Schneider, Sam, KVOK Tulsa; Smith, John D., Clemson College, Clemson, S. C.

Ronald, Gerald L., Bert S. Gitling, Milwaukee; Uchida, Shiro, M. P. M., Maryland; Baltimore; Skeel, Alice, Dept. of Agriculture, Washington; Susarezky, Ed, WBIX Utica, N. Y.; Spece, Marvin, Dept. of Agriculture, Washington; Stewart, John, U. of Utah, Logan; Connor, Raymond, M. I. T., Washington; College; Thompson, Dave, Grocery Mfrs. of America, New York; Tomlins, Joseph, Dept. of Agriculture, Washington, 20th, Walt; WCN Chicago, Van Horn, George, U. of Massachusetts, Amherst; Vickers, Paul, NBC Chicago.

Ward, William D., Cornell U., Ithaca, N. Y.; WATL Washington; Well, Marshall, WJR Detroit; White, Robert P., KIF Chicago; Worchester, Charles, WTM Cincinnati; Young, Lew; Zipf, Bill, WBNBS Columbus, Ohio.

Nielsen Coast Office

A. C. NIENEL Co., Chicago market research firm, has opened a West Coast office in San Francisco at 229-215 Market St., with Vice President Franklin H. Graf in charge. Mr. Graf, who has been with the company 15 years, has worked during that time as consultant on marketing problems to manufacturers and distributors of consumer goods, personnel from production, analysis and client service departments in Chicago will be transferred to the West Coast.

FINAL approval is given premiere broadcast of Grove Labs Inc.'s national sponsored program, The Shadow, as MBS by (1 to 1) Adolph N. Hult, Mutual vice president in charge of sales; Robert Piggett, Grove Labs advertising director, and Harry B. Cohen, of the Cohen agency handling the account. This marked the first time in the 15-year Shadow radio series that the program has been sponsored by one national advertiser. Formerly, D. L. & W. Co. sponsored the show in 68 Eastern markets, Grove taking the rest of the country.

BROADCASTING  Telecasting

AMERICA'S progress in agriculture coincides with the development of ABC Broadcasting, Keith Himebaugh, U. S. Dept. of Agriculture information director, told the annual Washington meeting of the National Assn. of Radio Farm Directors.

Addressing the June 12-13 assembly on its concluding day, Mr. Himebaugh declared broadcasting in "one of the great thrusts of our time, means of getting information to farmers." He described the backward condition of agriculture in the Mediterranean countries, based on a recent inspection trip.

Few farmers in Mediterranean nations have radios and the broadcast service that is available offers nothing to aid agriculture, Mr. Himebaugh said, adding the, area lacks electricity and few people have seen movies. He said farmers are suspicious of government agencies.

Educated persons feel superior to farmers, he said, adding that compulsory schooling is making progress in many areas. In Turkey and Algeria, he said, the department's Radio & Television Service, was in charge of programming.

Departmental activities in television, which anticipate growth of the visual medium, were reviewed by Tom Noone and Maynard Speece, of the Radio & Television Service. They have been making extensive surveys of the audience and outlined this work to the farm directors. They described the department's expanding library of films suitable for TV use and showed four programs prepared by the Forest Service.

Secretary of Agriculture Charles F. Brannan addressed the Monday meeting, discussing progress in agriculture and the direction it is taking. James B. Hasselman, director of information, Production & Marketing Adm., took part in a question-answer session on price support.

Delegates held a brief conference with President Truman at the White House Monday noon. They were luncheon guests of Judge Clifton A. Woodrum and Louise Wilson, representing the American Plant Food Council. The Monday program concluded with cocktails at a hotel of the Dairy Industry Committee and National Milk Producers Federation, and followed by dinner with Grocery Mfrs. of America at host hotels.

A Tuesday morning breakfast was held, with Agricultural lime- stone Institute as host. Speakers at the Tuesday morning meeting, besides Mr. Himebaugh, were Stanley Andrews, director of the Office of Foreign Agricultural Relations, and Byron T. Shaw, deputy administrator, Agricultural Research Adm.

An NARFD discussion of common problems was led by C. W. Jackson, KCQO Kansas City, chairman of the NARFD committe on departmental relations. Delegates asked for more frequent information from the department and to be moved up to date reports on research projects.

Give Views on Service

Laury Besty, WDBP Fort Worth, suggested the department wholesale news and the farm directors should get it. It started a discussion of the department's role in television. Mr. Himebaugh agreed the department might be able to do a better job of reporting on research projects and pressed delegates for their views on departmental service.

General agreement was noted that spot news should be supplied by the industry's news services. Asked about transcription service formerly supplied by the department, Mr. Gagen said it was stopped when the money ran out. The money, he added, came from war food funds.

Herb Plambeck, WHO Des Moines, past president of NARFD, presided at the Tuesday luncheon at which hosts were American Farm Bureau Federation, National Grange, National Council of Farmer Cooperatives, National Farmers Union and National Milk Producers Federation. Mr. Battles led a discussion on common problems of farm organizations and farm broadcasters.

Larry Haeg, WCCO Minneapolis, another NARFD past president, started a crossfire debate among farm organization officials when he suggested they should try to agree on a united attitude toward basic farm legislation and activities.

Last even on the Tuesday agenda was an inspection of NBC's color television facilities at WPTV (TV) Washington.

Other officers of the Association are Phil Alampi, WJZ New York, vice president; Chris Mack, WNAX Yankton, S. D., secretary-treasurer; Mr. Plambeck, historian; Sam Schneider, KVOR Tulsa, editor of RDF Chats.

Conference Participants

Taking part in the conference were:

Arrigo, Phil, WJZ New York; Atwood, Frank, WTC Hartford; Bates, Roy and Notter, John, WLW Cincinnati; Beatty, J. Frank, BROADCASTING, Beatty, Layne, WDBP Fort Worth; Bond, A. Washington State College, Pullman, Wash.; Brannan, Charles F., Secretary of Agriculture, Washington; BrIRCt, M. H., Dairy Industry Committee, Washington; Bursu, Jerry, WSB, Boston; Byrnes, Francis, Ohio State U., Columbus.


The meeting agreed the 15-year Shadow radio series is the best programming.
ETHER 'WAR'

Mendoza Fears Results Of U. S.-Cuba Discord

WARNING that failure to establish a new NARBA will result in "revolution," Dr. Nicholas Mendoza, former Cuban radio director, reiterated last week that hopes for U. S.-Cuban accord depend upon the U. S. yielding "part of the privileges a very small portion of its stations" has not changed in the past.

This, he said, is "the only means within the limited broadcast band to satisfy that minimum portion of the requirements which the latter demands as a condition to renew self-imposed limitations similar to those under NARBA which facilitated the mushroom growth of the U. S. broadcasting industry."

Dr. Mendoza said the U. S. must make concessions of this nature "in order to preserve the status quo of the greatest majority of its stations." He felt that "some of the privileges which must be yielded are imaginary since they have never been used, which is the case of the so-called clear channels on some of which the U. S. is requested to agree not to use power in excess of the 50 kw now being used."

If the NARBA nations fail to reach an agreement in the overall conference now slated to resume Sept. 6, he said, "a revolution will ensue which, eventually, will completely alter or destroy the status quo of the U. S. broadcasting industry, dragging in its wake all possibilities of regional agreement."

Dr. Mendoza, one of the leaders in the original NARBA movement, called for a concerted effort "to work out some manner of approach which may produce some semblance of order in the shared use of the standard broadcast band."

He continued: Stubborn insistence on the retention of non-existing rights: stubborn accusations of frequency-jumping when no treaty prohibits the use of any frequency — yet in its states of turmoil in force recognize the right of all nations to use all broadcast channels; stubborn denial of the fact that towns do not down facilities they demand as condition to a new treaty, have proven futile methods and erroneous approaches towards inter-American harmony."

"You can lead a horse to water, but you cannot make him drink."

In their efforts to reconcile their differences during the NARBA conference at Montreal last fall and their no-listen sessions in Havana early this year, Dr. Mendoza said, the U. S. and Cuba displayed "two entirely different points of view."

"We" said the U. S. considers "the only reality to be the existence within its boundaries of an industry interlocked with complicated precision, fitted like the pieces of a Chinese puzzle which over-saturates the international sharing possibilities of the limited broadcast band."

"Thus, he said, the U. S. insists upon "maintenance or extension of that status quo created under NARBA, together with its corollaries of clear channels," etc.

Cuba, he said, believes that "the treaty under which those legal fictions existed has expired and therefore does not any longer grant rights nor impose obligations."

"Since NARBA has expired, he asserted, "the only possible basis for any international obligation to abide by those rules, regardless of whether, or not the internal laws of the U. S. compel its own stations to comply with such rules so no longer binding on the international level."

LOYALTY OATH

KFI Staffer Dismissed

REFUSAL to sign KFI Los Angeles' loyalty oath, required of employees by Station Owner Earle C. Anthony [BROADCASTING, June 12], has resulted in the dismissal of Charles Aumack, network traffic manager.

Deeming that she was not a Communist, but a registered Republican, Mrs. Aumack stated that requirement to sign such an affidavit was an "infringement" on her rights as an American citizen. In commenting on the dismissal of Mrs. Aumack — the only employee of the station's 300-man staff to refuse to sign the oath so far — Claude Mills, acting manager said: "We do this regretfully. But with the state of affairs now, Mr. Anthony feels that we must clear our skirts of any suspicion."

Mrs. Aumack, in notifying the station of her refusal, stated that
ACTION on legislation designed to eliminate confusion in the U. S. Customs clearance of overseas news recordings for radio and television broadcast in the U.S.— and allay fears of censorship resulting from past Customs Bureau action—was promised last Wednesday by Rep. Albie J. Forand (D-R. I.)

The measure (HR 8728), now pending before the House Ways & Means Committee, would eliminate penalties which broadcasters have experienced with U. S. Customs officials in clearing incoming tape and disc recordings made by news correspondents abroad.

Rep. Forand said he introduced the bill a fortnight ago at the urging of A. A. Schechter, MBS vice president, in folklore of news special events and publicity. He told Broadcasting he would press for action as soon as the committee completes work on its tax bill. He said it has a "good chance" for Congressional approval this session.

The bill would amend the 1930

Tariff Act to include with newspapers and other periodicals "sound recordings transcribed or associated with radio or television news broadcasts in the U. S."

Rep. Forand said his amendment would revise a statute originally written to exempt State Department recordings, with limitations on "dubbing" or resale.

A similar measure, which would exempt State Dept. Voice of America recordings from import duty, is now being studied by Congress [Broadcasting, June 6].

The Senate already has approved the legislation which now pending on the House calendar. The State Dept. had complained about the delay in clearance of news discs for use on the U. S. overseas programs.

Meanwhile Mutual, which uses many recorded news reports in its Mutual Newsreel and other programs, has experienced repeated difficulties in clearing them through customs, Mr. Schechter said in New York.

Delay Cited

In a letter to Rep. Forand, Mr. Schechter cited several instances, in one of which a tape recording was held by U. S. Customs at LaGuardia Field, New York, for two weeks while network executives vainly tried to find it.

Under the Tariff Act of 1930, Mr. Schechter pointed out, the customs office was obliged to treat news recordings as it does imports, of orchestral recordings or musical scores, on which duty must be paid.

In Mr. Schechter's opinion, news recordings are comparable with copy airmailed to newspapers from abroad and should therefore be exempt from duty.

"Under the present system," Mr. Schechter told the Congressmen, "news tape recordings are entered under customs Sec. 308 which requires the posting and underwriting of bonds in case that the material be either exported or destroyed within six months of date of entry."

This, wrote Mr. Schechter, "is not an advisable system in handling of news, whether it be delivered on tape or records, as against the human voice coming in by short-wave radio."

Mr. Schechter said that since World War II the accent has been on feature material rather than spot news and that "we have not found it practicable to have these tape recordings or ordinary recordings flown to us by air mail."

"... We have actually had instances of what we believe is the U. S. Customs interference with freedom of speech and news material being imported to this country," he added.

Discussed Incident

Mr. Schechter told Rep. Forand that he accused the LaGuardia 'incident', involving recordings made in Formosa by MBS' Cecil Brown, and other instances with New York and Washington Customs officials, for the past six months, and had asked the Treasury Dept. to take action on the basis the incidents constituted censorship. He further alleged that the latter was one of "great concern to the radio industry and to the public in general because, in my opinion, there is no possibility of impairing the radio's freedom of the press or freedom of speech."

He said customs officials, attorneys and some radio people "figured they will prevail on the Tariff Act and should be reviewed. Other networks were reported to be supporting the measure.

Mutual Broadcasting System which today has the greatest number of station affiliations. When FM was born, Mr. Schechter was one of the board of directors of the new medium, being one of the first to experiment. He opened an experimental station in Paxton, Mass. He also worked closely with Dr. Edwin Armstrong, FM's inventor.

Resigns as Board Chairman

When the Yankee Network was sold to the NBC network, the present owners, Mr. Schechter completed his five year contract with the new owners and resigned as chairman of the board of directors Feb. 14, 1949 [Broadcasting, Feb. 21, 1949]. He remained in the department store business, becoming chairman of the board of the Shepard Stores in Providence, R. I., and also served on the Mutual board, resigning from that position in 1948.

Besides his wife, Mabel, he leaves three daughters and five grandchildren. His son, Robert Shepard, of Providence, is president of the Shepard store organization and other family interests.
A PROMISING outlook for "rapid" technological progress in key American industries, including radio and television, "which are better equipped than ever before with the research minds and laboratories," was held out by the Committee for Economic Development last Wednesday.

The committee noted that expenditures on technological research have been growing rapidly and that important new areas are being opened up—all because competitive entrepreneurship tends to encourage greater research.

These convictions were expressed in a CED statement which reviewed past progress and future prospects of raising the American standard of living. The views were presented at a news conference in Washington held by CED Chairman Marion B. Folsom of Eastman Kodak Co., chairman of CED's board of trustees, and William A. Patterson, chairman of the committee which drafted the statement and United Airlines president. The subject was "How to Raise Real Wages."

Maintaining the health of the labor force will continue to improve, the committee noted that training courses within various industries are spreading, and that more companies are providing special training to meet their needs, such as in the mushrooming television industry. Moreover, the training is being extended to manual workers but is being developed for executives at various levels, CED observed.

Risk Capital Drops

But, the committee warned at the same time, "too small a part of the federal budget for industry is being put to work financing projects which involve substantial risks."

Urging that the tax system be reformed to make risk-taking more "attractive," the committee felt that investments in new enterprises is "particularly hazardous, however."

"A tax system which artificially causes would-be investors to prefer safe investments discourages pioneering, makes the economy less progressive, and therefore retards the rise in the standard of living," which has made available radio, television, moving pictures and other luxuries to the committee asserted. It pointed to its previous recommendations that enterprises should not be "discouraged" by taxes.

But fortunately, CED added, American conditions and institutions on the whole are favorable to economic progress. The committee stated:

"There are a number of large enterprises in industry, particularly in the electric and electronic industries (and others) which are financing research on a considerable scale. The support of research by industry is growing rapidly and spreading to new fields. . . ."
RTMA PLANS
To Name Reorganization Unit

NEW reorganization committee will be named shortly by Robert C. Sprague, chairman of the board and president of Radio & Television Mfrs. Assn. The committee will tackle the job of selecting a paid president for the newly created $50,000 post.

RTMA, new title of Radio Mfrs. Assn., was revamped at the annual membership meeting in Chicago [Broadcasting, June 12]. Mr. Sprague is filling the presidency pending election of a paid incumbent.

An entirely new committee is to be named for the presidential project. It will comprise many of the top officials in the manufacturing industry. First job will be to review work of the committee which expired at Chicago. RTMA's Washington operation will be directed until Aug. 1 by Bond Geddies, who retires after 23 years service. James D. Secrest was promoted to secretary and general manager.

Several committee appointments were announced last week. Dr. Allen B. Du Mont, head of Allen B. Du Mont Labs., was named chairman of the Exicom Tax Committee replacement, Joseph Gerl, Sonora Radio & Television, Mr. Gerl and A. M. Freeman, RCA-Victor Division, were named vice chairman.

John Craig, of Acvo's Croley Division, was appointed chairman of the Industrial Relations Committee.

CARVER ERECTED
Heads Carolina Newsman


Other newly elected officers are: Nick Mitchell, WFBC Greenville, S. C., vice president; Bill Melia, WNOC Asheville, N. C., secretary-treasurer; Ed Kirk of WPTF Raleigh, Jim MacNeil of WTBS Lustberon, Elmer Oettinger of WNAO Raleigh, and Mr. Seibels, members of the board of directors.

Mr. Secrest
Mr. Sprague

BULOVA PLAN
Promotes Radio-TV Talent

AS AN IMPORTANT part of its approximately $4 million radio and TV campaign, Bulova Watch Co., New York, will feature a huge exchange promotion involving some of the most impressive talent names in the two media.

Conceived by Terrence Clyne, advertising on behalf of Bulova for the Biow Co., New York, the plan calls for the stars to make a substantial number of the Bulova chain breaks in New York, in a supplementary mention of the performers’ own programs.

Among those already signed for the project in television are Ken Murray, Ed Sullivan, Faye Emerson, Abe Burrows and Garry Moore. Expected to be signed shortly are stars from the Philco Theatre, The Ford Show and others.

Bulova will use the exchange promotion plan four nights weekly on television retaining its present format of the other three days. Radio schedule, although not set yet, probably will follow the same principle.

Emphasizing the Bulova policy generally Mr. Clyne told Broadcasting that as television costs in a market reach substantial proportions "we are finding it necessary in many cases to reduce our radio budget as well as our magazine and newspaper outlays. But Bulova radio expenditure in non-television markets is greater than ever before in the history of the company. Moreover, our radio and television expenditure combined is at its all time high."

INTERNSHIPS
Four Outlets Train Teachers

FOUR broadcast stations, cooperating with the Council on Radio Journalism, will finance news internships for teachers of radio journalism, according to Arthur C. Stringer, secretary-treasurer of the council. The internship movement is designed to improve standards of radio news.

Cooperating stations are KLZ Denver, KNBC San Francisco, WDUZ Green Bay, Wix, and WMZM Mazon, Ga. Journalism teachers will intern at stations newsworthy under personal supervision of news directors. The practical knowledge they gain will be passed on to students.

Initially financed by cash grants given the council by the four stations. The internship project is the sixth in a series developed by the council, which was founded in 1948 by the National News Co., the National News Committee and the American Assn. of Schools and Depts. of Journalism.

The 1950 internships are assigned to: Edward Rhoades, Jr., of Denver, to KLZ; Raymond V. Johnson, U. of Oregon, to KNBC; Richard T. Mattauer, Northwestern U., to WDUZ; Mell Lunceford Jr., U. of Georgia, to WMZM.

KSTP STRIKE
Court Order Slows IBEW

MINNEAPOLIS District Court has issued a temporary injunction restraining IBEW technicians on strike at KSTP-AM-TV that city from picketing remote baseball operations near Nicollet Park. This is the second such order, first of which was dismissed recently when the judge ruled that picketing remote operations was not in violation of the state's anti-boycott rule.

IBEW-KSTP strife over wages increases in the past eight months came to a climax two months ago when 21 union technicians went on strike. This was missed recently when the judge

Johnson Heads Ad Club

WALTER C. JOHNSON, assistant general manager of WTIC Hartford, Conn., last week was elected president of the Advertising Club of Hartford for the 1950-51 term. Lester G. Bruggeman Jr., Charles W. Hoyt Co., Inc., was named first vice president. New directors elected for three years: Richard K. Black of WTNB-TV, in lieu of Mr. H. Truitt, was elected director, WTTT: Arthur H. Truitt, sales promotion manager, G. Fox & Co.; Edward M. Graceman, Edward Graceman & Assoc. Other directors continue for two-year terms.

Gipps Sells More

USE of a local tie-in on radio spot announcements, reports Harry J. Krueger, president, Gipps Brewing Corp., Peoria, Ill., has upped his firm's sales 27% the first five months of this year over the same period in 1949. "Invaluable goodwill" is obtained from customers, he says, by mentioning the name, address and food specialty of a retail beer outlet. He credits Robert E. Jackson, vice president, Kaufman & Assoc. Inc., Chicago, for the idea and adds "we intend to channel more of our advertising investment into radio...."
FOURTEEN POPE
Elected WHOM President

FOURTEEN POPE, who was general manager of WHOM New York from the time his father, the late Generoso Pope, bought the station until 1940, last week was elected president of the Atlantic Broadcasting Co., which operates WHOM.

Mr. Pope also is vice president and secretary of Colonial Sand and Stone Co., owned by the family and reportedly the largest of its kind.

His brother, Anthony Pope, was elected president of the Colonial concern.

Assumption of the WHOM post by Mr. Pope, oldest son of the late Pope, marks his active return to the station. His youngest brother, Generoso Pope Jr., editor of the family's Italian language newspaper, playing a prominent role in the Borro, will retain his connection with the station as its executive vice president. He has been with the station since Sept. 6, 1949.

The Pope family has an FM application pending and expects to apply for a TV channel when the FCC freeze is lifted.

NBC-N. U. MEET
70 Students Enrolled

SEVENTY students have enrolled for the ninth annual NBC-Northwestern U. Summer Radio Institute. They will register Friday for six-week classes in professional broadcasting which begins July 6. Judah is the director of public affairs and education in Chicago is co-director of the institute.

Courses offered this year include a survey of television, programming and advertising, public service, sales, production, publicity and promotion, music, directing and continuity.

Most classes will be conducted at NBC Merchandise Mart studios, with some at the N. U. campus in Evanston. Donley Pederson, chairman of N. U.'s department of radio and television, is co-director with Miss Walter. He reports that half of the students are from radio stations.

Survey Radio Spots

RADIO commercial has been microscopied by students at San Bernardino Valley (Calif.) College to determine its listenability. Survey found Hario Wilcox's delivery for Johnstone's Wax on NBC's Fibber McGee & Molly Show to be the 'Spot Most Likely to Succeed.' Runnerup were Newsreader Frank Hennessy and White King commercials on Mutual.

Don Lee and Gillette's commercials on Casablanca of Sports are also favorites. Other categories: Jack Benny's "Sportsmen" on his CBS show for more than one voice category, accustom Cleaner Co. of America commercial as "Stinker for 1950."
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.
He Won—But Lost

THERE are times when travel is inconvenient; it was certainly most inconvenient for Walter Robinson of Brockton, Mass. Mr. Robinson was the winner of a week-end in New York for submitting the winning title for an original song played on RCA Thesaurus’ recorded program Claude Thornhill Presents Win a Holiday. WBET Brockton submitted the winning entry. The station immediately informed the winner—Walter Robinson, an inmate of the Norfolk County Prison Colony in Brockton. As it is inconvenient for Mr. Robinson to leave his home for the next four years, two disabled veterans from Lovell Army Hospital, Ayer, Mass., will substitute for him.

In Buffalo you can go places fast with WGR

AND ITS HIGHER-THAN-EVER HOOPER RATINGS

EDGAR BERGEN • ARTHUR GODFREY • BOB HAWK • SUSPENSE
LUX RADIO THEATRE • MY FRIEND IRMA • BUDDY CLARK
LOWELL THOMAS • HALLMARK PLAYHOUSE • JACK SMITH • THE F.B.I.
MR. & MRS. NORTH • THE GOLDBERGS
DICK HAYMES • EDWARD R. MURROW • SING IT AGAIN • REEL AH
MR. KEEF • CRIME PHOTOGRAPHY
JOAN DAVIS • GROUCHO MAIDEN
MRS. CHANCELOR • DR. CHRISTIAN
MRS. KEEN • CRIME PHOTOGRAPHY
JOAN DAVIS • GROUCHO MAIDEN
MRS. CHANCELOR • DR. CHRISTIAN
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WORLD RADIO

Senate May Begin Study

CONSIDERATION of a proposal by Sen. William Benton (D-Conn.) to set up a world-wide radio network for the purpose of parrying Russian “jamming” threats may be taken up initially by Sen. Elbert D. Thomas (D-Utah) and his newly-created five-man Foreign Relations subcommittee sometime this week.

The group was named by Committee Chairman Tom Connally (D-Tex.) to make a study of the Benton resolution (S Res 243) looking toward a general expansion of U.S. information services overseas and specifically implementation of present Voice of America operations [BROADCASTING, June 12].

Sen. Thomas was reported to have conferred last week with Sen. Benton, who is pressing, along with at least 15 co-sponsors of his plan, for a hearing before Congress adjourns. Whether such a hearing will be held, authorities indicated last week, will depend on how soon the committee can clear its decks for action. Many of its members serve on at least two or three subcommittees.

Sen. Benton’s proposal, backed by Sen. Charles Tobey (R-N.H.), Karl Mundt (R-S.D.) and others, envisions a “Marshall Plan of ideas” with provision for relaying a signal by shortwave, long wave and medium wave “to every radio receiver in the world...in a full-throated voice instead of a whisper...”

Sen. Benton also would step up work being done by UNESCO and expanded use of radio in the international organization. He returned last week from the General Conference of UNESCO held at Florence, Italy.

Other members of the subcommittee, who would sit in on the proposed plan to extend the Voice, are Sens. Brian McMahon (D-Cone.), J. William Fulbright (D-Ark.), R. Alexander Smith (R-N.J.), and Henry Cabot Lodge (R-Mass.).

As of May there were 78,600 sets capable of receiving FM in use in Washington metropolitan area, according to report released by American Research Bureau. Figure is based on extensive cross section samples conducted as part of ARB’s regular radio and television audience measurement service.

LICENSEE RIGHTS Controls Its Programs, Fly Tells Court

JAMES LAWRENCE FLY, former FCC Chairman, last week argued in Federal Court that the Communications Act of 1934 “creates no rights in private parties to compel licensed stations to broadcast particular programs.”

