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   (An Editorial)
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TELECASTING Begins on Page 55

The Newsweekly of Radio and Television.

$7.00 Annually
25 cents weekly

Houston draws a WINNER

Owned by The Houston Post Company
Operators of KPRC
Jack Harris, General Manager
Formerly KLEE-TV
GIVE US MORE Coffee Call!

"Coffee Call is Kentuckiana's only food merchandising show—it sells groceries!"

"I had to wait 2 months to get tickets to see Coffee Call—but it was worth it."

"Look at the consistently high Hoopers. The latest was a 6.6!"

"Women from all over Kentuckiana flock to see Coffee Call...over 21,000 in eleven months!"

"The potential is here. Kentuckiana's 1949 Food Sales were $474,196,000!"

COFFEE CALL Now Goes 5 Days a Week
Monday thru Friday beginning July 3—Participations now available

For the past year "Coffee Call" has been selling food products for its participating sponsors as a 3 day a week show. In answer to the demand for "More Coffee Call", this popular show will go 5 days a week beginning July 3. Better check your Petry Man now for availabilities.

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

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

WHAS
Louisville, Kentucky

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

VICTOR A. SHOLIS, Director NEIL D. CLINE, Sales Director
PRARLOC costs us money...

but it's the policy we support 100%

PRARLOC (Proved Returns At Rates Listed On Card) is the Westinghouse policy of uniform rates... as opposed to "deals" for station time made on a "per inquiry" basis.

Anyone looking at our records might wonder why we, of all people, should be against "PI" business.

Take these examples. In Pittsburgh, three early-morning announcements on KDKA brought more than 3,000 cash orders for a 25c booklet. In Portland, Oregon, a department store advertised girdles at 9 AM on KEX, sold out its entire stock by 3 PM. Similar reports come in regularly from Boston, Philadelphia, Fort Wayne, Springfield.

On a "PI" basis, we would have been able to bill far more than the rates listed on our cards.

But—would this be good for advertising?

It would not. It would mean discrimination in media costs. It would mean that one advertiser would pay more than another for identical media services.

It would mean confusion, uncertainty, recrimination... instead of fair, standardized rates for one and all.

That's why we're backing PRARLOC. We believe it's good for the future of your business and ours... even if it does cost us money today. We believe that sticking to card rates will protect the health and growth of the entire advertising industry.

And as for Proved Returns, we invite you to ask Free & Peters for case histories... like those above... that prove our salespower in six of the nation's leading markets.
SINDLINGER & Co.'s qualitative study of media vs. "leisure time" to be released shortly claims nighttime television in Philadelphia between 7 and 10 p.m. in 10-month period (April 1949 to February 1950) used up an average of only 11 minutes of radio time. Report also shows 20-month growth in city of 575,000 families with 974,000 radio sets to 607,000 families with 1,183,000 sets in February 1980. TV receivers multiplied seven times over in that same period.

WHILE stressing theme that "radio comes back" in TV homes, Sindinger report also can be expected to hit hard at surveys of radio-TV sharing of nighttime audiences. Report will claim "shared" surveys distort picture.

DESPITE efforts to expedite its workload, FCC is not expected to complete its paper work for consideration of clear-channel revision prior to resumption of recessed NARBA sessions in Washington Sept. 6. NARBA, therefore, must deal with status quo in U. S. allocations.

PLANS to build nest of high-power stations on Haiti reportedly being nourished by World Radio Corp., religious organization, with hopes of attracting U. S. sponsors for religious-commercial programs. Organization has been holding rallies in Houston, is said to be talking in terms of 600 kw station on 640 kc and pairs of 100 and 10 kw stations on short and medium waves—if money is available and if terms can be reached with Haitian government.

ALSO in "international" field, at least one Texas broadcaster is reported toying with idea of applying to FCC for shortwave station to beam religious and other programs to Mexico.

LINCOLN MERCURY division of Ford Motor Co., through Konyon & Eckhardt, New York, preparing radio spot announcement campaign on more than 100 stations to start in August.

ALTHOUGH FCC hasn't yet decided on policy as to licensing of motion picture companies in TV, indications are it will be disposed to follow newspaper ownership philosophy of considering each case on individual merits. For example, motion picture producers which have bottled up talent and film, precluding TV use, doubtless would not fare as well as those companies which have maintained reasonably open market in those commodities.

WITH Labor Day now regarded as earliest likely date for FCC decision on color TV, and all else TV-wise being held in abeyance pending that verdict, it's time to push back those freeze-lift estimates again. Decision in September would leave less than four months for hearings and decisions on other problems—"general" TV issues, UHF, VHF standards, (Continued on page 88).

Upcoming


June 26 and June 27: Independent Metropolitan Stations convention, Miami, Fla.

June 30-July 2: Catholic Broadcasters Assn., U. S., St. Louis, St. Louis.

July 6-8: South Carolina Broadcasters Assn., Ocean Forest Hotel, Myrtle Beach.

(Other Upcomings on page 30)

Bullets

NABC has sold Fibber McGee & Molly to another sponsor if S. C. Johnson & Son, Racine, Wis. (wax products), decides not to renew program by July 31, time set for decision. Johnson plans entry into TV with full participation on NBC-TV's Saturday Night Review. Programs are also being considered. Johnson agency, Needham, Louis & Broidy.

NAB COMMITTEE APPROVES MEMBERSHIP CAMPAIGN

NAB Board's Membership Committee at Friday meeting completed first stage of planning for "all-out membership drive" to start on the eve of district meeting series opening Aug. 14 in Seattle (see board story page 19).

Sales presentation on which drive is to be based was previewed before board at three-day meeting last week by Robert K. Richards, NAB public affairs director. Presentation will be shown to Washington and New York trade press in near future, according to Clyde W. Rembert, KRLD Dallas, committee chairman.

The committee suggested that district directors be asked to invite non-members in their area to attend this year's district meetings.

Other committee members present Friday were Charles C. Caley, WMBD Peoria, Ill.; Allen M. Woodall, WAKA Columbus, Ga.; Calvin J. Smith, KPAC Los Angeles; William C. Groves, KFBC Cheyenne, Wyo. Attending for NAB were William B. Ryan, general manager; B. Walter Huffman, station relations director; C. E. Arny Jr., secretary-treasurer, and Mr. Richards.

WIBW APPOINTS SEYLER

WES SEYLER, formerly Nebraska vocational agriculture instructor, appointed farm service director of WIBW Topeka by Ben Ludy, general manager. Mr. Seyler recently took 1,700-mile tour with Elk horn Future Farmers. He is graduate of U. of Nebraska.

NEW DUANE JONES BRANCH

DUANE JONES Co., New York, establishing Chicago office at 221 N. La Salle St. Lawrence D. Milligan, formerly of Aubrey, Moore & Wallace, named vice-president in charge of Chicago office and Hollis C. Dean, Hotpoint Inc., joining as account executive.

Business Briefly

CARLING'S CHANGE • Brewing Corp. of America's Carling's Red Cap Ale to Benton & Bowles, New York. Account was formerly with Leo Burnett Co., Chicago.

GF PLANS • General Foods, New York, through agency, Young & Rubicam, expected to sponsor mystery show as replacement for radio version of The Goldbergs, Saturday, 8:30-9 p.m. on CBS.

WILDROOT BUYING • Wildroot Co. to sponsor 10-minute segment of Saturday Night Revue on NBC-TV and in addition is preparing extended TV spot campaign using 8:15 and 8:30 p.m. station breaks on Arthur Godfrey's Wednesday night TV show. Same station breaks sought by Bristol-Myers Co. for Vitalia. Wildroot agency, BBDO, New York.

BB&J APPOINTED • Diamond Match Co. has appointed Benton & Bowles, New York, to handle advertising.

TV SUBSTITUTE • Philip Morris (cigarettes) through BBW Co., New York, will sponsor "Horace Heidt Television Show" with second season replacing Candid Camera, Monday, 9-9:30 p.m. on CBS-TV.

CHEESE AGENCY NAMED

NATIONAL CHEESE Co., Chicago, for Daisy Brand whipped butter and cheese, names Newby & Peron, Chicago, as agency. Media schedules expected to be decided this week.

NORGE CONSIDERS TV

R. J. REYNOLDS TOBACCO Co. (Camel cigarettes) will drop sponsorship of Ed Wynn Show, Tuesday, 9-9:30 p.m. on CBS-TV at end of current cycle. Norge refrigerators reported to be considering buying program.

TRANSCONTINENTAL TV LINK APPROVED BY FCC

CONSTRUCTION of microwave radio relay facilities between Omaha and San Francisco—to complete first transcontinental TV network by Jan. 1, 1952—approved by FCC Friday. AT&T was granted 55 relay stations between two cities to provided four microwave channels, two for telephone traffic and one each direction for TV.

Estimated construction cost for new link was given as $20,400,000. Of this amount $17,900,000 is for Omaha-San Francisco facilities and $2,500,000 for additional equipment in Chicago-Omaha section. New York-Chicago portion of route is virtually completed, FCC said, and is expected to be available for intercity TV network service "in the near future." Chicago-Omaha section, under construction, is to be ready for operation in April 1951. Total cost of transcontinental link when completed was cited as $57,890,000.
May 24th, 1950

KRLD-TV
Herald Square, Dallas, Texas

Gentlemen:

Over a period of the last four and a half years we have used every type of advertising medium, and in many instances have found it difficult to point to any immediate success for advertising dollars.