Mr. Fly presented arguments in the U.S. Circuit Court of Appeals, Boston, in the suit brought against WLAW Lawrence, Mass., by the Massachusetts Universalist Convention.

The universalists brought suit after the station refused to permit the broadcast, on a regularly scheduled Universalist program, of an Easter Sunday script which denied the validity of orthodox Christian views concerning the Resurrection.

The argument last week was in opposition to an appeal from a lower court decision dismissing the action.

“There is nothing in the [Communications Act or in the rules and regulations of the [Federal Communications Commission which in any way purports to confer any private rights upon persons desiring to broadcast over the facilities of licensees,” Mr. Fly argued.

Mr. Fly pointed out that the FCC has repeatedly made it plain that “the right to determine, select, supervise and control programs” is to be exercised by the licensee and the licensee alone.

Indeed a licensee violates the obligation of its license “if it enters into any contract that disables it from making the final decision as to what material shall be accepted or rejected,” he said.

“In this case,” he said, “it was the right and duty of the management of WLAW to determine whether the program Sunday broadcast should be accepted or rejected.”

The argument of the Universalist Convention that it had the right to demand the disputed sermon be broadcast is “tantamount to imposing a public utility status upon broadcast stations,” Mr. Fly said.

Mr. Fly told the court that Madam Leslie Wright of the Massachusetts Universalist Convention was the first woman to hold a regular radio broadcast by the Universalist religion in America, and has broadcast over WLAW for 30 years.

Mr. Fly maintained that the order of the lower court should be reversed.
Your supply of d-c power ranks high among requirements for signal power and continuity. By installing rectifier tubes that serve reliably, you've taken a big step toward peak transmitter output with minimum time off the air. Assure tube reliability by choosing General Electric!

Here are products pre-tested for quality (built of selected materials by the most modern manufacturing methods, with inspection at every stage), and pre-tested for performance in two important ways: (1) as tubes, after manufacture, (2) as types, by use in broadcast stations from coast to coast, where G-E tubes enjoy a none-better record.

General Electric also brings you constant design improvements. Example: the straight-side bulbs of the GL-8008 and GL-673 give an increased temperature margin of safety, make these tubes easier to handle and install. Example: future heavy AM-FM-TV power requirements are anticipated by new G-E tube developments such as the GL-5630 ignitron, which will supply direct current in impressively large amounts.

If you build or design transmitters, phone your nearby G-E electronics office for expert counsel on rectifier tubes. If you are a station operator with tube replacements in mind, your G-E tube distributor will be glad to serve you promptly, efficiently, out of ample local stocks.

Electronics Department, General Electric Company, Schenectady, 5, New York.

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THE LATEST WCKY STORY

DO YOU KNOW THAT MORE FAMILIES LISTEN TO WCKY REGULARLY AT NIGHT (3 to 7 TIMES A WEEK) THAN LISTEN TO ANY ONE OF THE FOLLOWING 50,000 WATT STATIONS?

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WWL New Orleans  WHAM Rochester
KMOX St. Louis    KGO San Francisco
WSM Nashville     WTIC Hartford
WHO Des Moines    KRLD Dallas
WSB Atlanta       WTOP Washington, D. C.
KWKH Shreveport   WLAC Nashville
WRVA Richmond     WWVA Wheeling
WBT Charlotte     WPTF Raleigh
KVOO Tulsa        KOMA Oklahoma City
KOA Denver        KFAB Lincoln

("—BMB 1949")

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

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THE LATEST WCKY STORY

AND—DO YOU KNOW THAT WCKY COSTS LESS PER THOUSAND BMB FAMILIES THAN ANY OF THESE 22 FIFTY THOUSAND WATT STATIONS?

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FIFTY THOUSAND WATTS OF SELLING POWER
Editorial

TV Labor Pains

TELECASTING, which recently has begun to reduce the harrying discrepancies between high costs and low revenues, is now confronted with a new and vexatious financial problem—a rise in labor overhead.

The strike of the IBEW against CBS emphasizes that the end of a period of comparative peace in television labor relations is at hand. It is true that radio and television engineers struck the network for three days last week, but of the two services television suffered the most.

In the few years of rapid but as yet unreminiscent development of telecasting, most unions have wisely been content to withhold demands for contracts comparable to those they hold with more mature enterprises.

Doubtless the labor and technicians unions have read with interest recent statements by some telecasters who have announced they were in or approaching the black. It was inevitable that labor’s policy of moderation would end with such reports.

It would be well at this moment if there were clarification of what telecasters meant when proclaiming they had attained profitable operations. We repeat the question we raised in 1944 that the Yankee Network might be able to afford at this point to write a labor contract guaranteeing minimum wages and conditions on anything like the scale or for the period of the summer droughts ahead.

The demands that can be expected to be made by the Television Authority or the Screen Actors Guild, or both, as soon as the jurisdictional wrangle between the two unions is resolved, are for minimum wages that unquestionably could not be borne by TV.

It is probably inexorable that this vacuum will be filled, and soon. The challenge to both telecasting and broadcasting is a long-term one that contracts can be lived with. An exorbitant drain on their resources by labor could very easily arrest television development.

Fair and Warmer

STORM CLOUDS of violent intensity have hovered over the radio media since the war’s end. Many in AM looked for cloudbursts and inundations. Some ran for cover by selling out. Others took it in stride but kept within distance of economic shelter, by trimming overhead and staff. Some were prudent; others foolishly pulled in their horns, and were easy prey.

In recent months the economic skies have cleared somewhat. TV is still making its Gargantuan strides. But most broadcasters are feeling that they have found their way and that TV isn’t spelling the “doom” of ear radio.

To be sure, there are readjustments which have been made, and which are indicated for the future. No art or industry remains static. Conversely, the study of radio and television by Dick Doherty of NAB show that radio’s economic structure, by and large, is healthy. In the South Atlantic states, 62% of the stations showed gross increases of 11%, in 1949 over 1948. Only 38% showed a decline—and most of them were postwar newscasters. The pattern probably will fit the entire country. Operating costs likewise are leveling off.

There will be failures. That is inescapable, what with 5,000 odd stations on the air, or more, triple the prewar population. But those who remain will be in good health, and perhaps better off because they knew how to cope with the postwar uncertainties and that TV tidal wave.

Bruce Barton, philosopher and advertising man, the other day called radio “the mightiest force in existence for spreading information and entertainment throughout the world.” As to TV, he said people ask him “will television kill radio?”

“I ask them, did radio kill the newspaper? Nothing can kill either. . . . Radio will grow to enormous proportions. Radio will always be ‘first’ in giving the news, and in providing entertainment.”

Charles W. Shugert, Shell Oil promotion-advertising executive, sees radio or the threshold of a “golden era” in both TV and non-TV homes. Good promotion and programming can mean more radio sets manufactured and sold, more listening, more revenue, more product brand acceptance and more all-round value per advertising dollar for the radio sponsor.

There are dozens of researches in recent months that buttress these views. But these things won’t happen if it takes ingenuity and planning and affirmative selling.

The storm clouds are passing. Now is the time to till the radio soil and reap the harvest fostered by free competition in the American tradition.

John Shepard 3d

WHEN JOHN SHEPARD 3d slipped away the other day into radio’s Valhalla, it marked the end of an era. John Shepard constituted a radio era himself.

He died of a heart condition less than two years after he had retired from radio. He was 64. He had spent more than a quarter century in radio, with the Yankee Network he had founded and its precursors—WNAC Boston and WEAN Providence—both of which began operation in 1922.

A statistic, however, cannot depict John Shepard’s legacy to radio. He was born to the Shepard Department Store family, which had its antecedents in New England before the Civil War. He started radio as a public service adjunct of the stores.

At one time or another, John Shepard 3d, with acumen and foresight, linked his two pioneer stations by telephone lines. He inaugurated baseball play-by-play, as well as hockey broadcasts, and he initiated the Yankee Network News Service—perhaps the beginning of original news reporting for radio. And he started —“editorializing” on the air—leading to the Mayflower Decision which originally banned editorial comment in behalf of station ownership. He saw the rule rescinded. He was one of the founders of Mutual.

Those are a few of the tangibles for which John Shepard 3d was credited. His native Yankee intelligence and tenacity resulted in the driving of many a shrewd bargain for radio—with the copyright owners, with the networks and others.

The Shepard Department Store Company’s Yankee Network was sold to General Tire because the octogenarian John Shepard Jr. wanted to have his estate in order. John 3d continued as host of the Shepard Department Store Department Store Network. When it was sold to General Tire because he wanted to have his estate in order. John 3d continued as host of the Shepard Department Store Network.

John Shepard 3d, the one-man radio era, can look down upon a healthy, wholesome American radio which he, to a large degree, helped make that way.

Our Respect To —

LEWIS HAVENS AVERY

WHEN at the end of this month the station representative firm of Avery-Knodel Inc. moves its New York headquarters into new and larger space at 608 Fifth Ave., at least one member of the staff will take the move in his stride.

Motion is a natural state for the company’s president and founder, Lewis Havens Avery. Physically and mentally, Mr. Avery abhors inactivity as intensely as the devil is reputed to dislike holy water. In the almost 25-year span of his radio career, Lew Avery has tackled almost every aspect of radio except engineering—and has steered clear of that only because three years of struggling with an electrical engineering major in college convinced him once and for all that his talents lay in other directions than those charted for circuits and tubes.

Given his restless nature, it was probably inevitable that Mr. Avery would be in the forefront of most broadcasting industry movements.

In 1938, with a group of other commercially minded station executives, Lew Avery, then director of sales for WKBW and WGR Buffalo, helped form the Sales Managers Executives Committee of NAB. Organized at the NAB convention in Chicago, the SMEC held its own convention in that city the following January, formulating industry business promotion policies that today are being pursued by BAR.

Mr. Avery was also on the committee in charge of the industry Retail Promotion Committee, whose efforts awoke many broadcasters

Static & Snow

IT MUST be coincidence but just as Com. Jones starts hunting the fox we read in the current installment of the Duke of Windsor’s memoirs that as Prince of Wales he had to give up fox-hunting because he couldn’t stay in the saddle.

Now that the color hearing is over at last, the contestants soon will be developing facial red, spirit blue and finally, envy green. But one color this industry will never show is yellow.

Perhaps when the census returns are in, the present crop of bargain hunters will regain their senses.

With Groucho in the fold, the lads at NBC are hopefully humming “Oh, bring back my Benny to me.” At CBS “Whispering Hope” has died down to something less than a whisper.

The league of indoor bird watchers has identified a Hopalong Cassowary. Of course, it’s William Boyd.
WOV's "Daily Triple"

Delivers an UNDULICATED audience of 971,520 PEOPLE weekly!

The "DAILY TRIPLE" provides, in a single unit purchase, participation in WOV's 1280 CLUB, PRAIRIE STARS and RAMBLE IN ERIN PROGRAMS—one broadcast in each program daily...a total unduplicated audience of 971,520 PEOPLE at a cost of only 27 CENTS PER THOUSAND people reached.

In New York the big swing is to the independents, and WOV's nighttime audience is up 39%.* The WOV "DAILY TRIPLE" is your best bet for sales impact, market coverage and an unbeatable unit rate.

*Source: The Pulse, Inc.

5000 WATTS

Rome Studios: Via del Bufalo 126

National Representative John E. Pearson Co.
Management

E. ANSON THOMAS, formerly vice president and manager of KGFW Kearney, Neb., named general manager of KFJJ Grand Junction, Colo. He joined KGFW in 1946. Prior to that, he was with stations in Illinois, Iowa and Minnesota.

ROBERT ENOCH, formerly general manager of KTOK Oklahoma City and NAB director, effective June 15, appointed general manager of WXLL Indianapolis, independent outlet with 1 kw on 1600 kc.

WILLIAM L. LIPMAN, owner of WLLP Kenosha, Wis., is the father of a girl, born June 14.

FRED L. BERNSTEIN, assistant general manager and sales manager of WTTM Trenton, N. J., and Anita Kahn were married June 4.

SAMUEL R. SAGUE, president and general manager, WRSB Cleveland, elected vice president of Foreign Language Network.

HOWARD CHERNOFF, former managing director of West Virginia Network and for past two years general manager of San Diego Star-Journal, recently sold to Copley interests, is winding up affairs of the newspaper.

Mr. Enoch

He has not announced plans other than contemplated trip to Europe this fall.


SIMON GOLDMAN, vice president and general manager of WJTN-AM-FM Jamestown, N. Y., elected president of Little Theatre of Jamestown Inc.

DANIEL W. KOPS, vice president and general manager of WAVY New Haven, Conn., is the father of a girl, Cynthia Anne.

nature of the charge... does not appear to be such as to require a trial by jury, but said further consideration would be given at renewal time if trial of the charge developed justifying facts [Broadcst., June 2].

The suit against Times-Picayune was filed the first of its kind—that is, a civil suit brought by the Government charging a newspaper with injury to a newspaper competitor.

Aside from the details of the charges, the suit is different from the current Lorrain [Ohio] Journal case in at least two respects: (1) the Journal is accused of conspirancy to injure a radio station, WEOL Elyria-Lorain, and (2) FCC had already denied a Journal application for a radio station, on grounds of unfair competition, before the Justice Dept. filed its suit.

The Lorrain suit currently is under advisement in a Federal Circuit of Claims.

The complaint against the Times-Picayune charged that the company required classified and national advertisers to buy space in both its morning and evening papers—Times-Picayune and New Orleans States, respectively—as a unit under a combination rate.

Inducement Charged

Local advertisers, the suit claimed, were induced to refrain from advertising in the competing evening paper, The Item, by the offer of arbitrarily low rates in the States based upon the supposed increased circulation of their advertising in the Times-Picayune.

The suit also charged that the company increased the page content of the States without any corresponding increase in revenues, recouping from the profits of the Times-Picayune.

The company was accused of acquiring the States in 1938 under certain restrictive covenants to prevent competition and of entering into an agreement in 1941 which provided for another competing newspaper to discontinue publication of its Sunday edition. Additionally, the company was charged with refusing to permit newspaper vendors to sell its papers if they also sell The Item.

In announcing the suit, Attorney General J. Howard McGrath and Assistant Attorney General Herbert A. Bergson both stressed competition as vital to continuation of a free press. The complaint, filed in Federal Court in New Orleans, seeks "such relief as [the Court] deems appropriate and necessary to prevent the defendants... from continuing to violate... the Sherman Act, and to discontinue the effects and to prevent a recurrence of their unlawful conduct."

Announcement of the suit brought a prompt reply from Times-Picayune officials. President L. K. Nicholson, named as one of the defendants, issued this statement:

"A substantial part of the charges made by the Government are incorrect. Those which are true involve practices followed by many newspapers of this country for years and their legality has never heretofore been questioned.

"We are prepared to meet the issues on the trial of this case and are confident that the court will hold that we have not violated the Sherman Act."

Other Times-Picayune officials named as defendants: John F. Tims Jr., vice president and business manager; Aubrey F. Murray, advertising director, and Donald W. Coleman, circulation manager.

Press Duopoly?

(Continued from page 18)

AT ceremonies held in Denver, Rex Howell (II), general manager of KFJJ Grand Junction, Colo., and Hugh R. Terry, vice president of KLZ Denver, are cited for their contributions to radio by the U. of Denver chapter, Alpha Delta Sigma advertising fraternity. Jim Woods, U. of Denver student, makes the awards.

LIBEL SUIT

Verdicts Favor WLBJ

UNANIous verdict favoring Bowling Green Broadcasting Corp., Bowling Green, Ky., in an $80,000 libel suit filed June 2 by a Warren County Circuit Court jury.

Plaintiffs were four ballot box guards in the Aug. 6 Democratic primary who alleged the falsifying and playing of a transcription by Bowling Green's WLBJ and WBON (FM) that called into question their good names and caused them "shame and humiliation."

The transcription, the court was told, was made approximately 3:15 a.m., Aug. 7, in the county court room where uncounted ballot boxes were held for tabulation on Monday. Testing equipment in connection with a WLBJ leased wire, Chief Engineer Rondal Miller recorded a few minutes of "what sounded like unusual noises."

Two defeated candidates contested the election on the grounds the ballot boxes were tampered with and cited the recording as evidence. WLBJ put the recording on the air for public judgment and to prove the station was not involved with a political slate. It was then that the plaintiffs filed suit.

In addition to Mr. Miller, key witnesses for WLBJ were Manager Ken Givens and William Kunzitsos, chief announcer.

libel suit

Election Expenditures

RESOLUTION to set up a five-man group to probe radio, television and other media expenditures of all House members campaigning for re-election this fall [Broadcasting, June 12] has won approval of the House Rules Committee and is slated for consideration by the lower chamber at the next calendar call. The proposal (H Res 635), sponsored by Rep. John McCormack (D-Mass.), was reported favorably last Tuesday by the House Rules Committee (D-III), chairman of the powerful rules committee.

CHIPPA Elected

Nominated Y. Head of IRE

RODNEY D. CHIPPA June 7 was elected chairman of the New York section of the Institute of Radio Engineers. Mr. Chipp, engineering director for DuMont Television Network, has held the offices of treasurer, secretary and vice chairman for the New York chapter of IRE.

Others elected were: J. H. Mulligan Jr., assistant professor of electrical engineering at New York U., vice chairman; H. N. Rudemun, engineer of the technical staff of the Bell Telephone Labs, secretary; and H. E. Monson, a New York station, builder, assistant to the manager of the physics labs, Sylvania Electric, treasurer.

BROADCASTING • Telecasting

Page 34 • June 19, 1950
If you like your transmitters built big and husky, look sleek and distinguished, sound rich and full or—if you are one of those chaps that wants nothing but the best and the latest—as modern as that bobby sox daughter of yours—why, of course, you want Gates. Take the new Gates Five, for instance—

**Modern Tubes.** The new 3X2500 air cooled, single phase tungsten filament construction assures lower noise, lower distortion and longer life at less cost. 100% tube set is only $695.00.

**Modern Installation.** No days of cabling when installing the Gates BC-5B. In fact, no cabling at all. One cubical slips into line with the next and a few simple jumpers finish the job.

**Modern Design.** Dead front design. Open any front door, tune any current, attend relays, even adjust crystal air gaps without disengaging a door interlock.

**Modern Walk-In Construction.** Open the back doors and walk in. No hodgepodge of parts here, there and yon. The smoothest construction job you ever looked at.

**Modern Performance.** Gates makes nothing that is second best. Gates BC-5B performance is definitely best in the 5KW field, catalog specifications are not laboratory results but expected results at your transmitter location. Lower noise, lower distortion and greater dependability.

**Modern Prices.** Pace setter in quality and selling price, Gates Fives are modest indeed for 1950 designs. The latest, the best, the modern in Fives costs no more than older designs—marked down, of course.

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**GATES RADIO CO.**
MANUFACTURING ENGINEERS SINCE 1922
QUINCY, ILLINOIS, U.S.A.
Respects

(Continued from page 35)
to their first awareness of the great
together which had been largely neglected by radio,
up to that time. Although the film
presentation produced by the com-
mittee evoked somewhat less than
overwhelming applause at the time,
there is no doubt that it played a
part in the development of retail
business on the air which in recent
years has passed both network and
national spot business in total
volume.

It was only natural that Mr.
Avery should be a member of the
All Radio Presentation Committee
which developed the industry film
"Lightening That Talks." He was
also one of the moving spirits in the
organization of the National Assn.
of Radio Station Representatives and
is this year's president of NARSR, after having served as
treasurer during its first two years.

And he has just completed his second
term as treasurer of the Radio
Executives Club of New York.

Born July 18, 1902, in Seneca
Falls, N. Y., Lew Avery got his education at Mynderse academy in
that city and at Union College, Schenectady. As a student he struggled with watts and ohms for
three years before admitting that
an engineer's life wasn't for him.

Studies Business Administration

He then switched to business ad-
m inistration. When an illness took
him out of the classroom in the
spring of his senior year he never
got around to going back.

While at college he had earned his
own way, first by firing furnaces,
a chore that got him up at 5:30
each morning and gave him a
distaste for early rising that per-
sists to this day. As a freshman
he tried out for the school paper and
showed an aptitude for journal-
ism that he soon used to free him-
selves from furnace feeding by be-
coming campus correspondent for the
Schenectady Gazette, Union
Herald and New York World.

His first fulltime job was in the
publicity department of General
Electric Co. in Schenectady. That
is, it would have been a fulltime job
for anyone else, but as soon as he
learned the routine, Mr. Avery be-
gan looking for something to oc-
cupy his spare time. In April 1926
he became an announcer at WGY, the
GE station in Schenectady, in
addition to his publicity duties.

"I thought I knew something
about diction and pronunciation
from my college dramatics," Mr.
Avery says, "But after a few hours
on the air, I realized I was a dork and
a perfectionist if there ever was
one, I realized how much a good
announcer had to know. I really
learned about radio from Kolpin
and nobody ever had a better teacher."

In January 1928, young Avery
left GE to become assistant adver-
sing manager of Mohawk Hudson
Power Co. But the move did not
mean leaving radio. He soon had
a home economics program on WGY
two non-eight quarter hours a week,
with the Mohawk Hudson home eco-
nomist as talent. "It was one of
the first domestic science programs
on the air," Mr. Avery says.

Moves to New York

Two years later he transferred to
the Mohawk Hudson agency.
BBDO, spending six months in New
York before returning home.
Advertising radio department functions
under the guidance of Arthur Pryor
Jr. In July 1930, Mr. Avery was
sent to BBDO's Buffalo office, han-
dling the local radio activities of
the agency's clients from Albany
to Detroit.

By this time Lew Avery's two-
year-to-a-job timing had become a
habit and in January 1940 he left
BBDO to enter the representative
field as sales manager of the Chi-
cago office of Free & Peters. This
time he stretched it a little, staying
with F & P until August 1942 be-
fore leaving to become director of
the Division of Broadcast Advertis-
ng of NAB, replacing Frank Pelle-
grin, who had entered the Army.
This was a wartime draft, Mr.
Avery considered, so he stuck it out
with the NAB until September 1945
when Mr. Pellegrin returned from
service.

Apparently his three years with
NAB broke the two-years-is
enough-of-any-job routine for good.

In the fall of '45 he went into
the station representative business
for himself as Lewis H. Avery Inc.
A year later this was changed to
Avery-Knodel Inc. when he was
joined by J. W. Knodel with whom
he had worked at Free & Peters.

Today, nearly five years later, he
is happily active as president of
Avery-Knodel, where, he says, by
delivering most of the work he
manages to get by with a work
week of 60 hours—five 12 hour
days.

Mr. Avery's home is in Scarsdale,
& suburb aptly described by Time
as "Manhattan's upper middle-class
bedroom," where he relaxes week-
ends and an occasional evening with
his wife, the former Helen Eliza-
beth Smith whom he married April
16, 1927, and their two children, a
15-year-old daughter, Aliph and
a nine-year-old son, Jared.

No Radio Blues

Mr. Avery says he has no hobbies,
avoiding all forms of physical exer-
cise such as tennis, golf, and other
sports and playing bridge "very
badly and only under compulsion."

He says he has had, and is hav-
ing, a love for radio and looks for-
ward to a lot more in television.
Avery-Knodel already has four TV
stations on its list along with 39
AM stations and probably will have
more as TV develops.

He sees no need for radio to sing
the blues over television. "Spot
radio business in the first quarter
of this year is up over the same
period of last year," he says, and
there's no reason why 10 years from
now AM broadcasting won't have
as big or bigger billings than it has
today. Meanwhile, television has
the potentiality of becoming the na-
tion's leading advertising medium.

"But," Mr. Avery declares, "every
element of the broadcasting indus-
try has got to sell and sell hard to
accomplish that goal."

A SILVER tea and coffee service is
presented to Marie H. Houlanah (l),
director of publicity and public rela-
tions for WEEI Boston, on completion
of her term as president of the New
England Woman's Press Assn. With
her is Mrs. John E. Roberts, second
vice-president, who made the
presentation.

MUTUAL STICKS
Will Not Resign From NAB

The MBS board of directors, at a
regularly quarterly meeting, voted
last week to continue the net-
work's membership in the NAB.

The action assured the contin-
ued leadership of the organization,
for the time being at least, of two of
the four major networks, Mutual
and NBC. ABC and CBS have with-
drawn their network and owned and
operated station memberships
within the past month. NBC has
announced it has no intention of
resigning.

It was pointed out that the Mu-
tual NAB membership contributes
$5,000 annually to the NAB.

At the same mutual board meet-
ing, held in New York Monday,
Frank White, network president,
reported that a total of $4,800,000
new and renewal business had
been signed since May 1.

Members of the board at the meet-
ing were Theodore C. Streib-
gh, president; John R. Herley; chief;
J. R. Poppele, WOR New York;
Lewis Allen Welas, Don Lee Net-
work; H. K. Carpenter, WHK
Benedict Gimbel Jr., WIP Philadel-
phia; New York; CJKL Detroit, and
Thomas O'Neil, Yankee Network, and
Mr. White.

WPWO EXCLUSIVE

Starts Government Probe

WPWO Cincinnati's news depart-
ment last week claimed credit for
picking up a news tip which led to an
exclusive story for both the sta-
tion and the Cincinnati Post.
Scraps-hot newspaper affiliate
and licensee. Story dealt with the
wrecking of part of a 'Voice of
America' transmitter at Bethany
Ohio, last month.

Bob Otto, WPWO news director,
broke the story over the air June 7.
WPWO took the news tip and beat
its final edition. The blast touched
off an investigation by the State
Dept. and the FBI, whose
preliminary laboratory tests re-
portedly indicated the blast last
May 21 was caused by an explosion
rather than lightning. A full
report will be ready sometime this
week, according to State Dept. of-
icials.