Our KRLD-TV Programs have been Advertising with a quick punch! Each week we could point to definite sales as a direct result of this advertising, plus a large number of calls making a direct comment about the program. After only eleven weeks, daily someone says, "I saw your TV Show", which we believe to be good institutional advertising.

An example of the results obtained, last week we had on our show a discussion and model of a Swimming Pool, selling for $3,500.00 or above. We received five or six calls, and believe we will sell four Swimming Pools off of this one program, amounting to some $20,000.00 worth of business.

In the course of doing business with various firms, I have not found the personal interest with any organization that I have found with KRLD personnel. Every employee has strived to make our show a success.

We feel that the splendid cooperation we have received is immediately responsible for the success of our show, and the results we have obtained through it.

With kindest personal regards, I remain

Yours very truly,

ROY L. HARDING
President

KRLD-TV

NOW over 55,000 TELEVISION HOMES IN KRLD-TV's EFFECTIVE COVERAGE AREA
You can buy other radio stations in Flint, Michigan, but

WFDF, in its 29th year of leadership, gives you:

3 TIMES THE AUDIENCE OF ALL OTHER STATIONS in Flint (in the A.M.), and far more than all other Flint Stations combined in all time segments!

*The latest Hooper Radio Audience Index (Dec. '49 thru Apr. '50) is just out. The Katz Agency has full details of WFDF's amazing leadership story.

910 Kilocycles

WFDF FLINT MICH.

REPRESENTED BY THE KATZ AGENCY
Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

Page 6 • June 26, 1950
This is CBS in 1950...
where most network dollars work

In 1950, advertisers spent more on CBS than on any other network.

Long-established CBS clients like Libby's, General Foods, Procter & Gamble, Philip Morris, William Wrigley—
are increasing their CBS appropriations.

Names like Brock Candy, Carnation, Carter Products, Phillips Petroleum, Quaker Oats, Richfield Petroleum, American Tobacco.
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<td>Howell Vernon</td>
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*Explanatory listings in order: Sponsor, name of program, amount of stations; astrolighting & rebroadcast west coast. TBA to be announced. Space is $25.*

### SUNDAY

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*Listings in order: Sponsor, name of program, amount of stations; rebroadcast west coast. TBA to be announced. Space is $25.*

### ABC

- **12/25** 12:30 PM Mon. thru Sun., on St.trope stations.
- **12/26** 3:30 PM Mon. thru Sun., on St.trope stations.
- **12/27** 6:30 PM Mon. thru Sun., on St.trope stations.
- **12/28** 9:30 PM Mon. thru Sun., on St.trope stations.
- **12/29** 12:30 PM Mon. thru Sun., on St.trope stations.

### MBS

- **12/25** 3:30 PM Mon. thru Sun., on St. trope stations.
- **12/26** 6:30 PM Mon. thru Sun., on St. trope stations.
- **12/27** 9:30 PM Mon. thru Sun., on St. trope stations.
- **12/28** 12:30 PM Mon. thru Sun., on St. trope stations.
- **12/29** 3:30 PM Mon. thru Sun., on St. trope stations.

### NBC

- **12/25** 6:15 AM Mon. thru Sun., on St. trope stations.
- **12/26** 9:15 AM Mon. thru Sun., on St. trope stations.
These days children can repeat a sponsor's message and his premium offer almost as quickly as their own name and address. So why not take full advantage of Philadelphia's hard-listening juvenile audience through these two great WCAU programs?

"TIME OUT"
10 to 10:30 A.M., Saturday
An audience-participation quiz show featuring Philadelphia's top sports commentator Bill Campbell, the Whiz Kids, a trio of teen-age sports experts, and a Saturday attendance of 200 youngsters. This show has top rating for its period, a 5.0*. That's 1.0 better than the "Fred Waring Show" on station B.

"RADIO RANGERS"
10:30 to 11 A.M., Saturday
With the younger generation using living rooms for corrals these days, here's a natural for putting your message across. "Radio Rangers" is fast on the draw with cowboy ballads, drama of the old West, and a chance for kids in the audience to put in their two pesos' worth. *Pulse

If you want your sales story to be a success story, climb aboard WCAU for results that break records.


THE NESTLE Co., N. Y., names Cecil & Presbrey, N. Y., to direct Nescafe and Nestle's Evaporated Milk advertising.

HOLLYWOOD LEGION Stadium, Hollywood, appoints Walter McCreery Inc., Beverly Hills, to direct advertising. May use radio or TV in fall.

PARK REGION BAKERIES, Fergus Falls, Minn. (Tender Krust bread, sweet goods), names Barney Lavin Inc., Fargo, N. D., to direct advertising. Plans radio.


CHICAGO WESTERN Corp. (Pinafore Chicken) expands TV spots to eight major markets after successful test in Chicago. Plans schedule until fall. Agency: Phil Gordon, Chicago.


BLATZ BREWING CO., Milwaukee, buys spots in four Texas markets for summer campaign. Agency: Kastor, Farrell, Chesley & Clifford, N. Y.

AMERICAN SAFETY RAZOR Corp. and FARMA-CRAFT CORP. Inc. (Heed deodorant) alternate sponsorship The Sugar Bowl, musical comedy series, ABC-TV, effective Oct. 5. Agency: Ruthrauff & Ryan, N. Y.


PROCTER & GAMBLE uses TV spot for American Family Flakes for first time with WTMJ-TV Milwaukee series, to continue indefinitely. Results determine spot expansion. Agency: Kastor & Sons, Chicago. Product now has five-minute daily Cliff Norton show WNBQ (TV) Chicago.

DESSERT TREASURES, Palm Springs, Calif. (decorative driftwood pieces), appoints Garfield & Guild, S. F. Will use TV.

Adpeople

JOHN E. SLOANE, manager special advertising and publicity Thomas A. Edison Inc., W. Orange, N. J., named advertising director. LOU SCOTT, Edison sales, appointed sales promotion manager Edison Voice-writer. FRANK PRICE named assistant to advertising director.

J. H. C. GRAY, assistant advertising manager Campbell Soup Co., appointed supervisor of media.

BROADCASTING • Telecasting
We don't know how well you know Boston, or Fargo, or Seattle—or any of the other cities listed at the right. But to us, they're the most important places in the world. We know them almost as well as our living rooms. If you have any sort of advertising problems, in any of those areas, we'd certainly like a chance to be helpful. Now?

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since 1932

ATLANTA    NEW YORK    CHICAGO
DETROIT    FT. WORTH    HOLLYWOOD    SAN FRANCISCO
.. AND FARGO . . . AND SEATTLE?

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The Station That's Tuned to You

night and day it's WDKO

Twenty-four hours a day—seven days a week—Station WDKO is beamed specifically to the tastes and requirements of its tremendous North Eastern Ohio audience—Nearly 2,000,000 people—in the heart of Ohio's richest industrial and commercial area.

Yes, it's our slogan—"The Station That's Tuned to You"—And it's more than that—it's our watchword, our guide based upon facts and thorough analysis.

The population of Greater Cleveland is composed of 53.5% people of foreign birth or the first generation removed. Nine and one-half hours every week, including the choice period between 7:00 and 8:00 P.M., each day, we broadcast Nationality Programs. Eight different languages are spoken.

Cleveland is a center of culture and fine music—Eleven hours every week, including two hours each day, we broadcast programs of symphonic music.

At well chosen times in our schedule every day we broadcast News, both international and local—Sports—Women's Features—Children's Shows—And don't miss this—five of the livest disc jockeys in the business keep the remainder of our schedule literally "hoppin'" with popular music and plenty of you-know-what to go with it.

Place your business on WDKO—and watch the "OK" show up on every sales report.

LOW COST COVERAGE WRITE FOR CHOICE AVAILABILITIES

serving Ohio's 1st market

24-hours a day Cleveland 1260 kc. 5000 w.

Represented by Everett-McKinney

ELIZABETH B. POWELL, H. B. Humphrey Co., to Geyer, Newell & Ganger, N. Y., as radio-TV timebuyer.

avery Mcbee, manager N. W. Ayer & Son, Honolulu, appointed vice president Hill & Knowlton Inc., N. Y.


RALPH FROELICH promoted to production and control manager Grey Adv., N. Y. With firm since 1937.


ESTHER OJALA, timebuyer Doherty, Clifford & Shenfield, N. Y., whose

THE GROWTH of W. B. Doner's Detroit and Chicago offices in the past seven years has brought particular satisfaction to Charles F. Rosen, the agency's executive vice president and radio-TV director.

It is "proof positive" for Charles that his decision to forgo the teaching profession for the more competitive grind of the advertising world was a wise choice.

Since joining the Doner agency in 1943, Charles has seen the organization swell its Detroit personnel rolls to 32 employees and boost its annual billing to over $2 million.

About three-quarters of a million dollars yearly is spent in radio-TV, a fact for which he rightfully can claim a part. Charles helped the agency pioneer in TV, as well as in bulk-buy saturation spot schedules.

Among the accounts in which he has taken a hand in Detroit are Speedway Petroleum Corp., E & B Brewing Co., Faygo Beverages, Everkrisp Potato Chips, Pressel Sausage Co., Federal Department Stores, Big Bear Markets, Glendale Provision Co., Packers Markets, Rose Jewelers, Annis Furs and some 40 others.

These accounts comprise a heavy schedule of spots and time signals on all stations in the Detroit area, as well as throughout Michigan and part of Ohio, and 13 TV shows per week.