Canada Advertising

CANADIAN GOVERNMENT ad-
vancing radio on radio is being reduced
this year, it was reported in the
House of Commons at Ottawa
June 12. Last year different gov-
ernment departments spent $520,-
335 on radio on Canadian stations.
This year they will spend $293,344.
The heaviest spender is the De-
partment of National Defense which
this year will spend $138,000 on radio,
last year spent $315,953. Dept.
of Finance, government savings
and insurance campaigns, will spend
$90,000 this year on radio advertis-
ing, spent $91,550 last year.
RAYMOND RUFF, of KOMA Oklahoma City sales staff, appointed sales manager, replacing W. L. BENHAM Jr., who resigned to enter food and merchandise brokerage business. Mr. Ruff previously was program director, traffic manager and with promotion department of KOMA.

BURLY LOTTRIDGE, formerly program and installation consultant with Midwestern stations, joins KYOE Santa Ana, Calif., as business manager. He is 25-year radio veteran. Past affiliations include: WHO Des Moines, WOC Davenport, Iowa; WBEL Beloit, Wis.

JOHN P. WILEY, Mr. Lottridge, WCAU-TV Philadelphia sales service representative, named radio and television commercial representative. He joined WCAU in September 1949.

SNEAD N. FEAR, formerly with WCYB Bristol, Va., and WWNC Asheville, N. C., appointed sales manager of WYVE Wytheville, Va. He replaces MAURICE C. BROWNE, resigned.

JOHN J. WHITEHEAD appointed sales representative for WCTS (FM) Cincinnati.

J. B. RIBAS appointed commercial manager for WBYS-AM-FM Canton, Ill. He has record of 20 years in merchandising.

DAN SCHMIDT III takes charge of TV operations at New York office of George P. Hollingbery Co., station representative.

DICK HUNTER, formerly at Chicago, now is in charge of firm's Atlanta office.

FRANK JOHNS, Minneapolis, named to represent KOTA Rapid City, S. D., in Twin Cities. Address: 2847 Bryant Ave. North.

avery-Knodel Inc., Los Angeles, changes phone number to Tucker 2436. Address remains 315 West Ninth St.

LOUIS PETYKO, member of WGN Chicago traffic department for 15 years, resigns to move to Alaska.

WEIL Royal Oak, Mich., suburban Detroit station, appoints HIL F. BEST as national representative.

WCAM CAMDEN, N. J., appoints Schupp-Beiner Co., New York, as national sales representative.

PARKER SMITH, former WXYW Louisville commercial manager, named commercial manager of WXIL Indianapolis.

JAMES FORSYTH, formerly of KIST Santa Barbara, Calif., and PAUL BOUTHILLIER, new to radio, join sales staff of KEEN San Jose, Calif.

GEORGE E. LINDMAN, formerly general and commercial manager of KTO San Bernardino, Calif., named commercial manager and assistant general manager of KPOA Honolulu.

KALI Pasadena, Calif., appoints Schupp-Beiner Co., New York, as representative.

DANIEL McGUIRE, former vice president of Beloit Dairy Co., Chicago, joins NBC-TV network sales staff in Chicago. JUNIUS ZOLP named sales service manager in that department, with his former position as NBC radio recording representative being taken over by J. RICHARD LOUGHRIN, transferred from AM production staff.

J. HOWARD ENGLE, for five years with KOME Tulsa, joins KYOO Tulsa as account executive. He will service local accounts.

WBT CHARLOTTE, N. C., issues new rate card No. 19, which becomes effective July 1.

GEORGE WHITNEY, general sales manager, Don Lee network, Hollywood, is on month's business trip, planning stops in New York, Chicago, St. Louis, Kansas City, Minneapolis and other major cities.

J. RICHARD LOUGHRIN, NBC Chicago radio recording representative, is father of a son, Benjamin Smith Loughrin.

RICHARD J. MONAHAN, commercial manager of WAZV New Haven, Conn., and Marilyn Alice Petrie were married June 10.

JOSEPH T. MATHERS, commercial manager of WLD Danbury, Conn., named to head radio division of Connecticut's Cerebral Palsy Drive. Appointment made by state chairman of drive, FRANK H. LEE, sponsor of Bob Montgomery's ABC show.

JOHN H. SLAYTON, salesman for KXOK-FM (Transit Radio) St. Louis, and Rosemary Carter, were married June 4.

DAVE FINDLAY, for past 16 months member of WRVA Richmond's announcing-production staff, transfers to station's sales department as account executive. He will be primarily responsible for liaison between local representatives of national accounts and maintaining contact with city's food and drug business. Prior to joining WRVA, he was announcer at WDBJ Roanoke, Va.

JOHN WHITE, in charge of KXOK-FM St. Louis Transit Radio sales, is father of a boy, John Jr.

KYSC Yreka, Calif., has received award from National Board of Fire Underwriters for outstanding public service in the field of fire prevention.
ED DAVIS appointed program di-rector of WPPG Atlantic City, N. J., where he has been for four years. FRED HAGGERTY, with station since 1948, appointed assistant program director.

TED NELSON, formerly publicity di-rector of WHYN Holyoke, Mass., ap-pointed program and production man-ager of WMON Montgomery, W. Va. Prior to his three year association with WHYN, he had been assistant manager of KPAB Laredo, Tex. He is succeeded at WHYN by FRED PEACH.

LIT T. TIMMINS, formerly personal aide to Admiral Paul Hendren, Long Beach, Calif. Naval Station, joins KLAC-TV Hollywood as production liaison executive.

RON RAVIALS, recent graduate of Ohio U., joins announcing staff of WOHI East Liverpool, Ohio. LOIS FRED-RIKK joins station as traffic manager.

ALAN PAUL REONE, former director of film programming at WKBE (TV) Chicago, effective June 26, joins WOR-TV New York as manager of film department.

HAL DAVIS, formerly with KCMJ Palm Springs, Calif., and KRAM Las Vegas, Nev., joins KRUM Eureka, Calif., as program director.

ROD MITCHELL and WILLIAM PAT-TERSON, both former associate di-rectors of CBS-TV, join program staff of WCBS-TV New York network's key station. Mr. Mitchell formerly was program manager for WLA Lancaster; Mr. Patterson was tele-vision producer at WBFF-TV Buffalo.

LEE LIVELY, formerly with WLS Norfolk, Va., joins announcing-pro-duction staff of WVAH Richmond.

MARK ROGERS also joins station as announcer-producer. He previously

served at WGBB Goldsboro, WEED Rocky Mount and WJSJ Winston-Salem, N. C.

BOB ROOLAGE, formerly with WGH Newport News, Va., and WCAY Nor-folk, and during past year with WMBR and WHJP, both Jacksonville, Fla., rejoins WCAY as disc jockey.

DOROTHY CARR, director of radio and television continui-ty for WMAL-AM-FM-TV Wash-ington, elected president of Wom-ans's Advertising Club of Washing-ton. She has been with WMAL since August 1942.

RAY PENNER, former program director at WLOW and WNOR, both Norfolk, Va., joins WCAY Norfolk.

ROBERT BACON, of West Hartford, Conn., who enters Trinity College senior class in fall, is summer replace-ment announcer at WDBC Hartford.

BILLY GOULD, CBS Hollywood sound effects man, has started 30-minute weekly Bill Gould's Melody Diner on KXJ Hollywood.

RALPH MOFFATT, m.c. of Midnigh-t in Munich show over AFN, and after that With Radio Luxembourg, starts MidsNight in Minneapolis over WCCO Minneapolis, where he has been for past year.

KATHLEEN HITE, on writing staff of Columbia Pacific Network, Holly-wood, has script writing on network's The Whistler replacing AD-RIAN GENDOT, resigned. GIL THOMAS, formerly of KCBS San Francisco writing staff, named writer on Jeff Regan show, replacing WIL-LIAM FIPELD, resigned.

MICHAEL CASHIN, formerly of CKVL Verdun, joins announcing staff of CKXY Toronto.

ROBERT PRESTEGAARD replaces PATRICIA ROGERS on continuity staff at WGN Chicago.

BILL POWELL, Negro disc jockey, joins WIRE Indianapolis as m.c. of Ebony Enticings disc show.

BARRIE SIMS, lyric soprano and pianist, joins music staff at WBBM Chicago.

ELLA (Little Ella) WARD formerly with WHFR Cleveland, joins Johnnie Jackson "Naptown Pin" show for two years and star of CBS' Renfro Valley Barn Dances for five, rejoins radio in WFFB Jolomere.

CHARLES C. MAXWELL, formerly announcer at WMTT Topeka, Kan., joins KCMO Kansas City announcing staff. He previously was with KFDX Wichita Falls and KQMG Amarillo, both Texas. Another new KCMO an-nouncer is RICH BOWEN, formerly of WDMX Des Moines.

DWAYNE NEWTON, San Francisco radio columnist and m.c. of Schoolkoast, thrice-weekly quiz program on KGO San Francisco, com-mended by San Francisco Public Schools Week Committee for publicizing recent Schools Week observances.

BOB FALCON, formerly of WQAF Silver Spring, Md., joins announcing staff of WFBF Frederick, Md.

FRANK ALLEN, formerly with WMTT Topeka, Kan., rejoins ABC outlet em-cee-ing Variety Matinees and Night Watchmen spots.

BOB MACK, on staff of WMTR Morristown, N. J., last summer, rejoins station as announcer.

VERA GROVE, m.c. of Vera and Her Mik, Homemaker's program on WCNB Bloomsburg, Pa., left June 15 for Eng-land to do series for station. She will interview British housewives and also attend U. of London, returning during August on Queen Mary, passenger liner. During tour, programs will be recorded on special portable machine and tape flown back to U. S. for broad-cast. Also, BBC will originate regular program from a London studio.

JILL JACKSON, WWL New Orleans "Safety Lady," named to receive an-ual "Safetysign" award from Safety Committee of Lakeview Unit 229, American Legion Auxiliary, for "her many activities along lines of safety."

BOB PIERBON, NBC Chicago script writer, and KATHERINE HARRING-TON, member of radio department at Schimmele Scott, Chicago, are to be married July 5.

BOB SHEA, KKOX St. Louis an-nouncer, is the father of a girl, Joan.

WILLIAM H. RAMSEY, assistant di-rector, KGK Stockton, Calif. (College of Pacific), is the father of a girl, Marilyn Louise.

ROBERT MONTGOMERY, NBC tele-vision producer, radio commentator, and screen star, named chairman of National Reorganization Crusade of Citizens Committee for Hoover Re-port.

DON BALL, WCBS New York pro-gram director, is author of book en-titled You Can Flip Umbilis. Foreword written by ARTHUR GODFREY. Pub-lished by Broadcast Music Inc. Retail price, $1.00.

GARY MILLER, continuity writer at WBBM Chicago, is the father of a girl, Marge, born June 5.

GEORGE SNELL, program director at KEEN San Jose, Calif., named radio chairman, Santa Clara County Chap-ter, Red Cross for third consecutive year.

LARRY ALEXANDER, announcer-newscaster at WBBM Chicago, is the father of a girl, born June 2.

EILEEN KILROY, CBS Hollywood script secretary, and JOHN PAL-LUMBO, member of network's Holly-wood supply department, were mar-ried June 10.

BOB POLLARD, of KTAR Phoenix, staff, returns to work following re-cuperation from major surgery.

TINY LAMB, of NBC Hollywood sound department, and NELSON ROBINSON, of NBC recording depart-ment, are recuperating at Santa Monica hospital following injuries suffered in recent automobile acci-dent.

LARRY PIKE, supervisor of television operations at WJBK-TV Detroit, given 1949-50 United Foundation Leadership Award for "outstanding personal con-tributions to metropolitan Detroit's anti-polio efforts,

ROBERT STEPHANOFF, continuity writer for WLAW Lawrence, Mass., awarded B.B. in radio broadcasting from Boston U.

PETER P. SLACK, KGER Long Beach, Calif., staff organi-zed, awarded Doctor of Music Degree from John Brown U., Sloma Springs, Ark.

SOUTHWEST VIRGINIA'S Pioneer Radio Station

1949 BMB

Day—110,590 families in 36 counties
Night—85,830 families in 31 counties

3 to 7 days weekly:

Day—90,320 families
Night—66,230 families

(Retail sales in the area are over $600 million yearly)
was that the discussions that were to begin today would continue for 30 days, if necessary, under Mr. Mendelbaum's supervision, and that any wage scales that were settled would be retroactive to May 28, date of expiration of the old contract. CBS emphasized that it agreed to retroactive wages before the strike was called.

The AFRA strike against WMGM was called Monday afternoon over what the union characterized as a "mass lockout" of eight station announcers.

According to the union, the eight announcers were given notice after AFRA had requested arbitration on AFRA demands for salary adjustments for three disc jockeys.

A joint announcement of the settlement of the dispute, some 12 hours after it began, was issued by the station and the union.

The statement read in part:

The agreement reached gave AFRA the full reinstatement of the eight announcers, previously discharged, based on the company's willingness to recognize their general competence, which was never denied, and based on the company's further willingness to discharge rights based on major changes in operations for the balance of the current agreement with AFRA which expires in October 1951.

The station received from AFRA a waiver of all previous claims for retroactive pay due Disc Jockeys Ted Brown, Ken Roberts and Hal Twis, but agreed to accept AFRA's interpretation of applicable rates on all future broadcasts.

News Value

REFLECTING at least one editor's views of relative news value, the New York Herald Tribune last Tuesday ran the story of the strike against WCBS-TV New York on page 1, the story of the walkout of editorial workers of the New York World-Telegram on page 19.

TRAFFICKING

FCC to Hear Rule Opponents

A LINEUP consisting solely of opponents of FCC's proposed new anti-trafficking rules is slated to be heard by the Commission today (Monday).

FCC said last week that five groups had asked to participate in oral argument on the proposals, which, with limited exceptions, would require automatic forfeiture of the construction permit for any station which is sold before program tests commence. [Broadcasting, Jan. 16, June 6].

All five oppose the proposal. FCC said they will be heard in the following order:

A group of 13 stations represented by Vernon C. Kohlhaas of the Washington law firm of Peace & Ball; a group of 12 other stations represented by Attorneys George Sutton and William Thomson; NAB represented by Don Petty, Vince Werschak and Sidney Farr; Andrew G. Haley, James A. McKenna Jr. and Vernon L. Wilkinson of the law firm of Haley, McKenna & Wilkinson, appearing as amicus curiae; Federal Communications Bar Assn, represented by Percy H. Russell Jr., chairman of the FCBA Committee on Practice and Procedure.
ROBERT F. KLIMENT, former general manager of WJWJ, Niagara Falls, N. Y., joins sales staff of Richard H. Ullman Inc., radio production firm. He will represent company in Midwest. Appointment is in line with general expansion of firm's sales organization from coast to coast.

JAMES R. CUNNISON, former sales manager of Selective Radio Adv. Inc. and before that account executive for

The Rolling Co., appointed sales representative for RCA Victor custom record sales division, Camden, N. J.

JULES MARSHALL ZISSEN, formerly head of own public relations office in Miami and New York, joins Mark Newell & Rector Inc., Hollywood (public relations), in charge of copy production and research.

KENNETH A. HAWKWOOD, radio instructor and researcher, U. of Southern California, Los Angeles, named assistant professor of radio at U. of Alabama, Tuscaloosa, effective Sept. 15.

TRANSCRIPTION Sales Inc., Springfield, Ohio, announces new series of 260 quarter-hour transcribed programs for local station programming. Series features Golden Gate quartet, who will make one free appearance at each station buying 62-week package sometime during series.

GEORGE HEID PRODUCTIONS, Pittsburgh, Pa., announces removal of studios and offices to Club Floor of William Penn Hotel. Telephone remains: GRant 1-8666.

CHARLES MICHELS Inc., New York, preparing Coney Island, new live TV show, for presentation to agencies. Programs to originate at Steeplechase Park on boardwalk at Coney Island. BARRY GRAY probably will serve as mc.

RICHARD TURKEY, former director of Cigar Institute of America, named vice president in charge of eastern operations of Margaretta Ettinger Co., New York public relations firm.

Equipment

W. S. HARTFORD, general sales manager, named vice president in charge of sales of Webster-Chicago Corp., with C. B. DALE, research director, named vice president in charge of research.

WILLIAM HATTON and FRANK P. POWERS made vice presidents of Federal Telephone & Radio Corp., Newark, manufacturing affiliate of IT&T. Mr. Hatton, previously IT&T manufacturing and engineering director, is known internationally as engineer in television communications field. Mr. Powers joined Federal last year as director of manufacturing operations.

BRIG. GEN. TOM C. RIVES (USAF, Ret.) joins Commercial Equipment Div. of GE Electronics Dept. at Electronics Park, N. Y. He will handle special assignments for manager of engineering of Commercial Equipment Div. Gen. Rives served in electronics capacity at Wright Field, Dayton, Ohio following World War II and last year joined U. of Illinois Electrical Engineering Dept. as associate professor.

FLEET ADIMIRAL WILLIAM F. HALSEY Jr. (USN Ret.) elected chairman of board of directors of All America Cables & Radio Inc., subsidiary of American Cable & Radio Corp. All America is affiliated with IT&T. Adm. Halsey replaces John L. Merrill, deceased.

ASTRON CORP., manufacturer of filters and capacitors, moves to new plant at 255 Grant Ave., E. Newark, N. J.

NEW 28-page catalog published by Fischer & Porter Co., Hatboro, Pa., describing new developments in exhibiting and controlling flow instruments for all industries. Illustrated and described are flow indicators, recorders, integrators and new pneumatic controller unit. Copies may be obtained by writing firm at 50 County Line Rd.
URGENTLY pressed for time in this Congressional session, a Senate Appropriations subcommittee indicated last week it may abandon plans to invite FCC testimony on the current single-package funds bill for the fiscal year beginning July 1.

Committee authorities for the independent office subcommittee said last week, that unless the Commission makes any "usual appeals" from the House-passed bill, it will forego hearings. If sessions are slated, however, they probably will be held sometime late this week, authorities said.

The subcommittee had asked FCC to file "changes" it would like to see made from the present bill which would allot the Commission $6,600,000—about $280,000 less than the President's budget estimate—roughly the same overall appropriation as for this year. FCC's effective operating budget for 1950-51, however, would be cut an estimated $297,000 below this year's.

FCC Replies

The Commission, in its reply filed late last week, was seeking presumably the $280,000 lopped off the budget estimate by the House. It also was understood FCC might appeal a current amendment, now being studied, which would forbid transfer of funds among certain departments and thus curtail personnel operation.

The question of a hearing will be referred to the full committee, headed by Sen. Kenneth McKellar (D-Tenn.), in a meeting slated early this week. Los Angeles Times (KTTV) has introduced full radio and television pages into its daily and Sunday issues. Logs and news are carried in Monday through Saturday editions, with Sunday issue containing only that day's radio and TV logs but television logs for coming week, in addition to last minute news of both media. Walter Ames is radio and TV editor.

not one, but SEVEN

Seven major industries, we mean. Mining, cattle, lumbering, electric power, farming, sugar beets, meat packing. Diversification means sales stability all year around. Add 'em together. They take up a Montana per capita income of $1,814. Above the national average. KGVO-CBS for 85 thousand Montanians adds to sales, too. For you?
W. T. McCLARIN, KV0O Tulsa account executive, becomes promotion manager. CHARLES McKINNEY, formerly in charge of promotion, named to KV0O news department.

GRAHAM EDELBUTLE, NBC Hollywood press representative, named assistant manager of press department of network's Western Division. CHRISTY WALKER JR., joins same department as press representative.

HEN N. HOLMES, KOMA Oklahoma City news director, named sales promotion manager. He will continue to supervise news department until successor is named. JACK C. WALLACE, acting sales promotion manager, named sales representative.

BILL CUNNINGHAM, who started with KCMO Kansas City three years ago as mail room clerk, returns as researcher on audience mail. He received Bachelor of Journalism degree from U. of Missouri School of Journalism and Kappa Tau Alpha award this month.

ANN EVANS, promotion director at WPAI-AM-FM Portsmouth, Ohio, joins WTVT news department of WBNZ Columbus.

DICK WINTERS, formerly with Frank Law Publicity office, joins WTVT with same title as JOSEPH G. BESCH, director of promotional activities.

CHARLES MARTIN named WEGB Buffalo promotion manager and BILL SCHWITTERS, formerly promotion chief, moves into station's sales.

JAMES TYLER, MBS manager of advertising and promotion, New York, is the father of a girl, born June 12.

WNEW New York names Arnold Cohen Corp., same city, as its advertising agency. ARNOLD COHAN account executive.

Preview for Sponsors: DESCRIBED as "a moving plan," new promotion program series titled Preview Time was scheduled to start today (June 18) on WLAD Danbury, Conn., and WVII Hartford, Conn. Arrangement with Charles Michelson Inc., WLAD promotion producer, WLAD will present previews of various Michelson half-hour mystery transcription shows. Commercial portions will be devoted to calling attention of local merchants to availability of programs for sponsorship. Further WLAD promotion announcements will be written in comments on various programs. Winning letters receive pair of tickets to New York's Radio City Music Hall.

Battery "Circus" RCA TUBE DEPT. launches battery "circus" promotion to include containers which can be converted into colorful circus wagons for children, and which are used to enclose RCA portable radio batteries. Promotion features series of four containers which, when cut with scissors, become brightly-colored circus wagons, lion, monkeys, bears and pandas, and is timed to coincide with peak selling season for portable radio-battery. Mail-order kit being promotional kit being made available to dealers through distributors.

WDRC Sponsors Team WDRC Hartford is sponsoring junior baseball team in city this year, station reports. Team is entered in J.League, set up by Hartford Junior Chamber of Commerce and Hartford Steam Fabricating Co., to get the kids out from Sunday papers.

Minimum New York EXCLUSIVE franchise to select New York entry for "Miss America" pageant held again this year by WKBW promotion of WFB White Plains, Junior Chamber of Commerce, according to station. Girls between 18 and 27 arrested for New York State as New York contestants Aug. 10-11 at Atlantic City.

Endurance Swim STUNT which created wide interest in area and received publicity for station, reported by WPLH-AM-FM Huntington, W. Va., which sponsored endurance swim in Ohio River. George Hof- derby, representing WPLH, attempted to swim 168 miles from Huntington to Cincinnati, but icy waters forced him to give up project after 27-mile swim. He will make another attempt later in summer, WPLH said. Information on project was relayed by phone to WPLH studios and listeners were given reports at 10-minute intervals. Station estimated over 1,300 listeners were on all day.

Good Fishing MAIL SHEET with catch-line, "The fishing's good in Westchester," was WFB White Plains, N. Y. Piece included facsimile of letter received from satisfied tropical fish dealer who advertised wares on WFB-

as well as statement from WFS that its 450-foot "steel rod" casts "your message into Westchester's pool of more than 100,000 radio families; not to mention additional thousands in Rockland County and other environs."

WTIC Safety Drive WTIC Hartford, Conn., has inaugurated farm and home safety contest which makes entrants practice before they preach. Eligibility for competition in County Fair's annual contest of accident or fire hazard in home or on farm since last July. Entrants must have carried out own ideas before writing WTIC telling what hazards have been eliminated. Contest runs through July 11 and more than $1,000 in prizes will be awarded on July 29, final day of National Farm Safety Week.

KFPO Postcards SEVERAL thousand picture postcards showing front and side view of its home, James R. Curtis Bldg., and carrying brief history of station on writing side, have been issued by KFPO Longview, Tex. Besides out-of-town clients, cards are freely passed out to local civic groups and all people visiting station's lobby.

KEPO Voice EL PASO'S Home Show had as its official voice KEPO there last month in promotion through both displays as conceived by Willard Kline, station manager, and Howard Baldwin, sales director. KEPO reported every one of 200-odd contests to be won by Seder, with over 800 diversified products being represented. As tie-in, KEPO issued four-page schedule covering station's complete program line-

ings during show.

Young Sty Tote Time YOUNGSTERS, 10 years old and younger, were guests of "Uncle" Stu Wayne, m. of WPEN Philadelphia's Tiny Tot Time on June 8. At party, children played games and sang "alphabet" and "counting songs." After air show, puppet play was presented for kiddies. Refreshments, whistles and balloons were among gifts given out by "Uncle Stu." Show is heard for last 16 minutes of WFPS daily 6-9 a.m. program. Big Tiny Tot Time

is a special Saturday 9:00 a.m. feature for children from 5 to 10 years old who miss program during school week; daily show is for children 5 to 6 years old.

Spots for Radio USE of complete spot coverage throughout day and night to promote radio listening and use of radio as best merchant stimulant was reported by WOHJ East Liverpool, Ohio. Campaign was opened by series of 20-second an-

nouncements distributed by NAB. Slo-
gan used is "Your favorite pastime-

activity is radio listening."

'Little Nipper AUTO RACER,' titled "Little Nipper Special," marked on sides and hood with legend "RCA Victor 46 rpm," won race in Yellow Jacket Speedway in Philadelphia, New Jersey, Wednesday. En-
tered as permutated story by Raymond Rosen & Co., Philadelphia RCA Victor distributor, car had "Little Nipper" Nash sticker on fender, in form of 12-inch rubber model of famous trademark.

"WFL Day" WFLF Philadelphia, for fourth consecut-

ive year, will play host to thousands of men, women and children at outlet's annual "WFLF Day" outing at Wood-

side Park, Jamaica, June 24. In cooperation with Frank & Seder de-

partment store, Parkway Baking Co. and other merchants, WFLF is dis-

tributing tickets good for free and half-price rides on park's various amusement devices. Each of 100,000 tickets will entitle bearer to chance in drawing for hundreds of prizes. WFLF-

AM-TV is giving event heavy advance promotion by spot announcements.