Born in Cleveland, Ohio, Aug. 5, 1910, Charles' first experience in radio manifested itself in winding coils on Mother's Oats boxes which were the popular models of early crystal sets. He received a B.A. from Ohio State U. in 1932, specialising in English, and followed up with an M.A. in Education the following year—all the time setting his sights on "teaching teachers how to teach English" on the secondary school level.

He implemented this goal with an appointment as head of the English department in a Southern Ohio experimental school. When he visited Detroit in the mid-30s, prior to reporting for a teaching position, he took a job for the summer as librarian for Brooke, Smith & French Inc. (Dorrance was added later) where he made his copy debut a short six weeks later. This was the turning point in his career, with adver-

(Continued on page 71)

BROADCASTING  *  Telecasting
intentions to join Sullivan, Stauffer, Colwell & Bayles announced fortight ago [BROADCASTING, June 19], staying with DC&S.

AL MADDEN, CBS, S. F., and SCOTT JOHNSON, Foote, Cone & Belding, S. F., to Platt-Forbes Inc., S. F.

JOHN MORE, Foote, Cone & Belding, to Brisacher, Wheeler & Staff, L. A., as copy director.

M. O. JOHNSTON to J. J. Gibbons Ltd., Toronto, as account executive.

LELAND B. BLAIR resigns as vice president-manager S. F. office Buchanan & Co. RAY RANDALL named S. F. manager.

CAROLINE W. SPINDT, Young & Rubicam, N. Y., to copy staff Knox Reeves Adv., S. F.


CHARLES F. LOWE, TV director Erwin, Wasey & Co., L. A., in N. Y. for two-week conferences on fall TV plans.

NORMAN MORK, co-manager Biow Co., S. F., office, named manager.

DANCER-FITZGERALD-SAMPLE, N. Y., volunteers as advertising agency for Advertising Council's Savings Bond campaign using network radio.

LOIS HANSEN KRAZTNER, Botsford, Constantine & Gardner, S. F., to copy department BBDO, S. F.


RADIO and agency executives meet to discuss a cooperative radio test campaign for Sears, Roebuck & Co. as part of its promotion campaign for the Southern California area. Company used heavy spot and participation schedules to push its Homart automatic electric dishwasher on 12 Los Angeles area stations (KECA KFI KLAC KFVD KMPC KJ KFAC Los Angeles; KWKW Pasadena; KFOX KGER Long Beach; KIEV Glendale; KOWL Santa Monica). Mapping plans are (f to r): seated, Henry Mayers, president, Mayers Co., Los Angeles agency handling Sears account; William F. Plummer, Sears' division sales manager; Robert J. McCandrews, managing director, Southern California Broadcasters Assn.; standing, Maury Gresham, KLAC radio sales manager, and Stan Spero, KFAC sales representative. Both members of SCBA sales promotion committee which handled the account.
By anybody's
There's been some pretty complicated arithmetic in radio lately. But the 1950 Winter season is over now and all the figures are in. No matter who totals them...no matter what you count...two things come clear every time. Radio's clear leadership over all media in reaching people.

And the continuing leadership of CBS in all radio.

**COUNT CIRCULATION**... CBS reaches 30,972,700* different families weekly...biggest circulation in radio. (And far bigger than any other advertising medium.)

**COUNT PROGRAM POPULARITY**... CBS has broadcast 15 of the 20 most popular programs this year**...more than 3 times as many as the second-place network.

**COUNT AVERAGE RATING**... CBS has an average nighttime rating of 11.9...32% higher than the second-place network.**

**COUNT HOMES PER DOLLAR**... CBS reaches the average of 489...17% more than the second-place network.***

**COUNT TOTAL BILLING**... CBS advertisers increased their investment to $23,911,229**** ...giving CBS the only 1950 network gain...8% higher billings than the second-place network.

**This is CBS in 1950**

—the greatest single advertising opportunity of them all...and you can count on that.

---

*NRI, February-March, 1950
**NRI, January-April, 1950
***Time and talent night—January-March, 1950
****NRI, January-April, 1950
"What was wrong with that singing commercial?"

Nothing! But not enough people heard it.

Now, had you put it on W-I-T-H it could have been number ONE on the "Dollar Parade." Because W-I-T-H gives you more listeners-per-dollar than any other radio station in Baltimore.

That means low-cost results. And that means a small budget will do big things for you in this rich market.

Why not get the whole story? Call in your Headley-Reed man today!
RADIO-TV FUSION Now ........ AN EDITORIAL

RADIO (and we mean the mass media that use the air) is at the pinnacle of its development. No other art means more to John Q. Public. Radio, first without pictures, and now with, has changed our mode of living. It has shrunk the world within earshot of everybody, everywhere. Eye-shot is upcoming.

Any art, pursuit or industry, when it becomes formidable, invites trouble. The more important the medium, the more vexatious its problems.

Take the NAB. It is shot through with discord. The Radio Mfrs. Assn. (now the Radio-Television Mfrs. Assn.) is in the throes of a reorganization. Both are radio and TV from ground to antenna. Till now, they have gone their separate ways.

The discord within the NAB stems from different classes of membership. They are different in size, scope and interest. The same holds, we would judge, within the RTMA, now in quest of a paid executive of commanding status.

These differences, however, are residual. They are collateral to the main issue—so unique that it does not exist in any other field.

That issue is: Government versus private operation. Call it the American Plan, or Freedom of Radio, or our heritage under the First Amendment. Describe it as you wish.

There's nothing in-between. It is the one precept upon which all in radio and TV and those allied with these mass media must agree. Say it again: Government ownership (which obtains on all continents except our own) versus private ownership. Broadcasters, telecasters and those allied with them must take sides.

The board accompanied its reorganization actions with a sharp attack upon the FCC for "undue interference" with stations and censorship of programs.

In a Tuesday through Thursday meeting at Washington headquarters, NAB:
- Adopted a media-committee system (AM, FM, TV) to replace the present advisory groups, as proposed by General Manager William B. Ryan.
- Reaffirmed its desire to separate Broadcast Advertising Bureau, with next April as target date.
- Reorganized the American Plan, to be known as "NAB Members Only." The plan has met with the American Plan, to be known as "NAB Members Only.
- Elected Paul W. Morency, WTIC Hartford, and John H. DeWitt Jr., WSM Nashville, as directors (story page 20).
- Cuts Budget, Changes Structure, Endorses Management

Such a structure could be the answer to the problems of the mass radio media for the foreseeable future. It would combine forces on the one precept upon which all must agree—preservation of the American Plan. It would enable the radio-TV arts to retain that outstanding personality who would see in such a structure the opportunity to provide for his nation and for a troubled world a service in the sphere that possesses greatest influence short of Government itself.

The alternative is propagation of a rash of special interest organizations. Several already exist. Others are being proposed.

Let these special interests be served, but under the aegis of an all-inclusive organization. Let those broadcasters and telecasters interested in the Broadcast Advertising Bureau pay their way, but also their lifting to the "Congress" and the "Committee on the Future.

This transcends the Federal or Washington level. State broadcaster and distributor-dealer organizations would have a common meeting ground. They could coordinate their battles against local ordinances and restrictions. Through team-work there would be more business for both.

The NAB board worked diligently last week, but found itself battling windmills. The RMA board met three weeks ago and failed to resolve its problems. The Television Broadcasters Assn., at best, is betwixt and between. Two of the major networks are outside the NAB fold.

The plan should be pursued promptly. The leadership that reposes in radio and television and manufacturing should get together. For now, have fusion now or continued confusion?
NAB Board
(Continued from page 19)
separated, the board decided, to achieve “its full function and potential.”

Other members of the board’s B& B committee are: Charles C. Coley, WME, Peoria, Ill.; William B. Quarton, WMT, Cedar Rapids, Iowa; Allen M. Woodall, WDKA, Columbus, Ga., and Edgar Kobak, WTWA, Thomson, Ga.

The committee plans to start work soon on the separation project, with the first meeting scheduled the third week in July in Washington.

Reorganization of NAB’s structure and cutting of the budget are based on recommendations submitted by Mr. Ryan, new general manager, after a two-month study of the headquarters operation. Mr. Ryan already has effected many changes in the management, shoring the fat off here and there as well as streamlining functions to improve efficiency.

His three-committee plan, he contended, will give a media perspective to the association since the AM, FM, and TV groups will be interested in their respective segments of the industry. The board accepted this package in toto.

Details of an ambitious drive to sell association services to non-members and reassure faith of members in the functioning were being worked out Friday by the board’s membership committee.

Sales Pitch

The board previewed a sales presentation in which details of each NAB service were described. B. Walter Huffington, NAB station relations director, is to go into the field next month on a membership drive. He will use the sales presentation as a basic argument. Board members spoke enthusiastically of the presentation, and some described it as one of the best industry sales devices they had seen. Ten new members were admitted.

The board took its foray into FCC encroachment on station rights by adopting a resolution criticizing Commission proceedings involving the G. A. Richards station. (see text page 51), contending this and others of the type interfere with the right of free speech and violate fundamental protection granted stations by Congress.

The resolution held broadcasters should act to defend themselves against such “usurpations of power by the Commission” and specified that NAB take steps to prevent “any derogation of broadcasters’ rights.” The topic was designed for further action at future board meetings.

Operation of the association under the two-month-old Miller-Ryan regime drew unanimous approval of the board, with directors individually predicting the association would attain new efficiency and economy.

A resolution of commendation for the management and staff, introduced by Mr. Kobak, was adopted unanimously. It follows: “Be it resolved that the board has been impressed with the reports and plans developed by the management of NAB and recognizes that great progress has been made; that the better equipped and organized to do board is convinced that the staff is the job needed and hereby gives its wholehearted endorsement to the management and staff and pledges to them its cooperation both as individuals and as a board.

After reviewing in executive session criticism of the NAB headquarters operation, based on views of individual members and directors, the board acted off-the-record to clear up any misunderstanding of management’s responsibility.

Judge Miller was authorized to prepare and publish occasional editorials on NAB policies; to register as a lobbyist; to poll the membership from time to time as a means of getting views on how the association is doing its job and ideas on new services; to take a tour of Latin America, as requested by the government, on behalf of the U. S. Advisory Committee on Information. Judge Miller likely will take the trip late this year, with the government footing the bill.

NAB’s past policies at international conferences were approved in general. The president was authorized to name a staff observer to the next NABRA meeting in the fall, with the understanding that the observer have no authority to vote.

The board’s new Convention Sites & Policy Committee, of which Eugene S. Thomas, WOIC (TV), Washington, is chairman, was di-

GET-ACQUAINTED clinic last Monday at NAB for new board members, with General Manager William B. Ryan at ease. Seated (l to r): President Justin Miller; George J. Higgins, WISH Indianapolis; John Esau, KTUL Tulsa; Ben Strooue, WWDC Washington; William B. Fay, WHAM Rochester; Patt McDonald, WHWM Memphis. Standing, Harold Estes, WSJS Winston-Salem; Jack Todd, KAKE Wichita; Harold Wheelahan, WSBM New Orleans; William C. Grove, KFBC Cheyenne, Wyo.

NAB BOARD

Elects Morency, DeWitt

TWO new directors were elected last Tuesday by the NAB board—Paul W. Morency, vice president and general manager of WTIC Hartford, and John H. DeWitt Jr., president of WSM Nashville. Their terms expire in the spring of 1951.

Mr. Morency, who has served many terms on the board, succeeds Harold E. Fellows, WEEI Boston, as District 1 director. Mr. Fellows resigned when CBS withdrew from the association, WEEI being a CBS-owned outlet.

Mr. DeWitt takes the post vacated by William B. Ryan, who had been elected director-at-large for large stations last February but had resigned from KFI Los Angeles when elected NAB general manager.

Mr. Morency was one of the original incorporators of NAB in 1923 and in 1927 was manager of field service for NAB in New York. He became WTIC general manager in 1929. He served on the NAB board from 1939 to 1949 and has been on boards of BMI and Advertising Council. In addition he is a three-year chairman of the NBC Stations Planning & Advisory Committee.

During the war Mr. DeWitt, a colonel in the Signal Corps, achieved worldwide fame when he bounced radar signals off the moon. He entered radio in 1919 and built his first broadcast station in 1922. Since 1929 he has been at WSM. In 1943 he was converted constant to the Office of the Chief Signal Officer, U. S. Army. He is a senior member of IRE, member of American Physical Society, president of Nashville Engineering Assn., and has long been active in NAB engineering affairs.

Neither of the new directors was able to attend last week’s NAB board meeting. Gilmore N. Nunn, WLAF Lexington, Ky., for District 7, and James D. House, WLW Cincinnati, large station director-at-large, also were excused.

Mr. DeWitt

Mr. Morency

from page 51)

“Drawn for BROADCASTING by Sid Hix

“He refuses to be a captive listener!”

Page 20—June 26, 1950
**FREE RADIO, OR NOT?**

GROWING efforts to take away radio's freedom, with FCC near the top of their list, were pointed out to the Kentucky Broadcasters Assn. by Robert T. Mason, president of WMRN Marion, Ohio, at the association's Thursday-Friday meeting.

Ralph W. Hardy, NAB government affairs director, called for support of NAB as a means of preserving the American system of free radio. Mr. Mason appeared on the opening day, with Mr. Hardy appearing Friday.

As long as there is a "politically constituted" public agency with power to license radio stations, broadcasting will not attain complete freedom, Mr. Mason said.

"This matter of encroaching power of the FCC on the free operation of radio is one which will not be settled soon, I fear," he declared. "It is evident in the temporary licensing of the stations during periods when stations operation are being checked."

**KCBS POWER BID FCC Reinstates Request**

BID OF KCBS, San Jose-San Francisco for boost to 50 kw, on its assigned channel of 740 kc, was reinstated by FCC last week to reactivate the station's 10-year effort to acquire the improved facilities. Outlet is now owned by CBS. Action on the application was withheld, however, pending final determination of the Commission's initial decision, announced simultaneously, to deny the request of Pacifica Foundation, Richmond, Calif., for a new station on 710 kc with 1 kw daytime. FCC said it had found the application unqualified to construct and operate the proposed outlet.

KCBS (formerly KQW) first filed in 1940 for permission to increase its daytime power to 5 kw, operating fulltime on 740 kc. In 1941 the bid was granted but subsequently was set aside on opposition of KSFO San Francisco which sought to change from 5 kw day, 1 kw night on 560 kc to 50 kw fulltime on 740 kc directional. A consolidated hearing was held in 1943 and both applications were denied because of the wartime freeze on construction.

In early 1946 the bids were reinstated and further hearings held. Subsequently the stations agreed to switch frequencies and in 1948 the Commission granted the changes. KSFO, licensed to Associated Broadcasters also owns KPIX (TV) there, then decided to drop the plan and devote more time to television, with FCC ultimately denying both stations an extension of time to complete the switch [BROADCASTING, Feb. 6]. Way was left open, however, for KCBS to petition for reinstatement of its original application.

**GROSS TIME SALES of the four nationwide radio networks during May totaled $16,584,126, a drop of 2% from the $17,079,520 for May 1949, according to figures compiled by Publishers Information Bureau.

For the January-May period, the combined network gross time sales totaled $11,836,829, PIB reported, a decrease of 4.2% from the gross of $6,359,878 for the first five months of 1949.**

CBS was top network in time billings, both for May and for the first five months of this year, PIB figures show. This network also had the only one to show increased time sales over the month and five-month period of last year. Network-by-network breakdown follows:

**NET WORK TIME SALES May Gross Off 2.9%**

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<td>5,687,166</td>
<td>27,799,142</td>
<td>28,202,906</td>
</tr>
<tr>
<td>TOTAL</td>
<td>16,584,126</td>
<td>17,079,520</td>
<td>81,836,929</td>
<td>85,359,878</td>
</tr>
</tbody>
</table>

Ky. Group Warned

It's hard to tell which of the personalities involved in this picture-taking is more amused—CBS' radio and television stars, Arthur Godfrey, his famed Arab stallion "Sunson," or the photographer. Votes probably would elect the latter because it's a professional photographic attempt by CBS President Frank Stanton. Scene is Mr. Godfrey's Virginia farm home.

**ECA Italian Shows Out**

FIRST of a series of Italian documentary programs produced by the Rome radio unit of ECA has been distributed to several U. S. Italian-language stations by WVO New York in cooperation with ECA. Stations receiving the first program are WBSM Chicago, WMIT Philadelphia, WNHC New Haven, WHOD Homestead, Pa., and WJLB Detroit. Other stations may request the series from John Secon- dari, radio unit of the ECA mission to Italy, Rome.

**NETWORK TIME SALES**

The only one to show increased time sales over the month and five-month period of last year. Network-by-network breakdown follows:

BROADCASTING • Telecasting

June 26, 1950 • Page 21
Talent Trend: Toward Package Buys, Long-Term

Despite apparent quiet on the NBC-CBS battle line for talent, networks are continuing their search for new packages, both long and/ or acquire valuable properties. ABC as a protective move has joined in the play.

With offers including TV as well as radio, strategy taken is to “buy” packaged shows on long term deals and sign talent to slash exclusive season or tax protection contracts.

Having outbid CBS for Groucho Marx and Bob Hope, NBC is continuing to place pressure on Edgar Bergen and Red Skelton to return to its fold upon completion of present commitments. Both have a year to go. Mr. Skelton’s MGM contract has ended and his video tape, which Coke-Cola will continue to sponsor him on radio for another season starting in fall. His TV activities are exploratory only, as of now.

Although nothing has come of an earlier invitation to Jack Benny to return to that network for TV, the offer still holds. Mr. Benny has two years to go on CBS under sponsorship of Philip Morris Tobacco Co. Where he sold Amusement Enterprises to CBS on a capital gains deal, Mr. Benny himself was not included. Therefore he is a free agent, as far as TV is concerned and thus can make a deal with NBC if he so desires. Consensus is that he will stay with CBS because of the many ramifications in that such a move.

Negotiations Continue

Negotiations continue between Jimmy Durante and NBC for his exclusive radio-TV services. No word has come through as yet on whether Dinah Shore will return to NBC or remain with CBS.

Pitch to Lever Bros. by NBC to shift the $20,000 per week Lux Radio Theatre from CBS has been stalled, at least for the time being. NBC included a Lux TV Theatre with choice time in its offer, according to reports.

CBS and NBC have both talked to Frank Sinatra about a combination radio-TV deal. He also wants TV on a long term contract and is reported as having a sponsor already set should a satisfactory agreement be worked out with either network.

A victory was chalked up by CBS with the shift from NBC of Ralph Edwards' Truth or Consequences starting in early September for both radio and video under sponsorship of Philip Morris & Co. [Broadcasting, June 19]. Mr. Edwards had been on NBC for 10 years with Procter & Gamble Co. (Duax) as sponsor. When the...
SYMPOPHY
OF
SUCCESS

By JOHN S. SPAULDING
ADVERTISING MANAGER
SOUTHERN CALIF. AND
SOUTHERN COUNTIES GAS CO.'S
LOS ANGELES

WHEN the six-weekly Evening
Concert goes on the air over KFAC
Los Angeles on Oct. 2 at exactly 8
p.m., this $1,158 broadcast under
sponsorship of the Southern Cali-
ifornia and Southern Counties Gas
Co.'s will mark the beginning of the
second decade of this radio pheno-
momenon.