Tour WTMW-WNBK FIRST-HAND view of radio and television operations in this country was given 17 young men and women from 14 different countries on recent visit to Cleveland's WTMW and WNBK (TV). Guided by group leader from U. S. Dept. of State, visitors had opportunity to see operations from top to bottom. Joseph Polakooff, group leader, and two of visitors, Francisco Zaldar-

diga of Manila and Jeanne Becs of Paris, appeared on a TV show, The Idea Show, with Mildred Funnell and Gloria Brown.

Summer Perk-Ups TO PERK UP summer audiences, WENR-AM-TV (ABC) Chicago carry-

ing specially-recorded station breaks of name talent from five to eight times daily. Central Division Program Director Leonard Silver started campa-

ign fortnight ago, and expects to continue it until fall with local and network stars delivering personalized messages and plugs for their own

reason why

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.

Why We Are WIBW

The Taylor Company

Reach This Rich Market
Through Your Southwestern Solomon

Page 42 - June 19, 1950
FM RADIO will take a big step in expanding its operations in upstate New York on July 1. A joint announcement today (Monday) by Michael R. Hanna, general manager of Rural Radio (FM) Network, and Elliott M. Sanger, WQXR-AM-FM New York executive vice president, disclosed plans for an FM radio relay hookup that will bring classical music and news to upstate listeners.

The all-FM radio relay hookup, serving 85% of New York state shows, "Interest builders" are being used also, mentioning exchanges of ABC talent on various shows. Local stars include Johnny Desmond, Don McNeill, Beulah Karney, Mary Hartline and Bob Murphy. Plans being made for breaks from Walter Winchell, Bert Parks, Edward Arnold and Jackie Robinson.

WPTZ Display

WPTZ (TV) Philadelphia installed television studio in Convention Hall, Atlantic City, N. J., as feature in equipment and merchandise display exhibited during Philadelphia Corp.'s distributor and dealer convention June 17-22. Studio equipped with cameras, special lights and audio gear. Control room and artists' dressing room also shown. Special closed circuit telecasts were held.

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Good Old Days

(Continued from page 18)

The hero were locked in a death struggle... three shots rang out... bang... bang... "Help! Help!" yelled our hero, "he's knifed me!"

After the show, I asked the author if he hadn't made an error about the shots. "No," he said, "but I couldn't figure out any way to put the sound effect of a knife on the air, so we fired the shots!" It's no wonder there was a standing joke at the time that went like this: "Will the radio ever replace the newspaper?" I still remember the answer, "Nope, because you can't swat flies with a radio!"

THE wonderful thing about radio in those days, I guess, was its absolute unpredictability. We had, I'm positive, a corner on all the crackpots in the world. One day a man came into our station and threatened us with a suit. It seems that his farm was located right next to our transmitter and whenever our station took the air he could hear our programs in his head... without benefit of receiving set. This really startled us and we were about ready to call for the white coated man with the restraining net when the engineer had an idea. He asked the man if he had had any dental work done lately and the man admitted he had a new bridge inlay.

Well, so help me... and you are welcome to a big hunk of skepticism if you like... but the man was not crazy. The combination of a metal inlay, the natural moisture of the mouth and the close proximity of the transmitter had simulated a receiving circuit in this man's mouth. Finally the man went away satisfied when we promised to have more of his favorite programs on the air. In this case, he really got it into his head to listen to us... he couldn't help it! Announcers worked a lot harder in those days, too. Written copy was an unattainable luxury, unless the announcer wrote it himself... and I'm honestly afraid some of them were unable to write. Usually you went on the air and talked and talked and talked. Sometimes there were errors... some funny... some tragic and some painful. Like the chap, a very famous announcer, who had the task of announcing a very important network show. In introducing the speaker of the evening this announcer stepped to the microphone and said, "We present the speaker of the evening... I mean Hoevert Hooker... I mean... Herbert Hoover."

Then there is the most unpleasant time when I stuck my size 10 foot right squarely into a mess by reading a newscast concerning our late President. This newscast was sponsored by a very staunch, loyal Roosevelt admirer. As a matter of fact, this wasn't too many years ago and the memory is still painfully vivid. This sponsor was one of our best accounts and bought four 15-minute newscasts daily, seven days a week.

I had the task of doing the first newscast of the day for this lad. He always listened to this one at 7:15 a.m. as he was shaving. I got along fine until I came to a dispatch that mentioned the President. I waded into it with my ears flapping and said loud and clear, "So, we have this report from the nation's Cheap Executive... and so on. Well, it was too late to call it back. It had been said. I really didn't think too much about it as it was only an accidental slip of the tongue. One that could happen to anyone.

But before I had gone 15 words further I noticed smoke coming up from the switchboard in the hall, which I could see through the studio window. The sponsor was really giving the engineer who had answered the phone hell for leather. He looked to me after I got off the air and I never received such a tongue lashing in my life. He was sure I had done it deliberately to cast aspersion on the President. He was also sure that I was at least a Republican if not an anarchist. He ended by saying that we could consider all his programs cancelled as of that moment.

I phoned the manager and after three hours of pouring oil on the troubled waters and another hour of abject apology on my own part the sponsor very reluctantly said he would continue on the air... but only on the understanding that I would not even pollute the air around the studio by my unwelcome and dishonored presence until at least 15 minutes after someone else had his newscast in the morning.

Yes, it was great experience—early radio. It had just about everything, excitement, laughs, drama, thrills, and the exhilaration of being part of a great new medium of public expression. Yes, it had everything—everything, that is, except money... I may get nosy-tic for the "Good Old Days," but twice a month—on the first and the 16th—I think I like it better this way!

GLADYS L. HALL

Joins 'Broadcasting' Staff

GLADYS L. HALL, former secretary to executives at CBS and NAB, joined BROADCASTING-TELECASTING last week as secretary to Sol Taishoff, editor and publisher, succeeding Means Brumbaugh. Mrs. Brumbaugh, who has been in Mr. Taishoff's office for five years, is moving to Lakeland, Fla., where her husband has en-
terred business.

Miss Hall was secretary to Harry C. Butcher, now owner of KIST Santa Barbara, when he was CBS Washington vice presi-
dent. She served in the same ca-
pacity with his successor, Vice President Earl Gammons. She be-
came secretary to A. D. Willard Jr., in 1946 when he was executive vice president of the NAB. When Mr. Willard left NAB last summer to become president-general manager of WCAC Augusta, Ga., Miss Hall joined the Washington firm of Dow, Lohnes & Albertson as secretary to Fred W. Albertson.

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRFA
A prize radio combination in
the rich industrial market of
Central Pennsylvania.
Represented by
ROBERT MEIKER ASSOCIATES

Page 44 • June 19, 1950

BROADCASTING • Telecasting

The stars of today and tomorrow are Yours for more Sales... with the new era in Thesaurus Fram Warren Sings

The new Thesaurus brings you bigger and better programming packages with top sponsor-appeal... top name artists! You get comprehensive programming, promotion, publicity... a steady flow of current tunes and material... network-quality production. Wire or write today for full details!

Radio Corporation of America
RCA Victor Division

recorded program services

320 East 32nd Street
New York 10, N. Y.
Chicago • Hollywood
Cites Coverage

EDITOR, BROADCASTING:

The latest issue of your valued trade paper, BROADCASTING-TELECASTING, is well written. The news coverage is more comprehensive and the editorials are objective and reflect clear thinking.

It is my pleasure to enclose subscription renewal check.

Jacobi Brenner

* * *

Man Hunt ‘Scoop’

EDITOR, BROADCASTING:

Emphatically protest statement June 12 issue regarding WDMD Marquette “exclusive” of Russell brothers capture. WDDBC Escanaba, with coverage of upper peninsula and northern lower Michigan, aired first news of capture with on the spot interview with Trooper John Shewahuk, capturing officer, one hour and 45 minutes before any other station and 35 minutes before United Press bulletin announced put our broad- cast done by Newman, Al Lagroie by direct telephone hookup from Shingleton at 12:22, less than an hour after actual capture. Had follow-up done that again via telephone at 2:00. Believe scoop credit goes to reporter reaching public with news first. Proof available.

John F. Norton
President
WDDBC Escanaba, Mich.

[Editor’s Note: Story of WDMD Marquette, Mich., coverage of man hunt and capture was not intended to minimize job done by other stations in the area. BROADCASTING made no claims for “firsts” or “exclusives” but did note station man of Raymond G. Uhrich on his job done. Our congratulations to Mr. Norton and his crew at WDDBC Escanaba for their energetic coverage.]

* * *

‘Radio’s Own Voice’

EDITOR, BROADCASTING:

After all these years, I’ve finally learned the meaning of “a drum with faint praise.” The half-hearted, embarrassed, mumbled comments of those who have just seen “Light- ning That Talks!” (and which should have kept them from a mouth shut) explain the phrase perfectly.

Seems as if our industry’s “Big Brains” have fallen flat on their faces.

Shortly after the good Judge was installed as NAB president (one of the very few smart moves the “Big Brains of the Inner Circle” have ever made)—and back in the days when Ed Kirby was public relations consultant to the NAB, I timidly suggested that radio, as an advertising medium, should quit feeling sorry for itself—quit reacting, childishly, to the attacks of other media—and start selling itself, to advertisers and listeners, by taking advantage of advertising’s most powerful voice—radio’s own voice.

The Judge wrote me a note of thanks and assured me the project was one of the first that would be taken up with Ed Kirby. So, what happened? For several years, nothing. Then, “Lightning That Talks,” got jeopardy in . . .

Doesn’t radio have the finest pro- duction and programming brains in the country? Then let’s get ‘em to work . . . Let’s put the Crossbys and Hopes and Bunnys and Godfrey’s to work, selling the power of radio advertising. If it weren’t for radio advertising dollars paying the freight, those “big names” would still be playing the tank towns . . .

When newspapers, magazines, outdoor, etc., start using radio advertising, to sell their effectiveness, to present and prospective customers, then radio can reciprocate. Until that happens, let’s quit being the world’s champion umphlys.

Let’s use ourselves, to sell our- selves.

What say Mitch?

How about it, Judge?

G. F. Bauer
Sales Manager
WINN Louisville

* * *

Stork Busy at KIMA

EDITOR, BROADCASTING:

We think the stork has credited KIMA with some sort of a record. The famous bird paid a triple-header visit to the station the week of May 22, with three staff members turning up as proud papas that week.

Elizabeth Sue Bostic checked in with her parents, Mr. and Mrs. Tom Bostic, at 9:32 p.m. Monday. Her father is director of KIMA operations.

An hour and 40 minutes later, KIMA Engineer and three staff members turned up as proud papas that week.

Elizabith Sue Bostic checked in with her parents, Mr. and Mrs. Tom Bostic, at 9:32 p.m. Monday. Her father is director of KIMA operations.

And Sunday morning, May 23, at 9:32 a.m., the stork completed his triple-play with the birthing at Jan Marie Horn to KIMA Engineer and Mrs. Bob Horn.

As result, we’re just about ready to set up a cup and cigar con- cession on the side.

Jane Mogren
Promotion Manager
KIMA Yakima, Wash.

Clarke Coincidence

EDITOR, BROADCASTING:

Now look here—stop it! What I wonder is, Mr. Anthony, can I sue you?

Congrats and best to fine maga-

zine absorbed (4 & aft) weekly.
Johnny Clarke
10 W. 61st St.
New York

[EDITOR’S NOTE: Artist John Ziegler’s cartoon in the Feb. 27 TELECASTING (above) was sketched without knowl-

dge of the fact that real-life enter-
tainer Johnny Clarke actually had used his own facsimile in Johnny Jr. (insert).]

* * *

Warms of Censorship

EDITOR, BROADCASTING:

Bill Wheeler’s (of WINR Bang-
hurst, N. Y.) cartoon in your

Open Mike of May 22 should cause, I hope, considerable thought along the lines I’d like to point out.

The cartoon, which depicts a re-
crept stock-type out-building with an assortment of the very latest television aerials affixed thereto, aroused in me three reactions):

1. A very funny cartoon.

2. A symbol of the feverish growth and spread of TV to all type audiences.

3. A fact, or subconscious, belief that TV programs are intended for outhouse reception. This may seem like a ridiculous assertion at first glance, but judging by the presentations of an alarmingly large number of TV producers it is not so ridiculous at it sounds.

As a frequent viewer, it has appeared to me that many of the things acceptable on the stage, in the night club, at the corner bistro, or even at the local motion picture theatre are not acceptable in the home. And I refer not only to facetious and off-color remarks . . . but also to the selection and presentation of horror and violence.

Such offenders are in the minor-
ity, but that minority is much too large. I frankly believe that unless many more TV producers exercise a certain amount of voluntary censorship, a formal type censorship from without the industry will necessarily be established.

TV is an enthusiastic, lusty, almost unbridled youngster at present. Let’s hope he develops mature judgment and control of himself before he becomes a dangerous force.

W. James Bastian
District Heights, Md.

BLESSED EVENT

WKBN Move Delayed for Stork

WHEN WKBN Youngstown, Ohio, moved its transmitter from the old location into its new building, the occasion became a special event for the station. Moving was late, however, because of the stork.

The date was set and construction on the building was certain toward the move. As the day approached, however, it was learned that Jerry Jones, WKBN engineer, was expecting to become a father momentarily.

So, in view of Mr. Jones’ nervous condition and the fact that his services in moving were invaluable, it was decided to postpone the move one week. Mrs. Jones obliged with a 1 1/4 pound girl, and the following week the transmitter was moved successfully.

BMB PROVES IT! WCKY HAS THE LISTENERS

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

June 19, 1950 • Page 45
Sterling

(Continued from page 16)

TV stations went on the air and encountered tropospheric effects that actual evidence became available, supporting Mr. Allen's theoretical conclusions, he asserted.

When Sen. Tobey continued to charge that Mr. Allen's recommendations were "ignored," Comr. Sterling reiterated his plea of "a dearth of essential information at the time." He agreed that failure to adopt Mr. Allen's suggestions would be "regrettable" if enough information and action had been available to permit more affirmative action, but insisted FCC did not have enough valid data "to put your teeth into." Sen. Tobey was concerned over possible monopoly in TV and asked when there would be an equitable distribution of channels over the country. He said that consideration of tropospheric effects in the reallocation would reduce the total number of possible VHF stations.

Comr. Sterling relied FCC "does not only encompass a need to do things off the air" and cited the new facilities to be made available in the UHF. He pointed out the interference-free characteristics of the UHF and indicated he was pleased with UHF tests being made at Bridgeport and those which had been made in Washington.

Johnson's Questions

To Chairman Johnson's query as to whether the U. S. was going to have a "two-headed system" in television, Comr. Sterling answered affirmatively and indicated the VHF would assure service to rural areas. He doubted if "slave" or satellite stations would work in very small communities, because of economic factors.

Sen. Johnson asked the Commissioner if the VHF allocation really is a just temporary thing until TV "finds its ultimate home" in the UHF. Comr. Sterling replied he had made an exhaustive study of FCC records on this matter and had been given a rough-and-ready conclusion that the Commission intends the VHF to be only an interim TV service. He said he didn't know if other Commissioners or the legal and technical staffs of FCC agreed with him, however.

To further questioning on the TV situation, Comr. Sterling said FCC has scheduled a staff meeting July 11 to consider the findings to be filed by participants in the color case by July 10. He indicated that when agreement is reached within FCC on the decision, it could be rendered within 30 days. He added his guess to those estimating the color decision would be out by September.

In answering the Bell Telephone Labs bid for 470-500 mc, part of TV's UHF spectrum (see story page 51), Comr. Sterling testified he felt this proposal required the "most cautious looking into by the Commission" since it would be a unique extension of monopoly powers in telephone communication for any TV station.

Sen. Johnson said he was glad to learn that he was wrong in believing Comr. Sterling had told a Canadian audience that he thought color television is 30 years away. Comr. Sterling said he made no such prediction and related examples of his particular interest in color TV over the past few years.

Questions Sterling

Sen. McFarland briefly questioned Comr. Sterling on his work load, need for personal staff aid and dependence on Commission staff advice. Comr. Sterling said he does much "homework" on Commission matters and would like to have a personal staff to help him function better as an independent Commissioner. He indicated all Commissioners are quite independent in their thinking although they may receive staff aid in various matters. He said they are not influenced by outside "selfish interests," either.

On the NARBA question, Comr. Sterling observed that Cuba appears to have an "insatiable demand for channels" and agreed with Chairman Johnson that NARBA negotiations must include all the countries involved rather than unilateral action. While declining to crystal-ball the clear channel decision for the committee, Comr. Sterling agreed with Chairman Johnson that the question of "monopoly" is one more important than an engineering consideration and "certainly is" one of public policy.

On the Thursday exchange with Sen. Tobey, Comr. Sterling denied that the original television allocation was an engineering "blunder," but said that he was referring to FM, not TV, when he spoke of the role of K. A. Norton, former FCC engineer now with the Bureau of Standards, in FCC allocation activities.

Mr. Norton has been a prime target of FM Inventor Edwin H. Armstrong, Sen. Tobey, and others. He said FCC was in the 50 mc to the present 88-108 mc band. The so-called "Norton curves" were a factor in the reallocation.

Sen. Tobey reiterated charges that FCC sided with Mr. Norton against "leading" experts and that Mr. Norton admitted he had exceeded its bandwidth. Comr. Sterling insisted that FCC's FM decision came after Mr. Norton had "corrected" his calculations.

It was at this point that Sen. Tobey promised to bring in "something that doesn't smell good." He said the odinous evidence would show FCC records had been "changed" to "flim-flam the public" and that the chairman and counsel of FCC had admitted in his office that the records had been changed.

The interference apparently was to charges made by Prof. Armstrong, in House committee hearings in 1948, that a secret allocations report in 1945 recognized a basic error by Mr. Norton while the public report denied any error.

In 1948 Hearing

Comr. Sterling represented FCC in 1948 before the FCC at that time by statement by Chairman Wayne Coy asserting that he found "difference of opinion and judgment on the technical matters involved [that] [no] evidence of dishonesty."

Chairman Coy's statement had been submitted to Sen. Tobey, accompanied by a memorandum from FCC General Counsel Benedict P. Cottone asserting that "we have found no evidence that the transcript of testimony, the exhibits, or any other data or records upon which the Commission's reports were based have in any way been tampered with or altered" (BROADCASTING, April 5, 1949).

Sen. Lester C. Hunt (D-Wyo.), forced to leave the hearing early to attend another meeting, said on departure that he thought Comr. Sterling was "exceptionally well qualified."

Sen. Hunt had asked two questions: (1) Why had FCC not acted upon KPDC Cheyenne's application for increased power, on which he had testified more than two years ago, and (2) why would FCC not permit Rocky Mountain stations to use Eastern clear channels when he felt, could be used in the Rockies without interference?

Comr. Sterling promised to comply with Sen. Hunt's suggestion that he make a written report on the station application. The other question involved the clear-channel case and he thought FCC would act affirmatively in 1949.

Comr. Sterling, who will be 56 on Wednesday, assumed office as a Commissioner on Jan. 2, 1948, when he was advanced from chief engineer of the resignation of Comr. E. K. Jett, Jr., in federal service since 1923, having served with both the FCC and its predecessor Federal Radio Commission, and as a member of the radio regulatory activities of the Dept. of Commerce.

Committee members participating in the hearing included Chairman Johnson, Comr. E. W. McFarland (D-Alaska) of the radiocommittee; and Sens. Francis J. Myers (D-Pa.), Hunt, Tobey, Brewster, Homer E. Capehart (R-Ind.) and John W. Bricker (R-Ohio).

Milestones

The Women's Advertising Club of Washington celebrated its seventh anniversary with a birthday party and annual meeting last Wednesday evening on the Washington Hotel roof garden. Election of officers and annual reports followed the buffet supper.

WPIX (TV) New York marked its second anniversary Tuesday, a station, which has been on the air since June 1948, is New York's only independent TV station. It received the Alfred I. du Pont award for public service in news coverage last January. On the second anniversary, Mayor William O'Dwyer of New York began his series of half-hour public service programs. G. Bennett Larson is vice president and general manager of the New York Daily News station.

Special program over WAVE Louisville hailed the 10th anniversary this month of membership of Claydon McGinley and his Georgia Wildcats by The Howell Furniture Co., that city. Howell, by advertisement in public service in news expanded from a side-street location to three prominently situated stores. Employees increased from the original four to some 80. Firme Community service is daily on WAVE and a 30-minute TV show on WAVE-TV.

Page 46 • June 19, 1950
ADVERTISERS: Now, you can buy Hollywood-produced, audience-tested, high-Hooperated TV shows on a spot basis at prices you can afford!

"WRESTLING FROM HOLLYWOOD"

The West Coast’s Favorite Sports Program

One of Paramount’s TRANSCRIBED SHOWS: 50- to 70-minute matches, once a week. Red-blooded Main Events and Semi-Finals as only Hollywood can stage them. Nationally-known mat stars in bone-crushing action and Gargantuan hilarity from leading Los Angeles arenas with commentary by movie veteran Dick Lane (just voted “King of Hollywood TV” by West Coast televiewers). Film-recorded as telescript over KTLA; open-ended for commercials. Syndicated throughout U. S. . . . with some good markets still open.

RATINGS: April-May Hooper for Los Angeles—38.8 Telerating, semi-final period. Top Pulse ratings for May: 14.5 Chicago; 32.5 Cleveland; 21.0 Cincinnati; 12.5 Washington; 20.0 Philadelphia. No ratings available in other markets where program is telescript regularly. Ranked among “Top 10 Most Popular Shows on West Coast” throughout 1949, frequently placing in “Top 3.”

Paramount transcribed programs are available to advertisers in one or all TV markets on a spot basis. Also available to TV stations with privilege of resale to local advertisers.

KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOLlywood 9-6363
Eastern Sales Offices • 1501 Broadway, New York 18 • BRyant 9-8700
What's New in Television? Take a Look at WPTZ!

Charm... leads them to the cash register!

A few weeks ago when WPTZ took the plunge into afternoon programming, the "Charm Clinic" was scheduled as the Friday edition of our 3:00 P.M. home economics strip.

Featuring Miss Doris Hackett, Philadelphia's Dean of Charm, and an outstanding panel of guest experts such as Frances Burke Kenney, former Miss America, Suzanne Finneran, international model and Joseph of Vincent & Joseph, hair stylists—the program was an immediate success with the distaff side of the Philadelphia television audience.

As you might expect, the "Charm Clinic" was picked up for sponsorship in short order by Oppenheim Collins & Company, one of Philadelphia's smartest specialty stores. And the program is charming customers right up to the cash register!

Like all the other programs in WPTZ's highly successful afternoon schedule, the "Charm Clinic" was designed to render a real service to women and thus develop a "commercially interesting" afternoon audience. That WPTZ has been successful in achieving such an audience, is borne out by such advertisers as these, all of whom are buying afternoon programs on WPTZ:

- RCA-Victor • Philadelphia Gas Works
- Gimbel Brothers • Sealtex Corporation
- Oppenheim Collins & Company
- Philadelphia Electric Company
- Sylvan Seal Milk Co.

If you have a product which is purchased by housewives—and what isn't?—and want to reach the half-million television homes in the Philadelphia area, drop us a line or see your NBC Spot Sales representative for program and spot availabilities.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.
TV-SPORTS SPLIT

THREE-WAY effort by sports management, television interests and the general public was advocated by the Los Angeles Chamber of Commerce today (Monday) to repair existing or threatened sports-video splits and to create both increased box-office support and expanded sports telecasting.

A three-month study of sports-television problems indicates (1) evidence that TV in certain but not all cases can justifiably be accused of cutting attendance and (2) beneficial powers of video have not been fully utilized, according to Richard W. Millar, chairman of the Chamber's TV committee. It was announced a Sports-Television Council is to be formed to tackle the critical problem in Southern California.

Its job will be "to foster understanding of common problems, analyze successes or failures and seek workable telecasting formulas for various types of sports events," he said.

Results of the Chamber's sports-TV investigation, handled by a special sports-TV-public subcommittee headed by Arthur F. Kelly, vice president of Western Airlines, were contained in a report which summarized facts and opinions presented to the group by top ranking Los Angeles sports and video executives.

The summary, Televisio's Effect on Sports—and What to Do About It, was compiled by a laymen board of public relations and video executives not associated with sports or TV.

Besides calling for closer sports-TV collaboration, the report urged video set owners to attend their favorite sports events whenever possible.

Cooperation Necessary

Adopting the premise that mutually sound and satisfactory operating conditions for both sports and television will benefit the community by creating employment, increasing commerce, promoting team and competitive spirit, combatting juvenile delinquency and providing wholesome entertainment, the study concluded that:

"Neither sports nor TV interests nor the public single-handedly can keep sports on television... Three-way cooperation is a "must.""

Warning sports organizations against banning TV, the report suggests promoters might better exploit the medium's promotional and attendance building powers. At the same time, it called upon TV station executives and sponsors to cooperate with promoters to develop the limited spurring "in person" attendance and building public understanding of sports-TV problems.

Among other suggestions to sports interests were:

1. Seek to correct other factors besides TV—crimping attendance.
2. Use TV to educate new fans, promote coming games, and inform about ticket availability.
3. Understand TV's strong novelty grip on new set owners, who in surveys have been found to go to fewer games when sets are new but more games when sets have been in the home one to two years.
4. Regard TV as a selling, demonstrating and showmanship medium rather than purely as a communications instrument. Use it to sell admissions.
5. Recognize that TV's advent has brought new competition for the public's recreation dollars and entertainment hours.
6. Realize that TV requires special promotions.
7. Carefully investigate all angles of such ideas as proposed pay-as-you-see TV, program motion pictures, etc., keeping in mind need for immediate and sure revenue.