Since October 1940, when these
broadcasts were inaugurated, hun-
dreds of thousands of radio listen-
ers in the Los Angeles area have
been tuning in on KFAC every
night except Sunday to listen to
the "gas company program." A
Mr. Spaulding
to the "gas
Mr. Cassidy
company program." All music.
while the music.
the famous recordings
of vocal music, or new
the "Golden Age of Opera"—which
includes the famous recordings of
Caruso, Melba, Pavarotti and oth-
ers; Saturday nights are uniformly
devoted to the broadcast of com-
plete operas.

Commercial announcements are
limited to three in the two-hour
broadcast and average about 25
seconds. They are general in char-
acter and promote benefits of gas
service rather than straight
merchandising.

The Evening Concert is not a
"talk" program. It carries no com-
ment relative to the conductor, the
orchestra or the intentions of the
composer. This general absence
of talk is a greatly appreciated ele-
ment in the Concert's make-up.

Contrary to the speculations of
many who contended that such
musical fare in such quantity would
reduce recording sales, the opposite
has been the case. With an oppor-
tunity to audition recordings in the
home in this manner, it is apparent
from record stores' own testimony
that the Evening Concert is the
greatest single influence in the sale
of classical records.

It is believed that this formula
would prove successful for any ad-
vertiser who can secure the best
hours of the day for the family and
who will keep the general level of
the music high. But above all we
have found that the dependability
of the program released on six-
time frequency makes such listen-
ing fare habit-forming. The habit
is profitable.

Tom Cassidy currently is an-
ouncer and programmer of Even-
ing Concert.
RACING DATA

CONGRESSIONAL concern over the broadcasting of horse-race information and its possible use by gamblers was evidenced last Thursday in initial public hearings held by the Kefauver Crime Investigating Committee.

Sen. Lester C. Hunt (D-Wyo.) and Rep. Charles R. Temple (D-Nev.) were among the principal witnesses, for a list of sponsors of such programs in Washington, D.C., and how much they were paid, and how. Sen. Wiley, of Washington, D.C., and asked Mr. Coey said it would “take a while to get” but promised to comply as soon as possible.

FCC currently is surveying selected broadcasters and telecasters on their policies and procedures in broadcasting horse-race information [BROADCASTING, May 1]. The Commission reported to seeking names of sponsors of such programs, rates charged, degree of cooperation with state and local law-enforcement officers, time segments of such programs, types of information aired, and other details.

Chairman Coey, lead-off witness in the hearings, read a prepared statement to the committee, headed by Sen. Estes Kefauver (D-Tenn.), which is probing the overall crime picture, including use of communications facilities, which was authorized under his own proposal (S Res 202).

Anti-Trust Violations

Attending the session, in addition to Chairman Kefauver and Sen. Hunt, was Sen. Alexander Wiley (R-Wis.), Sen. Charles Tohey (R-N.H.) and Herbert R. O'Connor (D-Md.) were absent.

In his statement, which reviewed the use of telephone and telegraph facilities in horse-race betting and state gambling activities, Chairman Coey suggested “the possibility that there are criminal violations of the anti-trust involved here.”

He said there was “a strong probability” that Continental Press Service exercises an “effective monopoly” in the racing news facility field and felt the Justice Dept. might better advise the committee as to “possible violations.

With respect to an approach to transmission, “impartial legislation to curb espionage activities in the U.S. and there were fresh rumblings over subservive Communications Commission” for industries which seem destined to fall out of Capitol Hill to the radio and communications arts. Both, Charles D. Potter (R-Mass.) urged the Senate to push consideration of the controversial Mundt-Ferguson-Nixon bill which, among other provisions, would require that sponsors or sources of broadcast or telecasts for Communist organizations be so identified.

This concern over Communist Party front infiltration was so well spelled out by FBI Director J. Edgar Hoover, who has warned that the Communists’ primary objective in the communications field is to “control facilities in the event of an emergency.”

Mr. Hoover earlier told a Senate Appropriations subcommittee that the FBI would in possession of “overwhelming facts” to substantiate this conviction and added that “many Communist fellow travelers and agents have been able to secure positions enabling them to actually control personnel and production.”

Mr. Hoover appeared before the subcommittee to seek 300 more agents for the FBI. His testimony was released in time for the full Senate Appropriations Committee which indicated it was especially impressed with his testimony.

The FBI director declared the Communist Party is not a “bona fide party.” . . . The Communist Party of the U.S. constitutes a fifth column if there ever was one . . . ”

Radio Exploitation

He told the group, headed by Sen. Pat McCarran (D-Nev.), that the party has endeavored to exploit radio, television, the press, motion pictures and other groups and that 45% of its membership is concentrated in “basic” or key industries for purposes of potential sabotage. It has intensified its efforts in communications, electrical and other industries, Mr. Hoover asserted.

With respect to communications, he said:

Their objectives are most obvious . . . They have as their primary objective the obtaining of control of communications facilities in the event of an emergency. In 1946, the cultural section of the Communist Party issued a special directive to penetrate the radio field.

Communist schools and Communist fronts have offered training courses in connection with radio writing, acting, and directing. Special Communist-front organizations having to do with radio and television are able to secure positions enabling them to actually control personnel and production. Communists, masters of pressure tactics, are always on the alert to check those who would oppose them.

One front group boasts of having thousands of monitors in every section of the country, who will take up a letter-writing campaign against any commentator who disagrees with what they advocate.

“Experience has demonstrated that many fronts are used as a cover for espionage purposes and others as a propaganda media,” Mr. Hoover noted. He cited the National Lawyers Guild as one front and observed that since 1940 the guild has been most vociferous in its denunciation of the FBI.”

Former FCC Comr. Clifford Durr, left-wing advocate of the Commission’s Blue Book, had been among those who criticized Mr. Hoover’s conduct as FBI.

The FBI chief’s testimony was released amid mounting Congressional furor over alleged subversive personnel in the State Dept. and other government branches, and at a time when two other Comms.
THE SENATE without objection last Tuesday confirmed FCC Comr. George E. Sterling for a new seven-year term. His reappointment is effective July 1 (Saturday).

Sterling's appointment came after two days of hearings on his renomination by President Truman before the Senate Interstate & Foreign Commerce Committee [Broadcasting, June 19], which unanimously approved it after satisfying itself on engineering aspects of various FCC affairs, including the clear channel case, VHF television, UHF and Stratovision, and FM allocations.

The committee vote was not disclosed, but it was learned that at least 10 members had tendered their approval. Two Senators—Sen. Warren Magnuson (D.-Wash.) and Sen. Herbert O'Conor (D.-Md.)—were absent at the brief executive session during which Comr. Ster-

DON LEE SALE

No Decision Soon, Brown Says

DEALING on the sale of Don Lee radio and TV properties is not expected for some weeks, Ben H. Brown, public administrator of Los Angeles, told Broadcasting last Thursday. He said "we are not ready to make a sale" and added no quick action would be taken on present offers.

The disclosure came after Mr. Brown and Ray Wright, attorney for R. D. Merrill, sole heir of Thomas S. Lee, had conferred the preceding week with FCC Chairman Wayne Coy and Acting General Counsel Harry M. Flotkin. Certain pending matters pertaining to the Don Lee TV situation, it is believed, will be pursued with the FCC prior to consideration of bids.

Reports were current a fortnight ago that a tentative understanding had been reached on disposition of the properties [Broadcasting, June 19]. CBS at that time was mentioned as the likely successful bidder for KTSI (TV) Los Angeles and the Don Lee headquarters, with price of $1 million reported for the station and about $2,225,000 for 1313 No. Vine headquarters.

In addition to bidders previously reported, a management group in Don Lee, headed by Chairman Lewis Allen Weiss and President Willet Brown, was said to have been formed in anticipation of acquiring all properties except KTSI and the headquarters.

Other bidders reportedly are Ed Pauley, financier and oil operator; Liberty Broadcasting System, and Floyd Odum, head of Atlas Corp., giant holding company. In addition to KTSI and the headquarters there are the four owned-and-operated stations of Don Lee, Pacific Western Co., and a 19% interest in Mutual. Automotive properties had been disposed of previously.

BROADCASTING • Telecasting
RICHARDS CASE

COUNTER-CLAIMS INCREASE

COUNSEL for G. A. (Dick) Richards claimed last week that a petition in which he conceded accuracy in certain portions of the news-story charges against him was prepared following consultation with the chief of FCC's law bureau.

FCC General Counsel Benedict P. Cottone ruled the petition had been prepared, labeled the claims "complete distortions of any conversations that may have taken place." The claims and counter-claims were made during the second week of FCC's hearing on charges that Mr. Richards, owner of KMPC Los Angeles, WJIR Detroit and WQAR Cleveland, ordered news slanted according to his personal political and social views.

The petition was one in which Mr. Richards conceded the accuracy of portions of the charges that he ordered news slanted, but insisted new slanting charges had been added, and he was asked to be heard personally by the Commission [BROADCASTING, Feb. 28, 1949].

The exchange between opposing counsel occurred when Mr. Cottone undertook to present the petition in evidence.

Josef W. Burns, one of Mr. Richards' attorneys, said Mr. Cottone had used the petition as the basis for contentions that Mr. Richards had admitted guilt.

"In view of that improper use and improper interpretation of the petition, we prefer that it should not be admitted in evidence, because of the circumstances under which it was filed," Mr. Burns asserted.

Petition Background

"It was filed and on behalf of Mr. Richards following a conversation with Mr. Cottone which resulted in the request that Mr. Richards before the Commission . . . it was prepared as a result of those discussions and statements which would be made by Mr. Cottone should be in the petition. . . . And it was denied the very next day. That was received by the Commission as part of what might be comparable to settlement negotiations," Mr. Burns contended.

He said there is "nothing in the document itself that does constitute admission" but that "only a short time thereafter in a nationwide broadcast it was referred to as an admission, and it cast grave doubt on the sincerity of which the discussions were carried on which led up to its being filed."

Mr. Cottone retorted that "all of Mr. Richards' statements with respect to consent interpretations of conversations, which he very carefully refrained from trying to be specific about, are complete distortions of all conversations that would be held with respect to this petition or anything associated with this petition at this time."

FCC Examiner James D. Cunningham ruled the petition should be received in evidence.

Still on the stand in the second week of the hearing and expected to continue through most of this week, KMPC Vice President and General Manager Robert O. Reynolds was questioned at length by Mr. Cottone on details relating to Mr. Richards' personal views and discussions with staff members.

Mr. Cottone sought to show that many news scripts and other documents had been withheld from FCC investigators. Disappearance of some 25 news scripts was the subject of extended questioning and discussion. Mr. Cottone undertook to establish that the station had been uncooperative and that some of the records wanted by FCC were removed from the files.

FCC 'Stalling' Hit

Hugh Fulton, chief trial counsel for Mr. Richards, accused the FCC staff of stalling tactics.

"I cannot believe the Commission's attorney is ignorant of the FCC procedure," Mr. Fulton said, "And if he is, I will loan him a book to read on the subject."

He referred to Mr. Cottone's recollection of the first week of testimony offered by Mr. Fulton as to the authenticity of certain documents among the 8,000 involved in the proceedings. Mr. Cottone was questioning the KMPC vice president in detail as to each document presented, despite continued offers of stipulation by Messrs. Fulton and Burns.

Mr. Burns protested that "unless Mr. Cottone is trying to drag out this hearing, he should let me know. I was at no reason for his procedure," and asserted that "this record is costing us $2.20 a page and amounts to hundreds of dollars a day."

On several occasions Mr. Cottone accused the witness of giving contradictory testimony.

In a flareup Wednesday Mr. Cottone characterized Mr. Reynolds—appearing under subpoena as an FCC witness—as "a reluctant, hesitant and hostile witness." Mr. Reynolds slapped the table, snapped back from Mr. Cottone's bench, and said that he had been testifying, and retracted: "Mr. Cottone, there are some serious questions here and I am doing my best to answer your question."

Mr. Cottone dwelt at length on a KMPC file in which Mr. Reynolds kept correspondence from the station owner. Mr. Reynolds said that, so far as he knew, the file was:\n
Mr. Cottone dwelt at length on a KMPC file in which Mr. Reynolds was corresponded to the station owner. Mr. Reynolds said that, so far as he knew, the file was:

"I wish you would do an all-out job of supervising political policy throughout the coming year. It is the No. 1 job."

In a corner of the note was: "Clete—Read this to our boys and meet often to do this job that will affect the future of everyone at KMPC and elsewhere."

Mr. Reynolds said he did not consider the note an order from Mr. Richards, but, rather, an expression of his views. He testified (Continued on page 50)

RADIO OUTPUT PAPERS IN ARBI STUDY

DETAILED findings of a series of point-of-sale studies conducted by Advertising Research Bureau Inc., Seattle, show how radio stations outpulled newspapers in 19 out of 14 pairs based on store traffic and actual sales.

The studies were conducted for the XL Stations in the Northwest advertising medium of advertising in Spokane, Portland, Butte, Helena, Missoula, Boisezeman and Great Falls.

Advertising Research Bureau was formed recently to measure radio's effectiveness as an advertising medium on a dollar-for-dollar basis. Frederick E. Baker, senior partner of Frederick E. Baker & Assoc., Seattle agency, is president [BROADCASTING, June 8].

Survey operations were conducted by Joseph B. Ward ARBI chief of research, who trained interviewers.

Results of the series of studies are summarized in a booklet just issued by ARBI. After comparing claims of listeners and "exaggerated audience claims" based on radio measurements, the booklet points out that neither has told the advertiser just how effective the medium is causing stores in Spokane and one in Portland selected for the first series of studies covered in the booklet.

Eastern Outfitting Co., Spokane, spent $106 in newspapers and $106 on KXLY Spokane to advertise men's gabardine suits, with these results:

- % Traffic—Radio 43%; newspaper 18%; both 10%; other 28%.
- % Traffic—Radio 57%; newspaper 78%; both 60%; other 57%; total 63%.
- Dollar Value of Purchases—Radio 49%; newspaper 18%; both 11%; other 22%.

Nelson Jewelry Co., Spokane, spent $193 in newspapers and $193 on KXLY over a three-day period to advertise a sterling flatware starter set, with these results:

- % Traffic—Radio 43%; newspaper 20%; both 7%; other 30%.
- % Traffic Purchasing — Radio 55%; newspaper 75%; both 100%; other 75% total 70%.
- % Dollar Value of Purchases—Radio 42%; newspaper 20%; both 18%; other 20%.

J. K. Gill Co., Portland, spent $91 in newspaper and $90 on KXL to advertise a book, 'Worlds in Color.' The results were:

- % Traffic—Radio 45%; newspaper 9%; both 9%; other 37%.
- % Traffic Purchasing — Radio 79%; newspaper 57%; both 100%; other 29%; total 61%.
- Dollar Value of Purchases— (Continued on page 51)

Page 26 • June 26, 1950
Your Spot Radio Dollar
Is A Better Bargain Than Ever

WHO Costs 52% Less Than in 1944, and Influences 66% More Buying Power!

Even though the costs of most commodities and services have risen by leaps and bounds since 1944, comparisons prove that spot radio in Iowa actually costs less today than five years ago.

In terms of home radio sets, WHO cost 52% less than in 1944. This of course is due to the fact that Iowa home sets have increased by 1,236,000 (136%) since 1944* (and modern research proves that sets make today's audience).

Even more startling than the lowered time-cost-per-thousand-home sets, however, is the fact that Iowa income in the same period of time increased $1,510,100,000, or 66%. (Iowa's income in 1944 was $2,287,000,000; in 1949 it was $3,797,100,000.) If in 1944 the expenditure of $1 for radio time impressed $1,000 of income, $1 today would impress an income of $3,460. This means that expenditures on radio today in Iowa are more effective as regards total income by the astounding amount of 346%!

Since 1944, Iowa radio homes have even increased 29%, for a total of 769,200. Comparing WHO's 1944 and 1949 rate cards, this represents a drop of 10.6% in time costs, per thousand radio homes. Thus, in addition to covering far more radio homes and receiving sets per dollar, spot-radio advertisers on WHO influence vastly greater purchasing power now than in 1944. And, remember this analysis is for home sets alone—it omits the hundreds of thousands of sets in Iowa cars, barns, stores, schools, restaurants, offices, etc., as well as additional millions of sets in WHO's vast secondary areas in "Iowa Plus."

No wonder WHO is today a "Better Buy Than Ever." For additional facts about WHO's great audience potential, write to WHO or ask Free & Peters.

*SOURCE: The 1949 Iowa Radio Audience Survey. This famous Survey of radio listening habits has been made annually for the past twelve years by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with thousands of Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

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

<table>
<thead>
<tr>
<th>IOWA MARKET COMPARISONS</th>
<th>1944</th>
<th>1949</th>
<th>1949 Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Sales</td>
<td>$1,240,815,000</td>
<td>$2,423,608,400</td>
<td>95%</td>
</tr>
<tr>
<td>Income</td>
<td>$2,287,000,000</td>
<td>$3,797,100,000</td>
<td>66%</td>
</tr>
<tr>
<td>Farm Income</td>
<td>$1,627,000,000</td>
<td>$2,265,000,000</td>
<td>33%</td>
</tr>
<tr>
<td>Bank Check Transactions</td>
<td>$2,058,885,000</td>
<td>$3,159,176,000</td>
<td>53%</td>
</tr>
</tbody>
</table>

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives
In Eastern New York
and Western New England

WGY delivers 21 markets
the largest newspaper delivers

No advertising schedule in Eastern New York and Western New England is complete unless all twenty-one cities in the area are covered.

No advertising medium penetrates all twenty-one markets from a single source... except radio.

No radio station in the area penetrates all twenty-one markets... except WGY.

The next best radio station penetrates* only twelve cities. The best newspaper penetrates* only one city.

So for complete penetration of all the cities (and their marketing areas), your advertising should be on WGY, the only advertising source in the area that reaches all of Eastern New York and Western New England.

*With coverage of 25% or more of the total families.

NBC SPOT SALES

NEW YORK • CHICAGO • CLEVELAND • SAN FRANCISCO • HOLLYWOOD
For similar market penetration comparisons of the areas served by seven major radio stations, write NBC SPOT SALES, New York 20, N. Y. You will find that stations represented by NBC SPOT SALES deliver more markets with deeper penetration than any other advertising medium.