Suggestions for TV

Suggestions to TV interests included:

1. Respect the public service aspects of sports programming ahead of commercial opportunities.
2. Offer all possible extra TV boosts for telecast games, through special promotions, programs, professional counsel, fan clubs, etc.
3. Play up the all-around advantages of TV ownership, touting down expenses on "see-the-game-at-home" advertising.
4. Develop inter-station cooperation to help sports promoters.

The report also includes results of a Los Angeles survey conducted for Walter McCreery Co. by Facts Consolidated at the Southern California-UCLA game Nov. 19, 1949. The survey showed 22% of 805 ticket-holders owned TV sets, higher than the county average. Among 25% who attended fewer games that season only 12% blamed TV, with 31% mentioning "less leisure time," 29% "too expensive" and 17% "out of town more."

Grid TV

ACTION last week by the Pacific Coast Conference in opening its gates to television overshadowed other news of anti-TV bans set by footballers in the past fortnight.

At its annual summer session held in Victoria, B. C., the conference agreed on a policy to permit live telecasting of 1950 conference football games and scheduled a meeting of its athletic directors for July 3 in San Francisco when details will be worked out.

The policy decision affects five schools in Los Angeles, the San Franclisco-Fresno area and Seattle. All conference games in these areas must be telecast. Other conference schools share in profits from games telecast, the agreement pointed out.

Reservations Outlined

Reservations are: If agreement can not be reached on the telecast of one conference game, telecasting is out for the entire schedule and TV sponsors must "guarantee" a gate. Schools competing will estimate the minimum attendance and the telecaster must assure an equivalent return, it was understood.

Meanwhile, other groups in the country saw the TV picture in a different light.

The action of the Southwest Conference against live telecasts of its football games [TELECASTING, June 8] has been followed by at least one letter questioning the phasis on "see-the-game-at-home" advertising.

L. A. Chamber Urges Unity

AWARD TO GROSS

Cited for Hanley TV Spots

NATIONAL Advertising Agency Network's premier awards for television commercials and the 1950 award of excellence for point-of-sale material have been presented jointly to the James Hanley Broadcasting Co. of Providence, R. I., and the Julian Gross Advertising Agency of Hartford, Conn.

The award cited the Gross agency for its new advertising and marketing campaign created and conducted for the brewing firm. The Gross material competed for honors with more than 276 entries. The TV commercials were created by the Gross agency and produced by Bay State Film Productions Inc., Springfield, Mass.

Hearing Delayed

FURTHER hearing in FCC's investigation to determine whether or not to give Western Union authority to interconnect its intercity TV relay facilities with those of American Telephone and Telegraph Co. was postponed by the Commission last week from June 15 to June 20 [TELECASTING, June 12]. FCC indicated WU requires more time to prepare its rebuttal.
BOSTON is a city of complex personality. As the traditional hub in American history, it is steeped in the environment of 17th-18th Century Yankee Boston. As the financial capital of a mighty industrial area, it has welcomed the quickening beat of 20th Century progress.

On May 29, 1948, at 5:41 p.m., Boston and its metropolitan area of 2 1/2 million people were given their first glimpse of television when WBZ-TV, first commercial sight and sound station in New England, went on the air with test patterns.

On June 9, official dedication ceremonies were held at WBZ's newly-constructed Radio and Television Center.

In the two years since then, the station has reached maturity in over-all performance. Financially speaking, too, WBZ-TV has come of age. Within a year and a half, in October of 1948, it first began to ease into modest monthly figures.

From its Westinghouse radio parentage, the video station has inherited a rich past of its own to parallel that of the community. It can look to its own AM station, WBZ (then Springfield, Mass.), as the second station in the country to offer regularly scheduled programs.

It inherits a pioneering tradition, too, from men such as Walter Evans, president of Westinghouse Radio Stations Inc. and vice president of Westinghouse Electric Corp., from Walter Benoit, WRS vice president, and J. B. (Steve) Conley, WRS manager.

WBZ-TV, as the sole Westinghouse video outlet, has received much personal direction from this trio and has reaped from the wisdom of their long experience. More than a century of service to Westinghouse is combined in the careers of these men and the station's own top executives, headed by W. C. (Bill) Swartley.

Mr. Swartley, manager of WBZ A Springfield and short wave station WBOS, as well as WBZ-AM-FM-TV, has been with the company since his graduation from Cornell U. After serving as staff assistant in the office of vice president and then administrative assistant in the office of president of Westinghouse Electric Corp., he joined WOWO and WGL, both Fort Wayne, Ind., as manager in 1938, going to the Boston stations in the same capacity in 1940.

W. Gordon Swan, program manager, has been with the Boston and Springfield stations for 25 years. Other veterans are W. H. Hauser, chief engineer, and S. Herbert Masse, sales manager.

Only the program and engineering departments have been separated from the AM operation thus far. Iran Berlow, former New York radio, theatrical and agency TV producer, is TV program supervisor under Mr. Swan. Sidney V. Stadig, recruited from the WBZ technical staff, is TV technical supervisor under Mr. Hauser.

The WBZ-TV management has placed much emphasis on local shows, using local personalities, and thus has increased its identification with the community.

Now on the air an average of 72 hours a week, 15 hours are devoted to 43 live, local, studio productions.

Network time is 4½ hours sustained.

(Continued on Telecasting p. 10)
HAZELTINE COLOR

WHAT was claimed to be an improved system, color television, based on the "dot-sequenceal" system proposed to the FCC by RCA and adding a "constant luminance sampling" method developed by engineers of Hazeltine Electronics Corp., was shown to newsmen in a demonstration held Wednesday at the Hazeltine plant in Little Neck, L.I.

The system had previously been demonstrated to the FCC, the Conrad Committee (advisory body to the Senate Committee on Interstate Commerce), the Hazeltine licensees (about 130 companies, chiefly set manufacturers) and to the participants in the color hearings before the Commission.

Hazeltine's purpose in submitting its developments to the FCC is to see that they are included in the color standards to be set by the Commission in its report on "color," according to Charles J. Hirsch, chief of the Hazeltine engineering department, who conducted the demonstration.

Using three photographs and the RCA test chart as subject matter, the Hazeltine engineers compared TV color pictures transmitted by the line-sequenceal and dot-sequenceal (both alone and with the addition of constant luminance) methods with monochrome pictures and with an "ideal" color system giving each color the full 4 mc band. Hazeltine black-and-white TV sets and therefore requiring a bandwidth of 12 mc for full color transmission. Mr. Hirsch explained that Hazeltine adopted the sequential system in order to maintain compatibility and permit present owners of black-and-white receivers to receive color telecasts in monochrome without any change in their sets.

Fluctuations Change
Mr. Hirsch said that the Hazeltine "improvements" in the dot-sequenceal system as demonstrated by RCA stem from the "well-established optical principle that the eye sees detail through brightness, not through color." The Hazeltine system, he said, "reduces the beat motions of the last traces of color fluctuations in brightness to fluctuations in color, without any fluctuation in brightness."

Use of the constant luminance system also reduces the shimmer in broad color areas and the crawl in fine picture detail, he noted. Mr. Hirsch explained that the Hazeltine process involves weighting the color intensity so that three colors appear of equal brilliance to the eye, allotting 50% of the total brightness to the red signal, 33% to the green and 17% to the blue signal, hence achieving the brilliance equally among the three.

Qualify Color Seen
A. V. Loughren, Hazeltine vice president in charge of research, said that although none of the color systems proposed to the FCC provides pictures of as good quality as today's black-and-white pictures, his company's investigations indicate that color TV can be put in the present black-and-white channels with "substantially as good quality in all respects as we presently obtain in monochrome." Noting that more development work is needed, particularly in field testing, Mr. Hirsch said that the fundamentals of the dot-sequenceal system proposed by RCA, offer at this time the most attractive approach to a solution of the problems.

Hazeltine is keeping its licensees informed of its work in color, and by the time standards have been set, it will have complete circuitry ready for testing. He added that they may begin the production of color receivers with a minimum of delay, company executives said.

ACME 'HOT SPOT'
Offers Newsphoto Spots

EFFORT to give television spot commercials a more attractive appearance is being made by Mr. Allen B. DuMont research director, who testified June 9 that television's use of the 470-500 mc band would serve greater public interest than the limited common carrier use, rejected by the FCC.

TELECASTING • Page 3
On the dotted line...

POSTER used to promote The World of Yesterday, 15-minute, once-a-week film seen on WBK (TV) Cleveland and sponsored by Hudson automobile dealers in Cleveland-Akron area, is inspected by (l to r) A. S. Nelson, TV director, Fuller & Smith & Ross Inc.; Robert Miller, NBC sales, and Harry O’Grady, Fuller & Smith & Ross. The show opens with an animated film showing the 1950 Hudson and then goes into the documentary, covering important history-making events dating as far back as the San Francisco fire of 1906. Program and promotion were planned and executed by Fuller & Smith & Ross.

PLANS to sponsor audience participation show Everybody’s Doing It on KPIX (TV) San Francisco are made by Carl Schuster (seated), pres., Acme Breweries. Standing (l to r): Sherwood Anderson, George Richardson, Foote, Cone & Belding; Elliott Stonethburgh, Acme prom. mgr.; Lou Simon, KPIX coml. mgr.; Ben Alexander, show’s star.

CONTRACT for purchase of Cisco Kid television series, scheduled to start on NBC’s WNBW Washington in fall, is completed by WNBW General Manager William R. McAn- drew (seated). With him are Bud Rifkin (l) of Ziv, producer of the series, and Charles de Lozier, WNBW sales manager.

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BOX OFFICE TV

Skiatron Proposal Filed, Rivals Phonevision

SECOND pay-as-you-see television system—a competitor to Zenith’s Phonevision technique—was disclosed to FCC last Tuesday by Arthur Levey, president of Skiatron Corp., New York.

indicating Skiatron’s “Subscribervision” method would “dissipate the monopoly menace of monopoly by Zenith’s Phonevision, which has doubtless been a source of concern to the Commission,” Mr. Levey told FCC a pilot receiver would be ready for demonstration sometime this fall. He said Skiatron also would request FCC for “the same experimental public test privilege in New York City as Zenith has obtained in Chicago.”

Chief feature of Subscribervision, Mr. Levey explained, is that all picture elements can be broadcast over the air “without the necessity for any intervening telephone connections.” A special key inserted in the receiver supplies the code to unscramble the picture, Skiatron explained. The key would be replaced periodically. Zenith’s Phonevision technique requires a telephone line to supply a signal which unscrambles the telecast picture.

Meanwhile, on Thursday the Skiatron development drew from Comment Eugene F. McDonald Jr., Zenith president, the comment, “We are glad to see that others have recognized the need of a box offeree to have a low-priced decoder to provide programs which are too costly for advertising sponsorship.

Commdr. McDonald explained Zenith has experimented with various types of TV decoders for 19 years and observed a subscriber to a system such as Skiatron’s is “limited either to a subscription system, in which he pays a fixed charge for available programs, or to special shows for which he gets the key in advance.”

Services Compared

The Zenith president said he believes Phonevision, as a wire-service "already available in the average home," has more flexibility in selection of programming and charges only for shows which the viewer orders from the telephone operator. Regarding Skiatron’s method, Commdr. McDonald said that “if the subscriber were compelled to secure his key for special programs in advance, then he would have to decide several days ahead of time what TV programs he was going to watch.”

The Zenith executive indicated it would be unfair to entertainment producers and the public “if every subscriber were charged the same fee, since a $5,000,000 motion picture or an opening night at grand opera certainly warrants a higher admission price than run-of-the-mill theatrical entertainment.”

Skiatron indicated its Subscribervision is based on U. S. Patent 2,251,525, issued Aug. 5, 1941 under the title "secret television system," and was Arthur S. Rosenthal of London listed as inventor.

Mr. Levey wrote to the Commis-
sion that "in view of FCC’s recently expressed attitude on Zenith Corp.’s premature exploitation of Phonevision [TELECASTING, June 5], you may be pleased to hear we are proceeding ener-
gically on pilot test of our Subscribervision system." He continued, “We believe Skiatron Corp. owns the only practical, patented system for providing a special TV service to paying sub-
scribers.”

He explained Subscribervision "does not depend on telephone lines, is cable and therefore requires fewer electronic circuits. As a result, this system is much simpler and more economical than any method which proposes to use telephone wires.” Mr. Levey noted that Zenith previously told FCC “it would prefer to deliver the entire television signal over the air without the necessity for utilization of the telephone plant, if it could devise a feasible method of employing ‘pay-as-you-see’ television in this manner. . . ."

Will Offer Licensing

The Skiatron president told the Commission his firm “will of course offer other manufacturers in the TV industry licensing ar-
rangements at a reasonable royalty in accordance with the terms of the consent decree under which Paramount Pictures Inc. and General Precision Equipment Corp. (20th Century-Fox) were divested of their interests in our patents precisely because the Government charged them with suppression and refusal to permit broad li-
censing of these unique devices.”

Mr. Levey noted that Commdr. McDonald stated Zenith’s only purpose in asking manufacturers to include Phonevision decoder outlets in new receivers was that otherwise “it would cost the public millions of additional dollars to have their sets accommodated to Phonevision.” Skiatron president commented that Subscribervision "will entail merely the replace-
ment of a simple inexpensive receiving tube (for synchronization) in the millions of TV sets already in use.”

Los Angeles TV Month

IN RECOGNITION of what is termed the “fastest growing in-
dustry in this area,” Mayor Fletcher Bowron of Los Angeles proclaimed the period from June 15-July 15 as “Television Month” in the Los Angeles area. Event is sponsored by the Electric League, television trade association.

BROADCASTING • Page 52
TV IS CHALLENGE TO BANKS

TELEVISION will offer a challenge to non-radio advertisers among banking institutions as well as to traditional users of the medium, and many firms are getting into the new medium sooner than they did in radio broadcasting's early days.

That conviction was expressed Thursday by Robert D. Sweczy, vice president of National Shwmut Bank, Boston, Mass., at the golden anniversary convention of the American Institute of Banking in Minneapolis.

Addressing a Business Development and Advertising Conference at the Radisson Hotel, Mr. Barry called on banks which put all or part of their advertising into radio to "act now to prevent liquidation of that investment." Stressing need for an analysis of the advertising picture as a whole and of television and radio taken together, he asserted:

"Any advertiser in radio, whether he contemplates using television or not, has got to face up to the challenge... whether he likes it or not. A re-examination of any radio schedule right now is a matter of self-preservation."

Mr. Barry said he could not agree that TV offers no such challenge to non-radio users and cited TV's revolutionary effect on everyday living habits, including newspaper reading, movie attendance, etc.

The pattern thus far suggests that banks are accepting this challenge and "are not going to wait as they did in radio," he said, pointing out that in nearly every TV market, banks are "either in or heading in"...an early participation "contrary to the pattern" of bank radio advertising.

Mr. Barry pointed out that while "$86 million standard radio sets as opposed to 5 million TV sets in

TV POTENTIAL

Atlanta Admen Hear Swezey
CONTINUED large scale transfer of successful radio formats to television will restrict video's real potential, Robert D. Sweczy, general manager, WDSU-AM-FM-TV New Orleans, told a luncheon meeting of Emony-U's first annual advertising funds into

Sweczy declared that there are thousands of new TV techniques and methods waiting to be discovered and perfected. "Let's not be afraid to explore them... and let's not be too easily satisfied with the results," he said.

Many an advertising man, he said, has thrown to the winds his "cool, logical reasoning which has stood him well in other media," because of the wealth of TV success stories. While the stories are valid, Mr. Swezey continued, they must not be "stampedede" the advertiser to enter the field without first judging what type of program he wishes to sponsor in what kind of market.

It is important for advertisers who "belong in television," he said, to enter the medium on a "sound basis." Mr. Swezey qualified his terms to mean that each advertiser should take advantage of qualities peculiar to TV in order to promote and sell his product economically, and find out just how effectively he can use this medium (size of budget and type of product).

"Then adopt a format that will not be subject to change from day to day or week to week," he said.

\n
INSTALLATION of RCA Victor sets on Airline Bus Co.'s Los Angeles to San Francisco "Skaline." Line runs inaugural of transit TV in California. Gladys Hoffman, of San Francisco, adjusts set prior to the bus line's first TV trip. Line reported receiving programs up to 75 miles from point of origination on the initial run.

R&G TV MONEY

WITH an estimated $3,010,000 of new television money being readied for fall spending the New York Butchrauf & Ryan radio and television department is embarked on a production thrust that promises to raise that agency to among the big 10 in video outlay next season.

Accounts expected to be included in the new schedule, TELECASTING learned, are American Safety Razor, Heed Deodorant, Chrysler Corp. (Dodge) and possibly Lever Bros.

Split Sponsorship Set

As part of the new R&G campaign, American Safety Razor and Heed Deodorant will share sponsorship of a half-hour TV show called The Sugar Bowl featuring Chico Marx. Although the network has not been definitely decided upon, it was understood that ABC, Sunday nights, probably will be the choice.

Dodge, it was understood, will sponsor a half-hour long TV dramatic show, featuring ANTA (American National Theatre & Academy) stars. The program will be telecast either once a week or twice monthly. Negotiations are now under way and decision should be forthcoming next week. Network is still undetermined.

Lever Bros., too, is expected to make its agency reassignment sometime this week. It was under

$3 Million Budget Set

For Fall Spending


AMA AWARDS

Dr. Coffin Is Cited

AT THE FIFTH annual awards luncheon of the New York Chapter of the American Marketing Assn., Dr. Thomas E. Coffin, NBC television program research director, last Thursday received one of four awards for the Hofstra College-NBC study on the sales effectiveness of television advertising [TELECASTING, May 8].

Other recipients of awards were Dr. Sydney Roslow of The Puls & Claire Himmel, WNEW New York director of research, for their combined efforts in preparing a study of "Out of Home Listening Habits."

American Marketing Assn. presents awards annually for major accomplishments in marketing.

America is a potent argument to present to network advertisers," the ratio of radio to TV receivers in Boston is only 2 to 1.

"As a radio advertiser, I would have lost half my audience in two years, provided that I was dependent upon standard radio to carry my message... I am in television; therefore I have increased it," he explained.

Mr. Barry predicted that radio will supplement TV, rather than vice versa, and that it will develop less expensive, more locally-originated programs...advertisers seeking to reach "remnants of the present radio audience."

GLOBAL TV

Mundt Proposes Study Group

LEGISLATION to create a "Hoover-type" bipartisan commission to study and recommend specific activities in foreign countries, including the utilization of television, was proposed last Thursday by Sen. Karl Mundt (R-S. D.).

The bill was a follow-up to Sen. Mundt's plan, revealed a fortnight ago, to give the global director of corporations abroad for the purpose of combating Russian propaganda and to implement State Dept.'s Voice of America with a so-called "Vision of America" program [TELECASTING, June 12].

His new bill would provide for a 12-man group consisting of six Republicans and six Democrats...four appointed by the President, and a like number by both the president of the Senate and House Speaker. The commission would report to both the President and Congress by Feb. 1, 1951. It would also call on government agencies for suggestions.

Among other things, the group would "appraise the adequacy and effectiveness of existing programs in this field, particularly with a view to utilizing new techniques and facilities, with emphasis on the possible utilization of television techniques."

Meanwhile, State Dept. is "considering" television's potential for propaganda purposes overseas. This was suggested last week by a State Dept. official, who disclosed that "at least one plan has been submitted from private enterprise sources" for consideration by Edward W. Barrett, assistant secretary of state for public affairs, who heads the group for Voice of America operations.

He declined to be quoted or to identify the individual or firm which submitted the plan, but thought it similar to that offered by Sen. Mundt.

TELECASTING • Page 7
...more sales for less money through NBC summertime television.

39% more TV families than last winter
on the NBC interconnected television network alone
...and this is a net figure. (Seasonal decline in viewing taken into consideration.)

27% lower cost per thousand
...the lowest in television history.

an 8-week hard hitting campaign
...instead of the usual 13-week cycle. This makes it possible for you to enjoy the prestige of NBC network television on a limited budget.

NBC's choice productions
...priced for summertime budgets.

a warm weather welcome lift in sales
If yours is a seasonal summer product, here's a way to quick sales. If yours is a year-round product, here's a boost for sales through the summer—a head start for fall business. Whatever you sell, the NBC Straw Hat Plan offers you the largest TV audience in history, at the lowest cost per thousand—top-ranking NBC-produced television shows—all on a special, economical 8-week basis. Get your order in before July 1 to take advantage of present low rates. For complete details and program descriptions, send for our booklet, "The NBC Straw Hat Plan".

NBC TELEVISION
This spring, the station embarked on one of its most ambitious projects, a dramatic series, the first on New England television and probably the first regularly scheduled drama to appear on the air by any local TV station. That Young Couple, an original domestic comedy, brings Boston's Brattle Theatre Co., in the video screen Sunday, 4:30-5 p.m. Seven to 10 actors take part weekly, each performance requiring a full week's rehearsal and three-hour live camera rehearsal. Sponsored by the Boston Gas Co., through the Harold Cabot agency, it's the first show of its type and size to be sponsored by any gas utility in the country.

In the sports field, WBZ-TV has brought televiewers wrestling, college basketball games, bowling from the Boylston Bowladrome, horse races from the Suffolk Downs, and Harvard U. home football games, as well as the Bruins hockey games. Home games of the Bruins and Red Sox are telecast on an alternating basis with the city's other video station, WNAC-TV.

WBZ-TV's closeness to its community may be seen, also, in the other responsibility for which it is licensed. Last year, Mr. Swartley loaned two producers, Tom Sawyer and Ralph Giffen, to help film a TV movie for the Community Fund campaign.

This year, Red Feather health and social agencies, which number more than 300, are on the WBZ-TV airwaves on a regular basis, demonstrating new local, national and other service available.

BEHIND WBZ-TV's comprehensive public service and commercial programming lies much in the traditional planning.

The station started with a 20-hour schedule. Programming five days a week from 6 to 11 p.m., with the exception of afternoon baseball, it was able to place much emphasis on the quality of local shows, both as to content and manner of presentation. By winter, it had gradually increased to an average of 40 hours a week, seven days weekly, 5:30 to 11 p.m.

WBZ-TV moved into local afternoon programming, starting at 4:30 p.m., in the fall of 1949. March of the second afternoon, it included an opening, beginning at 1:45 p.m. With the start of the baseball season in April, and the shifting of several program stations back regularly scheduled programming to the area for the first time.

When WBZ-TV made its debut, there was a set count of approximately 2,300 in the area. It is now nearing the 390,000 mark.

THE station's building and layout, its facilities and site, also, have played an important part in its operation. When the construction permit was granted early in 1946, many months of study and planning for a new structure followed. The building was laid out in a 15-hour layout and for any foreseeable horizontal expansion.

The Radio and Television Center, for which ground was broken Jan. 6, 1947, is a two-story structure of water-struck red brick, housing all studio and office facilities for WBZ-TV and WNAC-TV and short wave station WBOS. Television and FM transmitting facilities are also located there. Only the AM and short wave transmitters remain at Hull, a salt water location.

CITATION for "meritorious service" in communications was awarded to Dr. Allen B. DuMont (1), president of Allen B. DuMont Labs, by Bergen Junior College of Teaneck, N. J. at its recent commencement exercises. Dr. DuMont receives the award from Dr. Charles Lester Littel, president of the college.

The TV set-up includes a cut-in studio, film projection room and two large studios which have comfortable furnishings. The floor is in two-tone decor on the second-floor level, enabling sponsors and guests to watch action in the studio as well as on the screen. "B" studio measures 40 ft. by 28 ft. and is capable of accommodating seven sets, 45 x 50 x 25 ft., with a ramp and seven-foot doorway for autos and a passenger lift walk for flexibility of set lighting and scenery. Studios are equipped for three-camera operation.

Basic lighting is provided by banks of fluorescents and incandescent spotlights over all the grids, with highlighting by spots, floods and scoops. To control base lighting, cables extend to a control switchboard, to which the lighting engineer can quickly orient in azimuth and tilt planes so that within 20 seconds lighting can be switched from one set to another.

In the film projection room are two 16mm film projectors, one strip film and one slide projector, Baloptican and two multiplexer units with film cameras.

For outside pickups, there is the WBZ-TV's own field cameras and two microwave relay systems.

ALL equipment is RCA, the transmitter a 5 kw RCA TT-5A. The 3 bay turnstile antenna rises 649 feet above ground. Effective radiated power is 14.73 kw and 14.9 kw.

A basic NBC-TV network affiliate, WBZ-TV operates on Channel 4 (66-72 mc). It is synchronized with other Channel 4 stations, WNBT (TV) New York, WGRB (TV) Schenectady and WNJB (TV) Washington, by means of offset carrier to minimize carrier interference to receivers in equi-signal areas of those stations.

The station's third rate card, now in effect, lists live studio rates in Class A time (6-11 p.m., Monday through Friday, 11 a.m.-11 p.m. and 11 p.m.-midnight) at $220 an hour and $210 for 15 minutes and $185 for 10 minutes. Class B time is $400 per hour, $400 for 15 minutes and $200 for 10 minutes.

Rates in Class A time for film broadcast are $35 per hour, $170 for 15 minutes, $100 for 10 minutes. In Class B time, $335 per hour, $160 for 15 minutes, $80 for 5 minutes. Discounts on airline charges range from 1% to 26% to 26% to 20% to 20% per cent.

WBZ-TV's full time staff numbers 48. Of these, 28 are technical, 10 are administrative. An additional 45 employees, out of 96 on the AM staff, divide their duties between radio and TV.

Once a month, the entire production staff meets to probe new ideas and developments in the industry in an effort to constantly improve station operation.

The endless toll and time which all the WBZ-TV personnel, headed by Mr. Swartley, put into the station has paid its dividends—in multiplying sales and in the friendship and understanding the station enjoys with the people in its area.
Paramount TV

Paramount intends to use television to its benefit rather than as a detriment, as is its other choice, Paul Raibourn, vice president, Paramount Pictures, said to hundreds at a Paramount sales convention held in Los Angeles on Tuesday.