BUDDY ROGERS
said last week his decision to leave daytime network radio for local or spot market radio was based in “great part” on a survey compiled by Broadcasting in cooperation with Cramer-Krauss Co. [Broadcasting, May 15, June 5].

The radio-TV-movie entertainer said he had relinquished his daytime radio contract with ABC June 16 in order to concentrate on a new package show, Buddy Rogers Show, which begins July 3 on WOR New York. He had been appearing on ABC’s daytime Pick a Date With Buddy Rogers, Monday through Friday, 3:30-4 p.m. EDT.

Mr. Rogers’ new show, a PRB Inc., New York, package produced by Mal Boyd and directed by Nat Rudich of Gainsborough Assoc., New York, features interviews, recordings and informal comment. WOR also has signed Mr. Rogers to a three-year exclusive contract for daytime radio and daytime TV which do not conflict with nighttime plans.

Announcing his decision, Mr. Rogers said: “The Broadcasting Survey was in great part responsible for my decision to forsake Pick a Date in favor of our new syndicated program series. The figures stated in the Broadcasting survey, showing that 36.1% of the advertising agencies queried believed that radio’s biggest gains will be made in selective market programs as against 3.4% who favored network shows, confirmed my own beliefs.

“I was even more impressed and further convinced to enter local radio . . . by the figures Broadcasting quoted for advertisers queried who believed that radio’s biggest gains will be made in selective market programs, 36.8% as against 0.0% who favored network radio,” he continued.

“Since I had already discovered that in 1949 local radio advertisers spent $180 million as against $70 million by network advertisers, I am confident that the future of daytime radio lies in the selective, local market area,” Mr. Rogers said.

He also quoted Broadcasting’s figures showing the preponderance of opinion among agency-advertiser-station executives in favor of radio making its biggest gains in selective markets: “Television,” Mr. Rogers said, “has made such inroads into network radio as to make local radio a ‘natural’ as is proven by results obtained by Rod Vaille, Adolph Menjou, Veree Teasdale” and others who have syndicated daytime radio shows.

HOME RECEIVERS

Production Up, Says RTMA

PRODUCTION of home radio sets in May continued the upswing that has marked the manufacturing industry for several months, according to Radio & Television Mfrs. Assn.

The May output of RTMA members, representing around 80% of the industry, totaled 693,992 home receivers. This compares with 648,352 in April.

Television production of RTMA member companies showed a drop in May, a four-week work month, ascribed in part to the introduction of new models. Total number of TV sets produced in May was 376,227 compared to 420,025 in April and 165,262 in May 1949.

Weekly rate of TV set production by RTMA members during the month of May was $94,957, down 10% from the April rate.

Of the home sets produced in May, 80,405 had FM reception facilities and 30,682 TV sets included FM tuners, a total of 116,987 FM receivers for the month.

RTMA announced that its members had received $41,305,390 in orders for transmitting equipment during the first quarter of 1949. Actual sales of transmitting equipment by RTMA members to the government during the first quarter of this year totaled $39,640,943 compared to $32,353,433 a year ago. Of the first quarter sales this year, $24,509,004 consisted of radar equipment.

New BMB shows BIG GAIN in KTUL Radio Families

<table>
<thead>
<tr>
<th></th>
<th>1946</th>
<th>1949</th>
<th>GAIN</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAYTIME</td>
<td>106,540</td>
<td>123,880</td>
<td>17,340</td>
</tr>
<tr>
<td>NIGHT</td>
<td>97,860</td>
<td>116,010</td>
<td>18,150</td>
</tr>
</tbody>
</table>

Compared with the rest of Oklahoma this compact area has . . .

MORE persons per square mile
MORE income per family
MORE than 34% of retail sales

KTUL gives you ALL the coverage you NEED in this Major Market, at LOWEST Cost per 1,000 listening homes.
Video
Monoscope
Camera
TK-IA

..."patternmaker" for the industry

The test pattern produced by RCA Monoscope Cameras is the standard by which picture quality has been judged since the beginning of electronic television...in TV stations...in laboratories...in TV receiver production. These are the standard test-pattern cameras used by many TV receiver manufacturers. These are the standard "picture micrometers" used by TV stations to make precision measurements of video transmissions.

Deliberately designed to excel in all things, RCA Monoscope Cameras have earned the extraordinary respect of television men. Evenly lighted patterns as steady as Gibraltar. Resolution as fixed as the cut of a diamond. Operation as reliable as a ship's chronometer.

Type TK-1A pictured here is RCA's newest Monoscope Camera—built to the highest standards known. It can be delivered to you with the familiar monoscope pattern (shown above)—or with a pattern of your own choice.

Ask your RCA Television Equipment Sales Engineer for prices. Mail the coupon for data.
AUGUSTA'S Oldest (established 1930), most powerful (5000 watts day and night) and most popular (Hooper, 1950) station announces the appointment of

HEADLEY-REESE CO.
as our National Representatives

effective July 1, 1950

Memo to Timebuyers...

Before talking to your Headley-Reed man, take a good look at these figures

Hooper Listening Index (March-April, 1950) Total calls: 16,132

<table>
<thead>
<tr>
<th>Total Ratings</th>
<th>Morning</th>
<th>Afternoon</th>
<th>Evening</th>
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<tr>
<td>WRDW 30.6</td>
<td>Ste A 25.3</td>
<td>Ste A 28.7</td>
<td>Ste A 24.2</td>
</tr>
<tr>
<td></td>
<td>Ste B 23.0</td>
<td>Ste B 24.6</td>
<td>Ste B 26.4</td>
</tr>
<tr>
<td></td>
<td>Ste C 19.1</td>
<td>Ste C 13.2</td>
<td>Ste C 22.7</td>
</tr>
</tbody>
</table>

WRDW has more firsts in 30 minute breakdowns than all other stations combined!

'TRAFFICKING' Proposed FCC Rules Meet Opposition

A UNITED FRONT of opposition to its proposed new rules against "trafficking in frequencies" met FCC in oral argument on the proposals last Monday.

Washington radio attorneys argued a proposal for automatic forfeiture of the construction permit of any station which is sold before program tests commence (Broadc. Eng., Jan. 16) exceeds FCC's authority and, aside from that, is unfair.

It would "penalize the innocent and the honest in an effort to catch a few who do not have the right intentions," Attorney George O. Sutton said in an argument on behalf of a group of 13 stations.

Vernon C. Kohlhaas of the law firm of Pierson & Ball, representing 13 other stations, said the law anticipates that FCC will exercise "discretion" and therefore take a case-to-case approach, so that applicants still will have the right at least to apply for CP transfers. If Congress had wanted to forbid all transfers of permits, he said, it would have done so more explicitly.

Even so, he asserted, he would oppose any legislation designed to bar CP transfers, on grounds that sometimes they are necessary and justified in normal business practice.

Mr. Sutton, finding no real distinction between "forfeiture" and "revocation," offered a substitute proposal providing for revocation of either a CP or a license "if the applicant therefore does not actually intend to construct and operate the station as applied for," or if negotiations for its sale are conducted, without FCC being informed, prior to issuance of the grant.

Plausibility of Plan Doubted

His suggestion, which also provided that FCC will look for signs of "trafficking" in "all assignment and transfer applications filed within a short period" after the issuance of a grant, drew from Comr. Rosel H. Hyde the observation that FCC would have to become more adept at "mind-reading." Mr. Sutton felt his proposal nevertheless was better than FCC's "quick death" plan.

On behalf of the Federal Communications Bar Assn., Chairman Percy H. Russell Jr. of the FCBA Committee on Practice and Procedure insisted the Commission's proposal would cause "many, many hardships" and is not within FCC's authority. He said it also would discourage prospective applicants, since they would know that—regardless of what might happen—they could not transfer their station before it started program tests.

Vernon L. Wilkinson of the firm of Haley, McKenna & Wilkinson, appearing as amicus curiae, said legislative history and court decisions both oppose the rule. He felt that if FCC can provide for automatic forfeiture of permits, it might also provide for automatic forfeiture of licenses. Congress, he pointed out, has refused to enact past proposals to forbid CP transfers.

NAB waived argument, relying on its earlier statement that FCC "lacks authority to make the rule," and that the rule "will result in undue hardship without any real benefit." As a matter of practice, NAB held, the "trafficker" who is financially able to do so would "delay entering into a contract for the assignment or transfer until program tests have been concluded," so that "it is only in the hardship cases . . . that the rule would be apt to work a forfeiture."

Although all participants in the oral argument opposed the Commission's proposal, at least two statements had been filed in support of the plan. These were submitted by E. B. Craney of the XL stations of the Northwest, and by KBOW Butte, Mont.

Craney Scores 'Menace'

Mr. Craney, asserting that "hawkings of permits" has been a "genuine menace to the radio industry in recent years," said he had "personal knowledge of several recent instances in which the holders of construction permits . . . made no serious efforts to construct a station, but very strenuous efforts to sell the permits."

Spokesmen for KBOW said that "in recent months the holder of a permit to construct a station which would have been competitive with KBOW made diligent efforts to sell the permit to Copper City Radio Co.," licensee of KBOW.

KDON Power Increase

KDON Santa Cruz, Calif., has commenced program tests with a new Westinghouse 8 kw transmitter following FCC approval of power increase from 1 kw. KDON is owned and operated by Salinas Newspapers Inc. and broadcasts on 1460 kc. In addition to Santa Cruz, studios and offices are maintained in Salinas, Monterey and Watsonville.