Mr. Raibourn discussed three major developments currently being worked on in the television field by the firm.

Developments included color television in theaters within a year; special FCC allocation of frequencies for transmission of spot news and sports events to a network of 10,000 movie houses; television debut of Orthogam equipment — a new and improved light source — and not into the other.

Raibourn Outlines Plans

"Television can never replace movies," Dr. Ernest O. Lawrence, inventor of the cyclotron whom the firm had engaged six months ago, told an audience of TV film executives. The effect of lack of sufficient light for giant screen projection would be overcome in addition to offering improved color reception on home receivers, Mr. Raibourn said.

He also pointed out that exhaustive surveys had proven that television was not primarily responsible for the drop in theater attendance and that new television developments for the screen would have to be thought up to gain back the youthful audience. Out of a total attendance drop of 25%, he stated, only five to eight percent loss could be blamed on TV.

New Process Outlined

Mr. Raibourn went on to outline the studio's plans to record televised shows and project them through regular theatre equipment onto theatre screens. The method brings down to 20 seconds the time lag between reception of the television image, its transcription to celluloid, processing of the film and ultimate projection onto the screen. The process, currently costing $25,000 for installation, has already been installed in Los Angeles, New York, Chicago and Toronto and is for sale to any theatre desiring it. Mass production of the process, he said, could ultimately get the price down to $5,000.

Stating that experiments had shown theaters for superior to homes for reception of exciting sports events insofar as crowd reaction, Mr. Raibourn said that the telecasting of great sports events for audiences in theaters from coast to coast awaited only completion of proper wire network facilities. He revealed that Paramount had applications pending with FCC for special frequencies for theatre television transmission.

"Television can never replace movies," Mr. Raibourn concluded, "as a theatre attraction, the speaker went on to say, answering the oft-asked question of whether Paramount was competing with itself by pioneering in television for theatre use. "Proper use of theatre television can bring back to movie houses many who would otherwise stay home," he continued.

The only problem tri-dimensional movies pose at this time, he stated, is the heavy costs. This also was true for a new development, a "revolutionary screen" that surrounds spectator on several sides and gives the feeling that he is in the midst of action.

Film Syndicate

Planners Meet at KTTV

Preliminary meetings on setting up a television film syndicate were held June 12 and 13 at KTTV (TV) Los Angeles studios. Executives from 17 newspaper-owned radio stations attended the sessions which were called by Norman Chandler, president of KTTV Inc.

It was agreed at the meetings that the syndicate, if and when set up would not be restricted to newspaper-owned stations, as originally planned.

It was further decided that prospectus outlining plans of organization would be made up to be submitted to a minimum of 10 TV stations within the next two weeks. Decision for further meetings awaits completion of this project.

NBC's Orthogam Improves Kinescope Film Showings

Improved transmission of kinescope recordings and of movie films made for television resulting from two new devices — the Orthogam amplifier and a new light source were demonstrated Monday by NBC in New York and Hollywood.

The Orthogam amplifier, developed by RCA which soon will put it on the market for all TV stations, amplifies both the highlight portions of the picture. The ordinary linear amplifier amplifies both the light and dark portions equally, it was explained by Robert E. Shelby, NBC director of television engineering operations. The amount of amplification is adjustable, he said.

In the demonstration, kinescope recordings of NBC programs — Kay Kyser's College of Musical Knowledge and Mohawk Showroom — and one 35mm film made for TV were shown. Some prints of each film were projected simultaneously with the Orthogam amplifier inserted into one projection system but not into the other.

Better Detail Seen

During the demonstration period the telecast was alternated from one unit to the other. The effect of the Orthogam amplifier was to add a half tone effect to the picture highlights, particularly the faces of the actors, giving them more detail and eliminating the washed out effect of some of the TV. A reproduction of the film was transmitted without going through the Orthogam amplifier.

The kinescope film projection used a special high-intensity, short-arc mercury vapor lamp designed by Westinghouse engineers and adapted for film projection by NBC engineers. This lamp was said to improve picture quality significantly by increasing the effective exposure of the film picture on the kinescope plate of the pickup camera.

Mr. Shelby explained that it is not necessary to use the new lamp for the commercial programs as previous light sources are sufficient for this kind of film. The lamp is still in the experimental stage, he said.
TELEVISION is causing Americans to drink more soda pop, Alfred N. Steele, New York president of Pepsi-Cola Co., declared in Los Angeles at a meeting of California Pepsi-Cola Bottlers Assn. He credits video with a 10% rise in home sales of carbonated drinks last year. And the increase is continuing, he declared.

"Home sales mean increased volume," Mr. Steele said. "In the home we can get at all the family, including the children, more of the time."

Similar shift in sales from bars to homes has been noted by the beer and hard liquor industries since video ceased to be a novelty in barrooms and became standard equipment in homes, he said. However, this doesn't necessarily mean as sharply increased over-all sales, he said.

The bottlers were told that sales of carbonated drinks are up 12% over a year ago. Rise began in 1947, but it was especially sharp in the last 12 months, Mr. Steele said.

Lucky Strike Leads Spot Popularity Poll

THE MOST-LIKED television spot commercials in the New York-New Jersey area during May were those for Lucky Strike cigarettes, according to a report released last week by Advertest Research, New Brunswick, N. J.

Interviewers questioned set owners in the area during May about their likes and dislikes in TV commercials and which spots the viewers felt did the best job of selling.

The 10 most-liked spot commercials in order of rank as reported by Advertest were: Lucky Strike, Philip Morris, Kools, Chevrolet, Chiquita Banana, Tide, Bird's Eye, Keds, Bulova and Hit.

The 10 spots which did the best job of presenting the product were reported by Advertest as: Lucky Strike, Simms, Philip Morris, Bulova, Tide, Chevrolet, Chiquita Banana, Keds, Oldsmobile and Serutan.

** WCP0-TV Expands Operating Hours

WCP0-TV Cincinnati now is providing 100 hours of programming per week and claims it will be the first TV station in the country to reach that mark. The station, which started operation less than a year ago on June 11, 1946, signed on at 10:30 a.m. Monday through Friday; at 8 a.m. on Saturday and 11 a.m. on Sunday. The sign off time is 12:30 a.m. every day, according to Harry LeBrun, station director.

** ARB Philadelphia June Report Released

MILTON BERLIE's Texaco Star Theatre was the leading television program in Philadelphia during the first week in June according to a report released last week by the American Research Bureau, Washington.

Leading programs for the week June 1-8:
1. "Candid Camera" 66.8
2. "Talent Scouts" 56.8
3. "Heart of the Town" 54.9
4. "Cody and Friends" 53.2
5. "Private Eye" 44.3
6. "It's the Music, Mr. Slim" 39.2
7. "Children's Hour" 36.7
8. "Film Theatre" 36.7
9. "Carol O'Leary of Stars" 36.2
10. "Lights Out" 35.8

** TV Programming Directory Planned

A PROFESSIONAL directory of local and national television programming, to be known as the National Television Directory, will be published in Chicago Sept. 1. Ted G. Materna, editor, announced last week. Jack Naylor will publish the book.

The index will list, alphabetically, TV writers, producers, directors, program directors, sales managers, agents, technical directors, publicists, agents, film directors, freelancers, and key advertiser and agency personnel. It also will list individuals by name and staff affiliation, geographic location, and the title or name of the programs with which they have been associated. Stations, packages, organizations and program reviewers also will be included as will a listing of film clips available with names and addresses of their owners.

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** Weekly Television Summary—June 19, 1950, TELECASTING Survey

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</table>

** Lancaster and contiguous areas. Total Markets on Air 62

** Stations on Air 105

** Sets in Use 6,727,648

---

** Page 12 • TELECASTING • Page 58

June 19, 1950 • BROADCASTING
IN THE EMERGENCY of Atlanta's crippling transit strike, Rich's, the South's largest department store, used television, with WSB-TV as the vehicle, for offering its patrons a service unique in merchandising.

This was the logic: If the customers cannot come to the store, let's take the store to the customers.

On the eighth day the busses had lain idle in their yards, Rich's television shopping service began. WSB-TV cameras were set up in the store on the fourth floor of Rich's famous bridge building. Then, initially, for three hours daily the store's telephone shopping service was integrated with a video display and demonstration of merchandise.

This was the idea in its stark simplicity: "What would you like to see? ... telephone us ... we'll show it to you ... we will deliver it."

Rich's store personnel worked with WSB-TV staffers to make the program one of the most talked-of services ever offered by any department store in America. And sales have more than justified the effort.

Rich's daily telecasts are being continued over WSB-TV for the strike's duration. Already the success of the venture is attested to. It is a significant first for Rich's and for WSB-TV.

Important to advertisers interested in the great Atlanta market should be this factor: When the chips were down ... when an entirely new approach to customer service was needed ... one of America's really great retail establishments ($58,000,000 last year) turned exclusively to WSB-TV — the Eyes of the South!
TELEVISION

THEATRE THREAT

McDonald Warns Industry
THE TV INDUSTRY must "pro-
tect" itself from theatre interests
seeking exclusive rights to sport
and other feature events for closed
circuit telecasting. This warning
was circulated among broadcasters
and manufacturers within the past
fortnight by Commr. Eugene F.
McDonald, Zenith Radio Corp.
president.
The "on guard" message was in
answer to a brochure released by
the Theatre Owners of America.
The brochure includes remarks by
Gael Sullivan, TOA executive di-
rector, prefacing a speech by
Nathan H. Halpern, TV consult-
ant, delivered before Television
Owners of Oklahoma in Oklahoma
City, March 28. Mr. Sullivan
called on theatre owners to make
TV their ally by offering "superia-
tive quality of talent and show-
manship not possible on home tele-
vision." He also said "great
events and entertainment" could
be exclusively theirs if theatre
owners banded together.
In his answer, Commr. McDon-
alid charged TOA with planning
"to take away from television the
entertainment that is today the
backbone of television program-
ming, and monopolize it for the-
atres only." Noting Mr. Sullivan's
apparent belief that broadcasters
cannot outbid theatre owners
for rights, Commr. McDonald said the
box office appeal in just a few
cities would be great enough for
them to secure "a monopoly of these
programs." Advertisers, he
pointed out, could not afford to
supply the funds to outbid theatre
interests. The latter, he added,
would not need to wait for FCC
grants to provide such a service
because facilities are available
for programs to be carried
closed circuit.

1952 ELECTION

Sarnoff Points to TV Role

BRIG. GEN. DAVID SARNOFF pre-
dicted last week that television
may be a determining factor in
the presidential election of 1952.
Gen. Sarnoff spoke June 12 at
the 25-July address of John
Carroll U., Cleveland, at which he
was given an honorary degree of
Doctor of Laws.
By the time of the next presi-
dential campaign, he said, tele-
vision probably will extend coast-
to-coast and will reach 20 million
receivers. "That will mean an
audience of about 80 million,"
Gen. Sarnoff said. "Indeed, tele-
vision may well be a determining
factor in choosing the next presi-
dent of the United States.
"The 1952 candidate, he said,
"will have to be telegenic, wear
the right haberdashery, flash a
friendly smile and be sincere.
How sincere the candidate looks
to the voter may be more important
than how eloquent he sounds; a
smile may be worth more than
10,000 words.

HARRIS THEATRE

Sought by NBC in Chicago

NBC CHICAGO is negotiating with
Shubert Enterprises, also Chicago,
for long-term lease of the Harris
Theatre, previously a legitimate
theatrical house. Move follows
lengthy discussions on expansion of
WNBC-TV facilities, as all
available space is overcrowded,
with tutorial room used for
some newly planned local and network
shows.
The Harris is air-conditioned and
seats 1,000 persons. NBC is
reported to be paying $1,600 weekly,
$600 less than the network pays for
the Studebaker Theatre in Chi-
cago. It also is owned by the
Shubert brothers, Lee and J.

CLINIC PLANNED

WKY-Ohio U. Sponsors

TELEVISION seminar and clinic,
sponsored by the U. of Ohio in
Columbus with WKY-TV, 
Ohio City, is scheduled June
25-July 1. Station operations,
production methods and study ses-
sions will be among the topics.
Faculty is made up of P. Donald
Clark, Charles N. Hockman and
Sherman P. Lawton, all of the
university; Lloyd Green, Paul
Towner, Jack Hauser, Robert
Hendrick, Thelma Gur-
on, Kith Mathers, Robert Olson
and Robert Swaygood, all of WKY's
staff. Sessions will be held both at
the university and at WKY.

Film Report

SUCCESS of its studio TV wrest-
lings, both live and film, has
produced Croydon Prog. Co.,
Cincinnati, to go ahead with full
year's filming of matches. Film
version presently being carried
by 17 station-TV teams. First two
WLWD (TV) Dayton studios each
Saturday and are edited to one-
hour feature film with provision
for over-time commercials. Originally
offered station four weeks last,
despite TV film can now be had in multiples of
13 with progressive discounts to
one year. WLW-Telecasting pa-
sky.

Te-Ve

Oberlin Explains Know-How

TV STATIONS can maintain their
own daily newscast with fore-
sighted planning, news-know-how
and plenty of hard work, Dick
Oberlin, WHAS-TV Louisville, told
the second annual clinic held by
the Ohio News Directors Assn. at
Kent State U. last Saturday.
Explaining how WHAS-TV oper-
ates its newscast for maximum
profit, Mr. Oberlin said a plan was
formulated to run the film at 6:30
p.m. and then to repeat it at sign-
off time, with sponsorship of both
programs. Station then coordinated
a limited but talented staff as a
product unit, consisting of a lab
man, camera man, a "newsroom,"
newscaster and Mr. Oberlin.

WLWT DISCOUNT

182 Sponsors on Summer Plan

TOTAL of 182 advertisers—a 23%
crease over the total number
of buying time during April—already
have taken advantage of WLWT
(TV) Cincinnati's summer dis-
count plan, according to John T.
Murphy, director of television oper-
ations for the Crosby Broad-
casting Corp.
Mr. Murphy said the figure, an
all-time high for the Cincinnati
outlet, is an increase of 109% over
the same period last year. He
interpreted it as indicative of a
continued high summer sponsor-
ship. Breakdown of the monthly
report released by William Mc-
Cluskey, WLWT sales manager,
shows 70 advertisers on partici-
pation sponsorship in May as com-
pared with 53 in April; 48 spot
announcement sponsors in May, 10
over the previous month, and 65
sponsored programs as compared to
62 in April. The plan, provid-
ing a time bonus up to 50% for
spots, also applies to Grocey's WLWC (TV) Columbus and
WLWD (TV) Dayton [Tele-
casting, March 20].

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 looks large in
any appraisal of markets.
And the economy of reaching
this market via the
WLW-Television network is
another factor favoring its
high priority in your selling
plans.

WLW-T WLW-D WLW-C
CHANNEL 4 CINCINNATI DAYTON COLUMBUS
Crosley Broadcasting Corporation
Blaw-Knox engineers have learned a lot from designing several hundred thousand radio and transmission-line towers. That's why Graybar recommends Blaw-Knox supporting towers for TV and FM transmitting antennae, and Blaw-Knox vertical radiators for AM.

Both guyed and self-supporting towers are available through your nearby Graybar "service station."

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

Graybar brings you broadcasting's best... Amplifiers (1,21) Antenna Equipment (21) Attenuators (7) Cabinets (14) Consoles (21) Loudspeakers and Accessories (1,21,23) Microphones, Stands and Accessories (1,2,13,14,21,23) Monitors (11) Recorders and Accessories (2,8,18,20) Speech Input Equipment (21) Test Equipment (1,7,11,22) Towers (Vertical Radiators) (3) Tower Lighting Equipment (6,10) Transmission Line and Accessories (3) Transmitters, AM and FM (21) Tubes (10,13,21) Turntables, Reproducers, and Accessories (8,18,21) Wiring Supplies and Devices (4,9,10,12,17,19,23)

Graybar brings you broadcasting's best... Amplifiers (1,21) Antenna Equipment (21) Attenuators (7) Cabinets (14) Consoles (21) Loudspeakers and Accessories (1,21,23) Microphones, Stands and Accessories (1,2,13,14,21,23) Monitors (11) Recorders and Accessories (2,8,18,20) Speech Input Equipment (21) Test Equipment (1,7,11,22) Towers (Vertical Radiators) (3) Tower Lighting Equipment (6,10) Transmission Line and Accessories (3) Transmitters, AM and FM (21) Tubes (10,13,21) Turntables, Reproducers, and Accessories (8,18,21) Wiring Supplies and Devices (4,9,10,12,17,19,23)
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<td>KOELERI Engineering</td>
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<td>RAYMOND WILMOTTE</td>
<td>1469 CHURCH ST, N. W. DE. 1232</td>
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<td>JOHN J. KEEL</td>
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<td>CHAMBERS &amp; GARRISON</td>
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<td>JOHN CREUTZ</td>
<td>319 BOND BLDG. REPUBLIC 2151 WASHINGTON, D.C.</td>
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<td>SILLMAN &amp; BARCLAY</td>
<td>1011 NEW HAMPSHIRE AVE. SE. 6646 WASHINGTON, D.C.</td>
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<td>LYNNE C. SMEBY</td>
<td>&quot;Registered Professional Engineer&quot;</td>
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<td>ADLER ENGINEERING CO.</td>
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<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg.—Sterling 0111</td>
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<td>GAYTON &amp; RAY</td>
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<td>WILLIAM L. FOSS, Inc.</td>
<td>FORMERF CALTON &amp; FOSS. 927 15TH ST, N. W. REpublic 3883</td>
<td></td>
<td>Washington, D.C.</td>
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<td>GUY C. HUTCHESON</td>
<td>1100 W. ABRAM ST. AR 4-8721</td>
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<td>ADLER ENGINEERING CO.</td>
<td>DESIGN AND CONSTRUCTION</td>
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<tr>
<td>A. R. BIRK</td>
<td>4125 Monroe Street TOLEDO 6, OHIO</td>
<td></td>
<td>Washington, D.C.</td>
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<td>WAUER F. KEAN</td>
<td>AM-TV BROADCAST ALLOCATION, FCC &amp; FIELD ENGINEERING</td>
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<td>Riverside, Ill. (A Chicago suburb)</td>
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</table>
York, where Blair maintains its largest sales force—eight men. In the eastern metropolis, as in the mid-western, he will serve only in a counselling capacity, "never exercising authority, just being available with facts and figures."

Although not yet 34 years old, Wells Hammond Barnett Jr. is widely respected in the broadcasting industry for his sales service techniques. He began specializing in this field at WLS Chicago under General Manager Glenn Snyder, who was a close friend of his father when the latter was advertising men in Waterloo, Iowa.

Mr. Barnett was born in Chicago but moved to Waterloo at the age of five when his father became principal owner in Westport-Barnett Inc., one of Iowa's largest agencies. From Waterloo High School he went to Grinnell College where he studied journalism and economics. He regarded these subjects as his best preparation for a career with his father's firm. However, he spent only a year with Weston-Barnett, preferring to follow his father, recalling that Glenn Snyder, whom he had known as advertising manager of Kinball's Dairy Farming, now was at WLS, helped Wells Jr. to get on the Prairie Farmer station in 1939.

Advances at WLS

Within a year, young Barnett became WLS sales service manager. He also broadened his concept of broadcasting by "making my business to be as noisy as I could." He produced some shows, handled some continuity, took charge of political broadcast, etc., and "being nice" to accounts. Apparently, the latter caught John Blair's eye (WLS is represented by Blair), because he was brought to Chicago. Wells Barnett left the AAF in 1945 after three years' service, he came back to Blair instead of WLS.

In 1940, Mr. Barnett was married to Judith Priscilla, Denver's "big single" among the talented, artistically gifted, his wife is a niece of novelist Ruth Suckow. The Barnett's have a four-year-old daughter, around whom their recreational hours revolve.

While at Grinnell College, Mr. Barnett was president of Sigma Delta Chi, national journalistic fraternity. He is a charter member of the Chicago Television Council.

**LANG-WORTH ADDS 22 Take New 8-Inch Library**

LANG-WORTH Feature Programs announced last week the addition of 22 station subscribers to its new 8-Inch-Lang-Worth Library.

New subscribers are:

- KEBH Pullman, Wash.: KOEL Oel- wein, Iowa; WIBB Enterprise, Ala.; WHRM Elgin, Ill.; WBBW Youngstown, Ohio; XENO Moberly, Mo.; WDEI Farmington, Conn.; WRUW Grand Rapids, Mich.; and WPTC Albany, Ga.;
- WIVR Hanover, Pa.; WCAP Charleston, W. Va.; XEAM Mahanoy City, Pa.; WHAK Rochester City, Mich.; WHFY New York; WJW Cleveland; WITI Milwaukee; WHAQ Hartford, Conn.; WLLL Alexandria, La.; WLCB Jackson, Miss.; WCLY Glenn Dale, Md.; WCEW Roanoke, Va.; WCIY Tallahassee, Fla.; WCKY Columbus, Ga.; WCKY Washington, D.C.; WCKY Chillicothe, Ohio; WCKY New York; and WCKY Liverpool, N. Y.
- WCKY Williamsport, Pa.; WCTC Madison, Wis.; WHLA Tampa, Fla.; WCKY Quad Cities, Iowa; WCKY Canton, Ohio; WCKY Chicago; WCKY Portland, Ore.; WCKY Kansas City; WCKY Cleveland; WCKY Detroit.

**WGY'S PAPER**

Finders Greater Readship

WGJ-AM-FM and WRGB (TV) Schenectady's  sales promotion publication, *Mike and Camera*, has doubled its pages to 16 and increased readership to 20,000—a boost of five times the number of listener-viewers subscribing less than six months ago.

According to the stations, the project started following decision to drop the policy of paid subscriptions on Jan. 1 this year. Subscribers at that time were offered the alternatives of a refund of whatever amount was due from their $1 per year subscriptions or the opportunity to contribute the amount to any charitable organization of their choice. The result, Bill Givens, stations' sales promotion supervisor says, was nearly $600 donated to various Community Chests in three states and other agencies including the cancer and polio funds.

First issue of the paper was in May, 1948. When it was distributed, interest was "light" but after a few months, subscriptions began piling up. Policy of no cost was formulated at the beginning of 1950 in order to make the service available to as many people as possible and to give the stations' audience an authentic guide.

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**NATIONAL NIELSEN-RATINGS® TOP RADIO PROGRAMS**

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)

**TOTALS**

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<th>Programs</th>
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<td><strong>Rating</strong></td>
<td><strong>Percent</strong></td>
<td><strong>Rank</strong></td>
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<tr>
<td>1</td>
<td>Godfrey (Lipp &amp; Myers) (CBS)</td>
<td>10.1</td>
<td>3</td>
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<tr>
<td>2</td>
<td>Godfrey (Kobalco) (CBS)</td>
<td>9.4</td>
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<tr>
<td>3</td>
<td>Romance of Helen Trent (CBS)</td>
<td>8.1</td>
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<td>4</td>
<td>Godfrey (Gold Band) (CBS)</td>
<td>7.9</td>
<td>6</td>
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<td>5</td>
<td>Wendy Warren (CBS)</td>
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<td><strong>DAY, SATURDAY (Average For All Programs)</strong></td>
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<td>Godfrey (Lipp &amp; Myers) (CBS)</td>
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<td>2</td>
<td>Godfrey (Kobalco) (CBS)</td>
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<td>Romance of Helen Trent (CBS)</td>
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<td>Wendy Warren (CBS)</td>
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<td>3</td>
<td>Romance of Helen Trent (CBS)</td>
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<tr>
<td>4</td>
<td>Wendy Warren (CBS)</td>
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<th>Programs</th>
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<td><strong>Percent</strong></td>
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<td><strong>DAY, SUNDAY (Average For All Programs)</strong></td>
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<td>Godfrey (Lipp &amp; Myers) (CBS)</td>
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<td>Godfrey (Kobalco) (CBS)</td>
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<td>3</td>
<td>Romance of Helen Trent (CBS)</td>
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<td><strong>WEEKDAY (Average All Programs)</strong></td>
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<td>3</td>
<td>Romance of Helen Trent (CBS)</td>
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**NOTE:** Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 67,900,000—the 1950 estimate of Total United States Radio Homes.

MUELLER CITED Receives Headliners' Award

MERRILL MUELLER, NBC foreign newscaster, was awarded a silver medal by the National Headliners Club at its annual luncheon held June 10 at Hotel Dennis, Atlantic City.

Robert Trout, commentator, accepted the medal for Mr. Mueller, who is in England. The 1949 citation was for "consistently outstanding foreign news broadcasts from London, including seven exclusive world news stories...it was the only radio award granted by the Headliners Club, which annually recognizes outstanding work in the fields of written, spoken and pictured journalism.

Medals also were presented radio newsmen who had been cited last year, the luncheon including presentations for both years. Cited for 1948 achievements were Mr. Trout, for his 15-hour presidential election coverage; Bill Henry for MBS coverage of the Olympic Games; Charles Collingwood for his CBS reporting of the Arizona-California water dispute; Columbia Records, for its "Great Events" album covering modern history.

Don Rose, Philadelphia Bulletin column, presided at the awards luncheon, attended by medal winners and contest judges as well as members of the National Press Photographers Assn.

The club plans to expand its radio and television classification, according to Mail Dodson, executive secretary of the Headliners organization. The annual contest is under auspices of Atlantic City. Judges for this year's awards were Tom Paprocki, Associated Press Features; James Crayhon, Standard Oil Co.; Frank H. Ryan, Camden (N. J.) Courier-Post; James Farrell, Atlantic City Press-Union; William Montag, Tele-News Pictures; Frank M. Smith, Washington Times-Herald; J. Frank Beatty, BROADCASTING-Telecasting.

WSM Study No. 2

RELEASE of its BMB maps and booklet, Study No. 2 has been announced by WSM Nashville. The study is accompanied by daytime and nighttime audience maps, red sections of which depict territory served by the 50 kw clear channel outlet. According to Tom Stewart, director of publicity and promotion, the red sections indicate 50% or better listentership to WSM.

---

**BMB PROVES IT! WCKY HAS THE LISTENERS**

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

June 19, 1950 • Page 63
June 9 Applications... ACCEPTED FOR FILING AM—1250 kc KURC Monrovia, Calif.—CP AM station to move from 1340 kc to 1350 kc; 200 kw to 1 kw; kW 500 w N-DAN-D.

AM—1370 kc Irving V. Johnson, 403 Forest Grove, Ore.—CP AM station to move from 1370 kc to 1375 kc 5 kw AM-1500 kc AM—600 kc Aurora Beats, Inc., Ketchikan, Alaska.—CP AM station 600 kc k w AM-1700 kc AM—2500 kc


Modification of CP

Mod CP new FM station for extension of control period: KFSA-FM Fort Smith, Ark.; KFRC-FM Monroe, la.; KFON-SAM San Antonio, Tex.; WEMF-FM Martinez, Va.; WDBAR-FM Savannah, Ga.—Mod CP new FM station to Class B to Class A, Ch. 234 (94.3 mc). ERF 123.5 mc; k w 120 kw.

KWTK-FM TV New York—Mod CP new commercial TV station for extension of control period.

TENDERED FOR FILING AM—450 kc KBTB Tacoma, Wash.—CP AM station to change from 810 kc 1 kw D to 810 kc 1 kw kW 500 w N-DAN.

APPLICATIONS RETURNED

Request CP new AM station: WMSL Decatur, Ala.; WARM Scranton, Pa.

ACTIONS OF THE FCC JUNE 9 TO JUNE 15

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

June 12 Decisions

BY THE SECRETARY

Nichols & Wathen Inc., Long Beach, Calif.—Granted request to cancel license and delete remote pickup KA-3413. The Blue Valley Co., Independence, Mo.—Granted CP new remote pickup KA-6359. WBNL Boonville, Ind.—Granted mod. CP for approval of ant., trans., and studio location.

WPIX New York—Granted mod. CP for extension of control period to 1-8-51.

San Juan, P. R.—Granted mod. license to make changes in existing remote pickup KA-9803 to change frequencies from 26.17, 26.27, 26.37 mc to 2756 mc and 26.37 mc.


WJCM Columbus, Ga.—Granted new remote pickup KA-7826.

KAQG Springfi!d, Ill.—Granted CP new remote pickup KA-8600.

WYRM Areseco, P. R.—Granted mod. CP for extension of control period to 12-15-50.

Chester County Best, Co., Coates- ville, Pa.—Granted mod. CP for new remote pickup KA-8899.

WJZ Baltimore, Md.—Granted CP for approval of ant., trans., and studio location.

KNEB Hillsboro, Tex.—Granted mod. license to change studio location.

KWTO-FM Fort Smith, Ark.—For extension of control period as shown: KFSA-FM Buffalo, Va. to 12-28-50; KSF-FM Pocatello, Id. to 12-31-50; WJTM Lansing, Mich. to 12-17-50; WTVF Nashville, Tenn. to 9-30-50; WACB Columbus, Miss. to 6-18-50; WPTF-FM Indianapolis, Ind. to 12-30-50; WJZ-TV New York to 12-29-50; KEZA-TV New York to 12-28-50; WDKS The Rockies Inc., Colorado Springs, Colo.—Granted license remote pickup LA-600-2-33.

WCUE Akron, Ohio.—Granted license new station to move from 900 kc to 910 kc.

WTEL Philadelphia.—Granted license channel change in hours of operation: 960 kc 250 w 9:30-11:30.

WJZ Baltimore.—Granted license new AM station 1340 kc 100 kw util.

ACTION OF COMMISSIONER Walker

Newton Z. Welpert, St. Paul, Minn.—Granted petition insofar as it requests leave to amend application so as to openly frequencies 152.15 mc and 156.61 mc (Channel 3) in lieu of frequencies 152.55 mc and 156.49 mc (Channel 1); dismissed petition insofar as it requests grant without hearing; application, as amended, is issued and moved from hearing status.

Catherine A. Trenon, Tara, Okla.—Granted petition for extension of time to file reply brief and to the exceptions to the Initial Decision in proceeding upon application and that

June 12 Applications... ACCEPTED FOR FILING

License for CP

License for CP new AM station: WCBR Waco, Tex.; KRBW Waco, Tex.; KMAW Kansas City, Mo.

License Renewal

Request for license renewal AM stations: KRLQ-Volusia, Fla.; KXAM Attleboro, Mass.; KDXX Lawrence, Kan.; WLIL Washington, D. C.; KBBT Jackson, Miss.; KBBT Jackson, Miss.

Modification of License

WSTP-FM Philadelphia.—Mod. license to change ERP from 27 kw to 19,871 kw.

WPTW Philadelphia.—Mod. license to move station 24 kw to 70 kw noncommercial FM station.

WHRP-TV Rock Island, Ill.—Mod. CP new commercial TV station for extension of control period to 19-9-50.

License for CP

WSVW-AM Viewing, Del.—License for CP commercial TV station to change location in Silver and Silver.

(Continued on page 66)
Want the World's Finest Tape Recordings?

THERE'S A

MAGNECORDER

FOR EVERY PURPOSE . . . EVERY PURSE!

The Talk of the Shows!

THE NEW PT-7 SERIES

3 Heads (erase, record, playback for monitoring from tape) in single housing, yet separately alignable, replaceable. New positive drive, 2-speed hysteresis-synchronous motor. Push-button controls can be remotely operated. Uses 7" or 10½" N.A.B. reels. 3 channel portable amplifier has high-level mixing.

PORTABLE RACK OR CONSOLE

Multi-installation of PT6 Magneccorders

3 HEADS!
PT63-A TO MONITOR YOUR MAGNECORDINGS

Three separate heads — erase, record, and playback for monitoring from tape — prevent recording errors. Same high fidelity and flexibility as the Magnecorder PT6-A — the world's most widely used professional tape recorder. New PT63-J Amplifier has separate playback and recording amplifiers to monitor from the tape. Includes 10 watt audio amplifier which also will drive external speaker.

OR CONVERT YOUR PT6-A TO MONITOR

KIT 101

Conversion kit includes a three-head unit, monitor amplifier and power supply to modernize your present PT6-A. Head unit plugs into receptacles for present two-head unit.

Write for latest specifications and prices

MAGNETIC RECORDERS

360 NORTH MICHIGAN AVENUE

World's Largest and Oldest Manufacturers of Professional Magnetic Recorders

CHICAGO 1, ILL.

BROADCASTING • TELECASTING

June 19, 1950 • Page 65
FCC Actions  
(Continued from page 61)

Applications Cont'd.: side Rd. near Taileyville, Del. (not a move)  

TENDERED FOR FILING  
AM-890 kc  
KGAR Garden City, Kan.—CP AM station to change from 1000 kc 1 kw D. CBS, New York  
WCBN Mt. Pleasant, Mich.—CP AM station to change from 1330 kc 1 kw D. to 1100 kc 1 kw w D. DA-N  

June 14 Decisions  
BY COMMISSION EN RANC  
Multipleplex Development Corp., New York, N. Y.—Granted authority to operate AM station WJBR in New York, for period of 90 days, for purpose of field testing newly developed multiplex system looking to simultaneous transmission of two multiplexed audio FM programs concurrently with the emission of main audio program without impairing quality of main program within audio-frequency range between 30 and 150,000 cycles, and without exceeding presently assigned channel widths of FM stations. Applicant is authorized to use same frequency, 97.9 mc (Ch. 256) and installation formerly used by WYCN (FM) New York, which ceased operation April 30. Operation will be with 4 kw, using a 96 db antenna, between 1 and 6 a.m. and 9 a.m. and noon.  

June 14 Applications  
ACCEPTED FOR FILING  
AM-450 kc  
KTHI Tacoma, Wash.—CP AM station to change from 810 kc 1 kw D to 880 kc 1 kw 500 w W-D.  
AM-1150 kc  
Orville L. Jenkins, Quanah, Tex.—CP AM station at 1150 kc 50 w D AMENDED to request 500 w D.  
Station Bureau  
Request for license renewal AM station KALA Sitka, Alaska: KCLF (Continued on page 71)  

BUS-RADIO GROWS UP  
WCTS Reviews Two Years of Transit FM  

COMMERCIAL aspect of the "bus-radio experiment" can be chalked up on the successful side, according to WCTS (FM) Cincinnati, Ohio, for a two-year Transit FM Radio operation.  
The TR pioneer station, managed by David Taft, reports that its billings increased 25% since last summer, the time when WCTS actually placed its commercial operation on a permanent basis.  

Mr. Taft released by Hulbert Taft Jr., brother of the manager and executive vice president, Radio Cincinnati Inc. (WERC-AM-TV, WCTS), cites these findings:  

Station showed gross billings in excess of $14,000 in May. Total costs, including depreciation and cost of $2,500 to the Cincinnati transit system were $11,000 for the same period.  
List of WCTS accounts for May included 45 local and 4 national advertisers. Any and all users were the four largest department stores, most of the amusement field, a number of food accounts and other retail and trade-mark advertisers.  
Station is running about 60% sold out on rates set to produce an audience at the rate of 1000 listeners per equipped vehicles. (There are now 603 FM receivers in daily transit use in Cincinnati, the station personnel doubt.)  
According to a Pulse AM survey for April which included a breakdown of FM listening in Cincinnati, WCTS had 34.7% of all FM listeners and led the three other FM stations in the city "by a substantial margin," station says. "No claim was made that the FM home audience was of tremendous proportions, but WCTS claimed in excess of 10,000 quarter hour listeners during the week surveyed [April 1-7]."  
Mr. Taft admits that its accomplishment was not attained without "a great deal of headaches along the way."  
"The" was the development of a bus receiving system which would perform.  
It took WCTS almost a year and involved "a great deal of money," Mr. Taft said.  
"Frequent tests of TR's sales impact by the station showed results "far more spectacular than anything we have attained in AM," Mr. Taft also said that WCTS expects to install an additional 200 receivers next fall and that "we have just begun to scratch the surface in developing this new medium locally."

Other findings: Transit Radio operation requires just as much management and effort as AM operations; seven engineers effectively handle the maintenance of receivers, and a WCTS operation revision reduced personnel and monthly overhead by several thousand dollars (by taping of half-hour musical segments).  
Mr. Taft concluded his report by stating that WCTS expects to grow in size and power performances, and "promises the people in the home when economics permit.  
With revenue earned from Transit Radio, he said, "we will show home listeners that those sets [100,000 FM receivers in area] are worth using."

THAT'S a golf club, not a bagpipe, in the hands of Jack Williams, KOY Phoenix's program director. When invited to the first annual golf tournament held by the "Thunderbirds" special events group of the Phoenix Chamber of Commerce and responsible for Kiva Club, Mr. Williams, who, it is claimed, never held a golf club in his hand before, turned out in full Highland regalia, including kilts.

RADIO SEMINAR  
Opens in Urbana July 2  

OPPORTUNITIES in the educational broadcasting field will be explored in great detail at a seminar to be July 2-10 at the U. of Illinois, Urbana, under the auspices of the university's communications division and the Rockefeller Foundation's Division of Humanities.  

Over 20 authorities in radio and allied fields will meet with educational planning and production figures at the university's Allerton House. Area members of the National Assn. of Educational Broadcasters' executive council were invited. Among those expected to take part are:  
* Homer Heck, WMAQ-NBC Chicago  
* Edward R. Murrow, CBS  
* Robert Saudek, ABC  
* Judith Walter, NBC Chicago  
* Dean Wilbur Schramm, communications, U. of Illinois; Frederick S. Siebert, School of Journalism and Communications, U. of Illinois; President George Stoddart, U. of Illinois and chairman of UNESCO's national commission.  

Add 11 Stations  

ADDITION of 11 stations to the Fight of the Week hookup was announced last week by Albert J. Sylk, president, Sports Broadcasting Network. The network relays a boxing broadcast each Monday night through WPNF Philadelphia to 63 stations in 16 states. New stations are: WCSS Amsterdam, WEBR Buffalo, WEAV Plattsburg, WOLP Syracuse, WJTN Jamestown, WOKO Allentown, WHUC Hudson, all New York; WCOM Parkersburg and WSAZ Huntington, W. Va.; WPAM Pottsville, Pa., and WFPG Atlantic City, N. J.

KWAT Watertown, S. D.  

Magnoedder  

NEW PT63-A  
Uses By Far More Radio Stations Than All Other Professional Tape Recorders  

WRITE  
Magnoedder INC.  
366 N. Michigan Ave.  
Chicago Ill.
WOMEN'S show, Your Next Door Neighbor, which has been aired continuously on WPAY Portsmouth, Ohio, since September 1942, now is being sponsored three times weekly by The Borden Co. Format of 15-minute program, heard 8:45-9:00 a.m. and featuring Miss Dorothy Folsom, is flexible to permit timely interviews with interesting personalities and worthwhile community enterprises. Program reports on all births in Portsmouth, remainder of Scioto county and Northern Kentucky, as well as news of impending marriages. Additionally, news of civic, church and school activities and other special events, is reported by station.

WJR Air History
HISTORICAL vignettes of American history are broadcast by WJR Detroit. Debut of station's Dramatic Clinic and Workshop on WJR's Know Your America program has been announced by Harry Wainer, general manager and assistant to president. First program on June 12, 9:30 a.m., told story of Dr. Joseph Warren, outstanding patriot of Revolution, noted for his part in Battle of Bunker Hill. Other programs touch on Betsy Ross (Flag Day, June 14). Daniel Webster, and other historical figures. Clinic and workshop, composed of students from public and parochial schools in Detroit area, is designed to give talented high school students opportunity to further expand abilities. Eric Howlett, of WJR's The Hermit Cove, is director.

WPTZ at U. S. Open
FOUR CAMERAS employed by WPTZ TV Groups on June 10 to bring final rounds of U. S. Open Golf Championship Tournament to NBC TV audience. 6:45 p.m. from Merion Golf Club, Ardmore, Pa. Bill Stern, NBC sports chief, worked from specially constructed platform overlooking 18th green where two cameras were located, one equipped with Zoomer lens. Interviews were handled by golf star Jurg McSpaden at edge of green. Third camera mounted atop mobile unit followed play from sand traps linking 18th green. Fourth camera focused on public score-board located beside first tee.

KXOB Covers Election
OVER 9,000 residents of Stockton, Calif, area heard recent election returns as staff of KXOB Stockton stayed on air past 2 a.m. broadcasting state-wide and local results. Returns were tabulated and reported as fast as compiled by special group of KXOB personnel. Manager Keith Pilton extended invitations to over 50 candidates to appear on broadcast night of election.

WKRC Gets Rights
EXCLUSIVE contract to broadcast National Football League U. of Cincinnati football schedule during 1950 season has gone to WKRC Cincinnati, according to Herman E. Past, general manager. Broadcasts will be sponsored by Cincinnati Division of General Electric Supply Corp., for television and radio dealers. Play-by-play will be handled by Dick Bray.

Stress or Dance Music
THREE-HOUR dance format, claimed by station to be first in its area, inaugurated as Saturday night feature by WATR Waterbury, Conn. All WATR disc jockeys participate. Half-hour segments of Your Dance Parade are recorded in advance with fox trots and waltzes getting biggest breaks.

Elect 'Mr. and Mrs.'
WBUX Doylestown, Pa., has just completed Mr. and Mrs. Bucks County Grange program, winning contestants of which were Mr. and Mrs. N. Clarence Rosenberger. Prizes of over $1,000 were awarded to winners and $50 went to Grange sponsoring winning couple. From 10 weeks, under local sponsorship, show resulted in 27,654 votes being cast for couples nominated by nine Bucks County Granges.

'Blue Chaser'
MARK SHEELEY, funny man of WPIK Alexandria, Va., presented command performance of his original Blue Chaser Club feature on WBBN, Armed Forces outlet at Fort Belvoir station hospital. Attended by patients and personnel of hospital, one-hour show was premier for boys of Fort Belvoir. It will be carried to them every morning by WPIK.

Operation Bundle'
"OPERATION Bundle" was order of day at WTVB Coldwater, Mich., a fortnight ago. When Sunday 7-7:30 p.m. ranch feature piped direct from Buck Lake Ranch, Angola, Ind., was unavailable because of telephone facility problem, station decided to rely on tape recording. However, tape was not completed until after 6 p.m. and was 22 miles from WTVB. Solution was found by producer who rushed it to nearby airport and "dive-bombed" transmitter building with bundle containing tape.

Picture Albums-Programs
PRINTED PROMOTION
SPECIAL FEATURES
We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio Stations from Coast to Coast than any similar organization in America.

If your AM-TV-FM station needs promotional ideas sold to produce cash revenue of from $200-$1,000 per week.

Wire, call or write
Edgar L. Bill — Merle V. Watson
Julian Mantell, Sales Manager

National Radio Personalities
100 WALNUT STREET
PEORIA, ILLINOIS

Telephone 6-4607

HOWARD J. McCOLLISTER
10660 BELLAGIO, LOS ANGELES • 8-4705

Shows with a Hollywood Heritage • Member NAB

BROADCASTING • Telecasting
June 19, 1950 • Page 67
BROADCASTING.

sonality. Reliable family man.

experfenees.

Announcer-program

panied

work,

beginners

and service sponsors. Not

established, local

AM

terested

WNYC,

WNAM,

WANTED-

you are aggressive, know radio

Louisiana.

New

sonal

signs for eye balls need

Attractive salary

WANTED-

minimum.

BROADCASTING

(transcriptions,

WHEY,

plus

Interview-

Sports

Adrian, Michigan.

Network

100,000

year. Liberal guarantee with

15%

station.

op-er-

ation's fourth richest dairy county.

Have

Music

3,000

hours. $80.00.

Announcer-

grade-blower naval

office and flyer and have sixteen

years experience, built two sta-

tions and would not object to building

more. In planning, building, or operat-

ing stations. Good repute and are a glutton

for work, do not apply. This is a good

opportunity. Box 453F, BROADCASTING.

Application of all correspondence

should contain reference

of full particulars, Box 453F.

Announcer-engineer who would be

interested in becoming program director

of Amhers College Radio station. Box 411F.

Announcer—radio station operator.

Box 415F.

Announcer—opportunities for

WANTED—MANAGER FOR 250 WATT

MIDWEST BROADCAST NETWORK.

good education and professional

form. Box 417F, BROADCASTING.

New England station has open

ting and sales positions. Send.

Box 419F, BROADCASTING.

Salesmen

Salesmen—WANTED—TIME SALESMAN

FOR 250 WATT MIDDLE EAST

NETWORK. Good education and

professional background. Box 421F,

BROADCASTING.

Announcer-engineer— Wanted—Expe-

rienced, capable, to work on

station now in city. Box 423F,

BROADCASTING.

Productions.

Production-

Programmer, experienced

in announcing. Box 425F,

BROADCASTING.

Announcer—programmer

Sportscasters.

Sports Announcer—WANTED—EXPERI-

enced, good background,

programmed, present.

Box 427F, BROADCASTING.

Salesmen

Announced—Newspaper, ad

agency and radio.

Box 429F, BROADCASTING.

WANTED—CAREER MAN—ANNOUNCER

WANTED—SPORTS SALESMAN

Midwest.

Box 431F, BROADCASTING.

Announcer—Young and ambitious,

professional background.

Box 433F, BROADCASTING.

Employers.

BROADCASTING.

Program director. Educational

station, male, bachelor's degree or better.

Box 435F, BROADCASTING.

WANTED—SALESMAN—Want

experienced

and

salesman

interested

Radio

30,000

watt.

WANTED—ANNOUNCER—For

station in state of Louisiana.

Box 437F, BROADCASTING.

Announcer—Programmer—WANTED—

Excellent references. Box 439F,

BROADCASTING.

Announcer—Engineer—WANTED—

experienced.

Box 441F, BROADCASTING.

Announcer—Programmer—

Sportscasters.

Sports-announcer—WANTED—

experienced, good background,

present.

Box 443F, BROADCASTING.

WANTED—DOT ASSISTANT—Needed by

station in state of Louisiana.

Box 445F, BROADCASTING.

Announcers—Engineers—WANTED—

you are aggressive, know radio

Louisiana.

New

sonal

signs for eye balls need

Attractive salary

WANTED—

minimum.

BROADCASTING

(transcriptions,

WHEY,

plus

Interview—

Sports

Adrian, Michigan.

Network

100,000

year. Liberal guarantee with

15%

station.

op-er-

ation's fourth richest dairy county.

Have

Music

3,000

hours. $80.00.

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Announcer—programmer

Sportscasters.

Sports Announcer—WANTED—EXPERI-

enced, good background,
**Situation Wanted (Cont’d)**

**Technical**

Engineer, 27 months broadcast, 3 years army radio experience. Graduate level in radio, will travel. Box 434F, BROADCASTING.

Chief engineer, 256 watties desires same. Desires technical and management experience with FM or TV, 10 years design, construction, construction, but better FM or TV. Box 428F, BROADCASTING.

Chief engineer, presently employed, invites correspondences. Experienced in all phases of the broadcasting business. Eight years experience in Midwest as high watt air man in 125,000 station. Main interest is in training, promotion manager and assistant manager on a 3 kW network affiliate. Box 465F, BROADCASTING.

**Situation Wanted (Cont’d)**

**Program Director Wanted**

If you have been a successful program director for at least five years; have ideas, energy and the know-how to build Hoofers, if you can build shows that will sell; if you know music, copy, production; if you have the type of executive ability which gets results, without antagonizing others; if you are looking for financial advancement, future security and the opportunity to associate yourself with a leading, midwestern, network affiliated, 5,000 watt station—send us complete details about yourself, including past positions, salaries, etc. and attach small photograph. Personal interview will be arranged at a later date. All replies will be held in confidence.

**Box 367F, BROADCASTING**

**Situations Wanted**

**COLUMBIA INSTITUTE**

9th and Chestnut Streets

Philadelphia 7, Pa.

**WRITE OR WIRE COLLECT**
NEW booklet, How Radio Gets Results for Retailers, was released last week by Broadcast Advertising Bureau. The booklet gives a detailed report based on entries in the 1949-50 radio competition of the National Retail Dry Goods Assn. and the National Assn. of Broadcasters.

Describing the booklet, Maurice B. Mitchell, BAB’s director, said it is “a valuable review and morale-builder for a station’s sales staff.” An introduction to the booklet was written by Howard F. Abranches, sales promotion manager of NRDGA, enumerating 12 reasons why the use of radio advertising by retailers is increasing.

Meg Zahrt, assistant BAB director and retail specialist, comments in the booklet on why retailers should “capitalize on radio’s personal appeal.”

BAB will follow the new booklet with a series of similar ones devoted to retail radio users.

**HAAS ELECTED Heads Nebraska Newsman**

THEODORE L. HAAS, KOIL, Omaha news director, was elected president of the Nebraska Assn. of Radio News Directors at its second annual convention in Omaha late last month. Meeting featured speeches by Attorney General J. Howard Grath, Nebraska Gov. W. Val Peterson and Jack Shelley, WHO Des Moines, president, National Assn. of Radio News Directors.

A highlight of the two-day convention was a panel discussion on “What Newspapers Think of Radio News Now,” with Edwin J. Casey, assistant to the publisher, Des Moines Register; Kermit Hansen, assistant business manager, Omaha World-Herald; Herbert Kelly, news editor, Des Moines Register.

Mr. Haas

**STATIONS in Augusta, Ga., dropped individuality in a recent test of the combined selling strength of radio as an advertising medium.** Force of the promotion for “Radio Savings Day” over all four outlets—WBBQ WGAC WBFX WRDW—set the community in a wave of buying at retail stores.

Retailers reported the largest crowd of shoppers since Augusta’s record Christmas season of 1948 with increases in business range from 10 to 25%. One local furniture store reported an unexpected jump in dollar volume estimated at 50% above the same week last year.

“Radio Savings Day” was planned by the stations in cooperation with some 40 retailers in the downtown shopping area. The city proper and the surrounding trading area in Georgia and South Carolina were appealed to by radio messages beginning on the Wednesday, of the promotion week. Preceding days were given over to "teasers." By Thursday, opening day, crowds jammed the city. Saturday, an estimated 40,000 shoppers packed downtown streets and stores. Incentive to the shoppers was to use of “radio money” which was sold at a ratio of $100 to every real $1 spent in shopping during the campaign. The “radio money” was issued by the stations and distributed through the stores.

Climactic windup of the campaign was held Saturday at 6:30 p.m. when 2,000 persons took part in an auction using their “radio money.” Larger items of merchandise sold at the auction were obtained from manufacturers and distributors in return for radio publicity; the smaller items for the most part were purchased direct by the stations.

Retailers already have expressed their enthusiasm by asking for another such campaign in the near future. The stations feel they have just scratched the surface of what advertising can do a bigger and better job of building retail traffic at lower cost.

**‘TALKING COW’ Broadcast Booms WSAV-Mail**

LISTENERS to WSAV Savannah’s early-morning Country Cousins program have been deluging the station with thousands of letters—ever since “Cousin Bee,” hillbilly m.c., read a letter from a South Carolina farmer who claims he has a talking cow.

Station reports it has created such a stir throughout the area covered by WSAV that “Cousin Bee” has promised listeners he will try to track down the cow and put her on the air.

Meanwhile, hundreds of people have reported driving around Ashuppy, S. C., where the cow is supposed to be grazing to see if the talking bovine is just another “shaggy dog” fake, according to WSAV. Country Cousins is aired daily from 6 to 7 a.m.

**$25,000.00 Opportunity**

Due to certain favorable circumstances that make possible a plan of financing far more liberal than usual, a capable operator can obtain 100% ownership of a valuable facility for $25,000.00 down payment. This station is located in a very desirable eastern market with high retail sales and per family income considerably above the average. The profit opportunities in this situation are large.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

**BLACKBURN-HAMILTON COMPANY, INC.**

**RADIO STATION AND NEWSPAPER BROKERS**

**WASHINGTON, D. C.**

**CHICAGO**

**SAN FRANCISCO**

James W. Blackburn

Sterling 661-2

W. G. Randall

Ralph McQueen

Edward A. Blackwell

J. W. Truett

Ray V. Hamilton

Randolph 6-4539

Exbrook 2-5972

**WEBSTER COPY**

**Draws Station Protests**

SIX announcements promoting three-speed replacement units for record players, submitted by Webster-Chicago Corp., have drawn protests from some stations to which they have been sent on the ground that they actually are advertising copy.

George H. Jasper, WCCM Lawrence, Mass., suggested that any AM, FM or TV station carrying the free announcements "makes an out and out可以在头版上" and that of other stations since the more record players in use, particularly LPs, the smaller the tuned-in and interested listeners. These comments, for use between records on record programs, are yours to use or adapt to suit your needs. We hope you will find them helpful."

In a sample announcement:

Radio stations have had to insist on high fidelity recording when they have been approached by copy-writers, so for years they have been using the slower speed records. Finally the record companies have written a way to make an over-speed record available to the public and that’s what you have been sending to your stations. LPs have a wider latitude of pitch, a greater clarity, and you have one of those new three-speed record-changer in your player, which can now play the speed you want. That’s what we mean. Those of you who haven’t yet replaced your old phonographs can hear what we are talking about. Record speeds are 33's revolutions per minute just like radio transmissions.

**RINGSON NAMED Heads Georgia Group**

RAY RINGSON, manager of WRDW Augusta, has been elected president of the Georgia Assn. of Broadcasters. He assumes office July 1, beginning his new association year, and succeeds Edwin Mullinax, general and commercial manager of WLAG LaGrange.

Other newly elected BAB officials are: Ben Williams, WTOC Savannah, vice president; Fred Scott, WKTG Thomasville, secretary-treasurer; L. H. Christian, WRFK Athens, and Shed Casswell, WSEF Thomson, directors. Mr. Williams is the association’s retiring secretary.

**OHIO STATE U.’s annual advertising and promotions conference: Oct. 6-7 will be jointly sponsored by the school and Fifth District of the Advertising Federation of America, it was announced last week by Dr. Kenneth Dameron, general conference chairman, said that the first day’s program will include addresses, clinics and other meetings. Second day’s program will be business sessions.**
**FCC Roundup**

**New Grants, Transfers, Changes, Applications**

**Box Score**

**SUMMARY TO JUNE 15**

**Summary of Authorizations, Stations On the Air, Applications**

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**Docket Actions**

**TRANSFER GRANTS**


**ORDER**


**Non-Docket Actions**

**TRANSFER GRANTS**

KVOP Plainview, Tex.—Granted assignment of license from W. J. Harpole to corporation KVOP Inc., in which Mr. Harpole owns 98.6% of stock and newcomers Kermit S. Ashby and Hjalmar F. Johnson, each 1% for which they pay $100. Mr. Ashby is part owner of W. J. Harpole's former station, KSKY, in Plainview. Service to be W. J. Harpole's real economic asset in Plainview. 1440 kc. Granted June 12.


**Deletions**

FOUR AM and two FM authorizations were deleted by FCC last week. Total deletions to date: AM 50; FM 11.

**New Applications**

**AM APPLICATIONS**

Takoma, Wash.—Tribune Pub Co., 1600 kc., 250 w. unlimited. Estimated construction cost $18,550. Tribune Pub Co. is licensee KZTN FM outlet in Takoma. Alvin S. Baker, stockholder, is also president, director and majority stockholder of KERG Eugene, Ore. Filed June 12.

Columbus, Ky.—TriMount Radio Bestf Corp., 1270 kc., 1 kw. day. Estimated construction cost $15,657. Principals include: William F. Woolen, Western Recreation Hall and Restaurant, 11% plus; 50% interest in Bybee's, owner of Bybee's grocery store, 41% plus; there are 28 other stockholders, residents. Filed June 9.

NORTH CAROLINA—Three States Bestf Co., 1360 kc., 1 kw. day. Estimated construction cost $17,902.

In Three States Bestf Co. in three States include: Fred A. Nagle, president, Strike Bible Church, president and general manager 25%; Fred L. Morningstar, assistant director in Southen Highland Evangel Inc., Blag, Ky., vice president 25%; Joseph P. Bagby, vice president 25%; C. Staples, vice president 25%.
Counsel Clash
(Continued from page 19)

presented by FCC witnesses at the first hearing.

He denied he has received or will get any "bonus" from Mr. Richards for his activities in connection with the hearing.

He said he has been general manager of KMPC since January 1941 and that his present salary is $18,000 a year.

Witnesses subpoenaed by FCC for appearance this week included Frank E. Mullen, board chairman of Jerry Fairbanks Inc. and present president of the Richards stations; John Baird, program supervisor of the Knights of Columbus H.Q. headquarters promotion-publicity director of WWJ, and Rowena Geraghty, secretary to Mr. Reynolds.

Mr. Reynolds, who was expected to be on the stand through Wednesday (June 21), was questioned in detail about facts surrounding a dinner in Los Angeles attended by representatives of the three Richards stations on Jan. 26, 1948. At that time, Mr. Reynolds asserted, KMPC had arranged a special salute to the station and the program was tuned in during the dinner.

In the midst of this otherwise laudatory broadcast, Mr. Reynolds asserted, Clete Roberts, then KMPC director of public affairs, gave a pessimistic report on Gen. MacArthur's health. As a result, the witness continued, Mr. Richards reprimanded Mr. Roberts in front of other guests.

In the previous hearing Mr. Roberts, testifying as an FCC witness, dwelt at length on Mr. Richards' anger at what he said was the station owner considered defiance of "orders" always to present Gen. MacArthur in a "favorable light" on KMPC broadcasts.

Mr. Reynolds testified that the station owner was a great admirer of Gen. MacArthur and "became very angry when this material was included in the birthday salute."

Questioning on the MacArthur-KMPC incident alone consumed about an hour and a half, Examiner Cunningham finally interjecting that "I think you are dwelling too long on this subject."

Mr. Reynolds' ownership of KMPC stock was the subject of extensive examination, with Mr. Cottle frequently questioning the KMPC executive's answers.

Dr. Thomas, called to testify on the question of Mr. Richards' health, said he had treated him for a heart ailment since 1938, estimating him "several times a year."

"Don't you think that if Mr. Richards can attend sporting events, night clubs, parties, and take trips to desert, he can come to this hearing?" Mr. Cotton wanted to know.

The heart specialist said Mr. Richards did those things against his advice but that such activities were safer because they are forms of recreation—and this hearing could not be called recreation."

Dr. Thomas said he "told Mr. Richards in 1939 to get out of some of his business activities or he'd have too many irons in the fire."

Dr. Thomas was asked to produce records and cardiograms to substantiate his statements on Mr. Richards' physical condition.

The hearing, expected to last for several weeks and to include sessions at Detroit and possibly Cleveland, involves charges that Mr. Richards ordered him to slant news according to his personal political and social views—particularly against members of the late President Roosevelt's family and certain minority groups.

Mr. Richards' plan to transfer control of the three stations to a trustee is at stake, along with the station's renewal applications.

The Commission's order granting the General Counsel's appeal for reversal of the Examiner's ruling on the order of procedure was adopted on a 3-2 vote in a special meeting Monday.

"It is our opinion that a balancing of the equities in this case requires a conclusion that the original order of procedure remain in effect, at least for the Los Angeles hearing," the majority said.

Hearing Order Question

They also noted that the General Counsel, "out of an abundance of fairness to the applicants," agreed to proceed first in the original hearing, and that counsel for Mr. Richards failed to give due notice that they wished to proceed first in the new hearing.

"It was not the General Counsel but the applicants who precipitated the present conflict by their request for a de novo hearing," said, "and although the Commission acceded to their request, they cannot be permitted to change the prior procedure in the presentation of testimony."

The majority claimed the Commission's power to adjourn the hearings is subject to the general Counsel's appeal stems from rules giving FCC the right to review an examiner's rulings.

Comr. Rose H. Hyde dissented, contending "the Examiner's exercise of his discretion should not be over-ruled." He joined the majority however, in voting to deny Mr. Fulton's request to be heard in oral argument on the procedure question. Oral argument, the majority held, "would serve no useful purpose."

The majority consisted of Acting Chairman Paul A. Walker and Comrs. E. M. Webster, George E. Sterling, and Frieda B. Hemlock. Chairman Wayne Coy and Comr. Robert F. Jones were absent and did not participate.

Mr. Fulton, leaving Washington for Los Angeles shortly after the decision was announced, dispatched a sharp telegram to Chairman Coy protesting the "capricious and high-handed interference with the proceeding."

"This is a poor beginning of the hearing and certainly casts grave doubts upon the Commission's intention to provide a fair and impartial hearing," he wired, adding: "I hope that this interference with Examiner Cunningham in his conduct of the hearings will not be continued."

Mr. Fulton asserted: ...

[The Commission's action is a violation of the Commission's own rules and of the Administrative Procedure Act. It unfairly throws a great burden and expense upon radio stations, the applicants for renewal and WJAR, and it unfairly denies them an opportunity to tell the public the facts in this case—after they have been subjected to scurrilous insults and innuendoes for more than two years.]

The refusal to hear me as to the facts in this case before deciding it, after I had flown across the continent for that purpose, contravenes most clearly with the prejudicial attempt to grant the adjournment requested by the Commission's General Counsel.

It was sufficient for him to telephone his assistant and obtain action without regard to the Commission's lack of knowledge of the record and without regard to the disruption of the plans of witnesses involved.

National Advertisers
When shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS... Ask JCS. WEDD & CO. 350 Madison Ave., New York They also know about our new 5000-WATT TRANSMITTER HALIFAX NOVA SCOTIA CHNS HALIFAX NOVA SCOTIA
TAX PROPOSAL
May Hir School Stations

A PROPOSAL to tax profit-making business enterprises of certain educational institutions—including their commercial radio stations—was under consideration by the House Ways and Means Committee last week.

Although committee authorities declined to make public details of the proposal, it was understood that stations and other enterprises of religious institutions would be exempt under the plan.

There was no indication, however, as to where or whether the proposal would draw the line between commercial stations operated by lay schools and colleges and those operated by religious institutions.

The plan under consideration was said to provide that educational and charitable organizations be taxed up to 22% on their profit-making “unrelated” activities.

The committee meanwhile voted for a 10% tax on the declared dividends—not corporate earnings—of farmer and other cooperative organizations, whose activities in some instances include broadcast stations.

Distinction Necessary

If the committee finally votes to tax educational institutions, its distinction between educational and religious educational schools presumably will determine whether the tax should and applicable stations as WVL, New Orleans, KGA Spokane, WEF St. Louis and KWBQ Corpus Christi, which are operated by religious schools, as well as to WGST Atlanta, WICU Ithaca, and other stations of lay institutions.

The committee also approved a provision whereby residents of Puerto Rico would be taxed automatically. When currently is produced for network presentation in the U. S.—would be subject to taxes on income from the mainland and foreign countries (but not from Puerto Rico) under the U. S. income tax laws. Any individual who would be exempt from U. S. tax on income earned in Puerto Rico would have to qualify as a bona fide resident of Puerto Rico.

The committee meanwhile confirmed a prior agreement to reduce from 6 to 3 months the period of time which an asset must be held to qualify for the reduced capital gains tax, which has figured in several recent network talent acquisitions. But the committee rejected an amendment to reduce the effective tax on such capital gains from 25 to 16%.

Prospects of Congressional action on a tax bill at this session remain problematical. The committee hopes to whip its proposals into bill form within about 10 days, but Congressional leaders appeared doubtful of securing passage before the early-August target date for adjournment of Congress.

Upcoming

June 31: MBS regional meet, Hotel Seelbach, Louisville.
June 21: Western Association of Hotel Management Assns., of the West convention, Ambassador Hotel, Los Angeles.
June 25-27: J. HOWARD PYLE, program director of KFAB Phoenix, has been drafted by the Republican State Central Committee and will start running in the Sep- tember primary.

Mr. Pyle, who has been associated with KFAB for the past 20 years, was elected vice president and director of Allentown Broadcasting Corp. (WHOL Allentown), at the firm’s annual stockholders meeting last Tuesday.

Mr. Bauman, formerly treasurer, succeeds Lewis Windmiller, who has resigned as president of the corporation. Also re-elected was Charles G. Helwig, local attorney and secretary and director of the firm. Mr. Helwig also serves as treasurer, replacing Mr. Bauman. Messrs. Bauman and Helwig were re-elected as directors as was Edmund H. Scholl. Hazle- ton stockholders Helen M. Deis- roth, George M. Chisnell, E. H. Witney and Mr. Bauman attended the meeting as did stockholders from allentown and Washington.

RETIRING as president of the Ameri- can Red Cross Denver chapter, Lloyd E. Yoder (the general manager of KOA Denver), receives a plaque from local members in recognition of two years of “outstanding service.”

Presenting the award on behalf of ABC Denverites is Mason Knuckles, newly elected president.

KENTUCKY MEET
Hardy Will Discuss NAB

NAB’S FUTURE will be discussed by Ralph Hardy, director of government relations for the association, at the 1960 meeting of the Kentucky Broadcasters Assn. Thursday and Friday in Louisville at the Hotel Seelbach.

Other speakers will be Robert T. Mason, president of WMBN Marion, Ohio; Louis J. Bosse and Willis Munro, Kentucky industrialists, and George Partridge, radio director of the Kentucky State Fair. Also on the agenda is a sales clinic, with Edwin E. S. Weldon, vice president of WKYW Louisville, as chairman; a BMI program clinic, and a panel discussion on “How To Hold Operating Cost Under Income,” led by W. T. Isaac, president of WHIR Dan- ville, Ky.

The 1960 meeting will be dedicated to BMI, which is observing its 10th anniversary this year.

In addition to the meeting of Kentucky broadcasters, Hotel Seelbach will be the scene of a regional Mutual meeting this week, with Frank White, network president, scheduled to attend. Mutual affili- ates within a range of 200 miles of Louisville will be represented at an afternoon session Wednesday.

The MSG men have been invited to remain for the state association meeting, according to Hugh O.

WHOL ALLENTOWN
Elects Bauman President

HENRY K. BAUMAN, Allen- town, Pa., postmaster, was elected president and Victor C. Diehm, president and general manager, WAZL Hazleton, Pa., was re-elected vice president and director of Allentown Broadcasting Corp. (WHOL Allentown), at the firm’s annual stockholders meeting last Tuesday.

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Mr. Pyle, as a war correspondent, was among the first radio men to arrive in Tokyo at the close of the Pacific campaign. He was ap- pointed public relations director for Gen. Jonathan M. Wainwright on the latter’s trip back to Wash- ington following the signing of sur- render terms by Japan.

“LOOK . . . Here’s Your Answer”

The BOARDMASTER Tells
You at a Glance

Save time and prevent errors with the BOARDMASTER Visual Traffic Control. Across-the-board at a Glance—All Pro- grams and Announcements in proper se- quence, highlighted by Color. Accommodates 18 or 20 hours daily, 7 days a week. Type or write on quarter hour segment and station-break cards, post on board. Simple system, easy to main- tain.

COMPACT & ATTRACTIVE—Rapid visibility. This miniature size for 100% visibility. Permanently constructed of Aluminum with black finish. Precision workmanship. Weight, 9 lbs. Immediate delivery.

TESTED AND ACCEPTED: The BOARD- MASTER system is used by over 1800 AM, TV and FM stations.

FREE DESCRIPTIVE FOLDER WITHOUT OBLIGATION

GRAPHIC SYSTEMS

55 West 42nd St., New York 18

June 19, 1950 • Page 73
TWO NAB OFFICIALS ARE PRAISED BY RYAN

TWO NAB department heads who resigned last week were praised Friday for services to association by William B. Ryan, general manager for the Cincinnati NAB stations Wednesday.

Commenting on departure of Arthur C. Stringer, with NAB 13 years, Mr. Ryan pointed out he had managed NAB convention, exposition and exhibit; directed station management study; served as editor; developed NAB radio news clinics and operated summer news internships for college journalism teachers.

G. Emerson Markham, TV Dept. director, "has established a reputation in the radio and television profession" which is well known to broadcasters, Mr. Ryan said. He added that the TV post will be filled immediately.

WKRK-TV NAMES CHAPIN

DON L. CHAPIN, sales executive with WLWT (TV) Cincinnati for almost two years, named local sales manager of WKRK-TV Cincinnati, effective June 25.

NBC APPOINTS DE BEER

ROBERT H. DE BEER, former assistant manager of salary and wage administration section for R. H. Macy Inc., appointed supervisor of records and research division of NBC's personnel department.

WGR TOPS ANNUAL POLL

WGR Cleveland missed only two firsts out of 14 categories in the Cleveland Press 6th annual radio poll, conducted by Radio Editor Stanley Anderson. The station won 46 points of a possible 88, WFM 2nd with 71 points and WATM 3rd with 8. Other points were WRE 8, WJMO 7, WDOK 1 (WDOK went on the air only a few weeks ago). WRSJ was disqualified for the poll because it was using in getting votes. In television WVEVS received 27 votes, WNKB 11, WXEL 4.

MOTOROLA DIVIDEND

MOTOROLA has declared a quarterly dividend of 33 1/3 cents per share payable July 14 to stockholders of record June 30.

OSGOOD GOES TO NBC

STANTON M. OSGOOD, former director of TV production at CBS, named manager of film and production television division of NBC television film network department.

TWO JOIN SSC&B

JEAN CARROLL, with Compton Adv., and Esther Ojala, with Doherty, Clifford & Shenfield, both timebuyers, will join Sullivan, Stuttsford & Company, late this month succeeding Jean Lawlor, who joined Benton & Bowles fortnight ago.

JOINS FARGO AGENCY

RICHARD C. ROSENTHAL, former national advertising manager for Lever Brothers, joins Barney Levin Inc., Fargo, N. D., agency, as account executive.

EAWLD NAMED BY NBC

ALAN EAWLD, with NBC's radio sales planning, sales department, named supervisor of research of network's national spot sales department.

DON'T BAN TELEVISION, MEDICAL GROUP WARNS

"DON'T ban television" advises American Medical Assn. in message to parents of school-age children, published in AMA official organ, Today's Health. In article by Elizabeth B. Hurlock, Ph. D., of Philadelphia, parents are told TV is here to stay and children must learn to live with it. Dr. Hurlock offers these suggestions:

Don't ban TV but apportion child's viewing time;
Help child select suitable programs;
Provide both programs with an appreciative post-program pass and pass up bad ones; regard TV as form of education as well as amusement; serving as starting point of discussions and related reading; encourage interest in other forms of play, especially outdoors, since many parents unwittingly encourage viewing of TV and associate it with viewing as reward for good behavior and deny viewing right when behavior or school grades fall off; remember novelty of watching programs will wear off and child's preoccupation with it will lessen.

ANTI-HISTAMINE FIRMS REACH FTC AGREEMENT

FEDERAL TRADE Commission proceedings against five anti-histamine manufacturers were terminated with FTC announcement Friday that companies have agreed to stop unjustified claims for their products in treatment of colds (Grove Civic, June 12).

Under stipulations, FTC said, companies agree not to claim their drugs will "cure, prevent, abort, eliminate, stop or shorten the duration of the common cold." They are free to claim use of product relieves, checks, and in many cases stops symptoms or manifestations of cold, such as sneezing, nasal congestion, simple throat coughs, etc. They also may advertise that product "is safe if taken in accordance with the directions on the label."

Companies and products involved: Bristol-Myers Co. (Resitate), Anheir Co. (Ana- hist), Whitehall Pharmaceutical Co. (Krytrip), Union Pharmaceutical Co. (Inhist), and Grove Labs. (Antamine).

COLUMBIA RECORD CHANGES

WILLIAM C. NEU, former advertising production manager for Columbia Records, last week appointed sales promotion manager, and Robert M. Bailey, former art director of Hayes, Lawrence Adv. Agency, New York, named art director.

BAILEY ELECTED

STEPHEN M. BAILEY elected vice president of Chicago Federation of Labor, which owns station WCFL. Mr. Bailey is business manager of local Journeyman Plumbers Union, and succeeds William A. Lewis, former secretary-treasurer of Chicago Allied Printing Trades Council.

U. S. URGED TO BUILD TV RELAYS ABROAD

PROPOSAL that private American companies construct relay systems for television networks abroad offered in Senate late Thursday by Senator Mundt (R.-S.) as follow-up of plan to establish U.S.-global TV networks (early story page 53).

Sen. Mundt also suggested amendment pending to overall appropriations bill to author- ities of the United States and Canadian industries to build a TV system and proposed foreign countries with community TV receivers finance cost of constructing system. He said Edward W. Barrett, assistant secretary of commerce, who had assigned two staff members to study "practicability and feasibility" of television.

Clifford J. Durr, former FCC left-winger, who's giving up general law practice in Washington to move to Denver, reportedly as general counsel for farmer organization with possibility he'll also open private law office.

PONTIAC DIVISION of General Motors Corp., and Pillsbury Mills (four), both negotiating with CBS-TV for sharing quarter-hour each of half-hour Arthur Godfrey and his Friends program released by Liggett & Myers (Chesterfield). L&M will retain sponsorship first half-hour of show, 8-9 p.m., Wednesday. Decision expected early next week.

THAT CONDUCTED tour of BBC and European radio (government-operated) proposed by Prof. Kenneth C. Bartlett, ot Syracuse U. [BROADCASTING, May 23, June 6] has been cancelled. Project was under attack as BBC-inspired, which Prof. Bartlett vehemently de nied.

MUTUAL board was greeted with what one director described as "the most favorable report in years" at its meeting in New York last week. High tribute was paid to President Frank White, rounding out his first year, for his stewardship.

PABST SALES Co. (Blue Ribbon beer) about to sign contract to sponsor Blue Ribbon Sport King featuring Dave Arneil, coverage recently from Chicago, starting in July on NBC, Saturday, 5:30-6 p.m. - Warwick & Legler, N. Y., is agency.

LIGGETT & MYERS (Chesterfield) considering Perry Como, three-weekly on NBC-TV, if he agrees to accept assignments. Decision expected within fortnight. Agency, Cunningham & Walsh, N. Y.

HALF-HOUR television version of one-hour Late Rend Theatre sponsored by Levens Brothers on CBS, submitted by J. Walter Thompson Co., New York, as format for TV show.

FALL ADVERTISING plans for Pepsi Cola Co. include television program—possibly Stork Club on CBS-TV—submitted by its agency, Biow Co., New York. Definite decision expected next week.

KENYON & ECKHARDT, N. Y., agency for Lincoln-Mercery cars, sponsors Ed Sullivan's Toast of the Town on CBS-TV, negotiating with network for exclusive rights contract with Mr. Sullivan. Latter understood willing to sign long-term contract (at least five years) with agency if CBS will release him from its agreement.

CONSOLIDATED ROYAL CHEMICAL Co., Chicago, deciding purchase of national TV week or TV network version of Bob Elson on the Century for Krank's shaving cream and Mar- O-Oil shampoo. Only TV used has been Krank commercials in Chicago. Agency, Rutherfurd & Ryan, Chicago.

WXRT SILENT FOR MONTH

WXRT Chicago, all-classical FM station, is off air for month while transmitter is moved from atop Sheraton Hotel, north of the Loop, to west-side building which houses station's AM affiliate, WSBC. Manager Robert Miller Robert is asking power increase to compensate for lowered antenna height.

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Closed Circuit

(CONTINUED FROM PAGE 4)
The KMBC-KFRM Team

Wins Again!

The Spring 1950 Kansas City Primary Trade Area Survey—a coincidental survey of over 80,000 telephone interviews in one week by Conlan—just off the press—shows The Team even further ahead of its nearest competitor than a year ago! It is one of the most comprehensive listener studies ever made—and one of the most revealing.

Together with the Fall 1949 Kansas City Primary Trade Area Survey—an aided recall survey made through 2,122 personal interviews at the 1949 Missouri State Fair, Kansas State Fair and the Kansas City American Royal—it provides irrefutable proof of The Team's outstanding leadership. Yes, current proof, not moth-ball evidence.

THE TEAM AGAIN WINS FIRST!

Spring 1950 Kansas City Primary Trade Area Radio Survey, just completed, shows KMBC-KFRM far ahead of all other broadcasters trying to serve this area.

The KMBC-KFRM Team with Coverage Equivalent to More than 50,000 WATTS POWER!

Yes, The Team covers an area far greater than KMBC alone, at its present location, could cover with 50,000 watts with the best directional antenna system that could be designed. With half-millivolt daytime contours tailored by Jansky & Bailey, America’s foremost radio engineers, to enable The Team to effectively cover Kansas City’s vast trade territory (a rectangle—not a circle), The Team offers America’s most economical radio coverage.

Contact KMBC-KFRM, or any Free & Peters “Colonel” for complete substantiating evidence.
WWJ-TV is taking circulation for granted! The number of television sets in the Detroit market has passed the quarter-million mark!

Words like "experimental"..."test"..."pioneering"..."infancy" and the rest of the vocabulary of a new medium are out. TV has come of age!

We will back our belief in the stability of television with our new rate card (#8) which will be guaranteed to advertisers for one full year!