Strawberry Sale

RADIO'S ability to sell—in this case fruit—gave further endorsement this month when seven one-a-day spot announcements on WINR Binghamton, N. Y., sold a full railroad car load of strawberries. The Green Lantern Fruit Stand used no other advertising medium in the promotion and gave full credit for the sale to the short spot announcement campaign on WINR.
Boston still speaks for itself

Boston is Boston... and there's no place quite like it. Remember the old story of Priscilla and John Alden and Miles Standish? It's the same today. Boston still makes up its own mind. And goes its own way. In radio, too.

That's illustrated by WEEI's full-hour daytime program, "Beantown Varieties." This WEEI local live talent show competes with one of the most popular "other network" daytime programs in the country. Yet in every quarter-hour "Beantown Varieties" attracts a bigger audience than any other Boston station. Delivers a Pulse rating of 5.2!*

"Beantown Varieties" is on WEEI because WEEI knows what Boston likes. No wonder WEEI has the largest share of audience, the highest average ratings and more quarter-hour wins than all other Boston stations combined.* And today WEEI's much bigger audiences are giving sponsors more for their money than ever before.

*Pulse of Boston Mar.-Apr. 1950

the station is WEEI
Columbia's Friendly Voice in Boston
**NBC NEW YORK OUTLETS Seek Own Identity**

NBC's NEW YORK stations, WNBC and WNTB (TV), sometimes have seemed submerged beneath the greater prestige of their parent networks, but last week both were embarking on a vigorous program to establish their own identity.

Under the new management of Ted Cott, former vice president of programs at WNEW New York, WNBC and WNTB were revising local programs and promotion in an effort to acquire individuality.

Indicative of the new thinking at the stations were new station breaks already being aired. Examples: "BC counties" (New York channel), "WNBC belongs to New York!" "You're aboard the NBC flagship anchored in New York!"

New sign-on and sign-off announcements extolling New York (and incidentally WNBC's position in the city) are being written by the celebrated writers Louis Untermyer, Norman Corwin, Fannie Hurst and Malcolm Cowley.

On WNBC a heavy swing to disc jockey programming—usually the backbone of independent stations—is in the wind. The early morning Skitch Henderson show, Monday-Saturday, 6:30-8 a.m., and Mr. Henderson's Monday-Friday 12:15-1 p.m. program are already on the air.

**Treacher Show**

Scheduled to begin June 25 (yesterday) is a program featuring Arthur Treacher as disc jockey for Gilbert and Sullivan records. Mr. Treacher's commentary is to be done in verse of the Gilbert and Sullivan style. The show will be aired Sunday, 12:30-1 p.m.

Starting July 11 a series featuring Leopold Stokowski as a disc jockey for transcriptions of the music of Johann Sebastian Bach will begin. Mr. Stokowski's commentary (like Mr. Treacher's) also will be recorded. The Treacher Stokowski show will be heard on Tuesday, 7:30-8 p.m.

Another series, as yet unscheduled, will present Arthur Fiedler, conductor of the Boston Pops, in a recorded disc jockey show featuring records of his own orchestra. WNBC also is at work on a documentary series on New York City, with programs to be written about the garment industry, Broadway and other aspects of local interest.

Among local shows in the works at WNTB is What's the Good Word!, a joint effort of the TV station and the New York Board of Education. The show will be educational, with an entertaining format, and will pertain to correct English usage. In return for being given the program, the Board of Education will grant special seals of approval to WNTB programs it considers worth them.

Another WNTB program scheduled for fall presentation will be based on photo contests conducted in various communities within the station's range and will tie-in with local newspapers. To be called The show at WNTB, it will present winning photos as well as the mayor of the community and the editor of the participating paper.

**RADIO PROFITS In Step With TV Affiliate**

VITAL statistics at WHAM Rochester show that radio billings are growing at the station despite a current 99% "sell out" in WHAM-TV sales, according to General Manager John W. Kennedy Jr. He foresees "a doomsday" that there's not enough advertising money to go around for both AM and TV, he concludes.

Figures add up, he says, to this: WHAM-TV, now two years old, "has not grown at the expense" of the AM facility. He reports spot billing in AM for January and February greater than the same months last year. February spot alone, he says, was highest in the station's history and total business in March a record for that month.

Basic problem in WHAM-TV sales is to find ways of opening up additional periods of time so that program service may keep up with public demand and more advertisers can be accommodated. He estimates that 70% of TV advertisers at WHAM have never been radio clients of the station before they ever used radio before.

**Attending a party given for Ohio news editors by WAKR Akron are (l to r) Bernard Berk Jr., WAKR vice president and host; Messrs. Mann and Day, and Prof. William Taylor, chairman of Kent State University's school of journalism.**

**RADIO NEWS Has Little To Fear From TV, Says Davis at Kent**

Radio news, judged by foreseeable developments in news gathering processes, faces little threat from television, according to Elmer Davis, noted ABC news commentator, who was featured speaker at the second annual conference of Ohio News Directors Assn., Kent (Ohio) State U.

Mr. Davis also declared that radio news programs always will have sponsors. He said he saw little hope for television news to reach the prominent position enjoyed in radio newscasting. TV's best forte, he indicated, was in the fields of sports and special events coverage.

Main problems confronting TV, Mr. Davis said, was the inability of the camera eye to tell in advance where and when the news will take place, and the fact that much of the day's news has to be explained to be understood.

Value of news programming to the smaller radio station was accepted by two station executives, Gene Ragel, program director, WCLT Newark, Ohio, and Verne Nolte owner, WHIZ Zanesville.

**Oberlin Speaks**

Other highlights were Dick Oberlin's explanation of how his station, WHAS Louisville, puts together its local TV newscast [Telescasting, June 19], and emphasis on public service programs "coming of age," by Don De Groot, WWJ Detroit.

Other speakers included Howard Absalom, news director, WAKR Akron; Floyd Weidman, WEWS (TV) Cleveland, and Larry Mann, CHUM Toronto. Charles Day, news director, WGER Cleveland, was director of the conference.

**CAMPAIGN COSTS**

**House Okays Probe Group**

**PROPOSAL to provide for establishment of a five-man committee to look into radio, television and other media sums expended by its members during the current election campaign won House approval last Wednesday.**

The resolution (H Res 635), is sponsored by Rep. John McCormack (D-Mass.).

As a result of its adoption last week, the special panel, yet to be selected, also will look into amounts subscribed for radio and television time by labor, corporation and other groups. [Broadcasting, June 12] on behalf of any candidate.

**NATIONAL Nielsen Ratings* Top Radio Programs**

(TOTAL U. S. INCL. SMALL-TOWN, FARM AND URBAN HOMES—including TELEPHONE and NON-TELEPHONE HOMES)

<table>
<thead>
<tr>
<th>Program</th>
<th>Current Rating</th>
<th>Previous Rating</th>
<th>Current Rank</th>
<th>Previous Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luc Radio Theatre (CBS)</td>
<td>21.0</td>
<td></td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Godfrey's Talent Scout (CBS)</td>
<td>19.9</td>
<td></td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>My Friend Irma (CBS)</td>
<td>19.9</td>
<td></td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Chet Huntley (CBS)</td>
<td>18.0</td>
<td></td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Johnny Mercer (CBS)</td>
<td>17.3</td>
<td></td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Mystery Theatre (CBS)</td>
<td>16.0</td>
<td></td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Mr. Keen (CBS)</td>
<td>15.5</td>
<td></td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Hallmark Playhouse (CBS)</td>
<td>14.2</td>
<td></td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>P.B.J. In Peace &amp; War (CBS)</td>
<td>12.4</td>
<td></td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>Day in the Life of Double Day (NBC)</td>
<td>12.3</td>
<td></td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

**Current Nielsen Ratings Homes**

<table>
<thead>
<tr>
<th>Program</th>
<th>Current Rating</th>
<th>Previous Rating</th>
<th>Current Rank</th>
<th>Previous Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>You Bet Your Life (CBS)</td>
<td>12.1</td>
<td></td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING% to 40,700,000 homes—estimate of total United States Radio Homes.

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

Copyright 1950 by A. C. Nielsen Co.

**Block Fails**

A NATIONALWIDE NBC audience last Thursday heard the re-enactment of the murder of a Michigan husband and two children despite legal efforts on behalf of the convicted murderers to block the broadcast. Circuit Judge Clifford A. Bishop of Flint, Thursday dismissed a request to prevent the Big Story broadcast as an invasion of the prisoner's right of privacy. The convicted slayer, Mrs. Julia Kulinch, is serving a life term. The broadcast, sponsored by American Cigarette & Cigar Co., used fictitious names, as customary.

Page 34 • June 26, 1950
Caution to Summer Drivers... WATCH OUT FOR HOT ROADS AHEAD!

Remember how last summer's hot weather damaged America's highways and parkways?

BEWARE WHAT THIS SUMMER'S HEAT WILL DO, TO MAKE THIS SUMMER'S DRIVING MORE DANGEROUS THAN YOU THINK.

-As, for example, the typical pavement heave in the photograph above.

FOR YOUR OWN SAKE: WATCH THE ROAD AHEAD... SO YOU CAN DETECT THESE UNEXPECTED DRIVING HAZARDS IN TIME TO SLOW DOWN.

During the intense heat of July 1949, you heard radio and newspaper reports like these:

- Near Jamestown, N. Y., a 50-foot section of State highway pavement raised up 6 inches.
- On U.S. 60 near Owensboro, Ky., a section of pavement bulged up 18 inches, with State Troopers re-routing traffic around it.
- Near Valley Stream, L. I., on the Sunrise Highway, a 15-foot slab of concrete shot up 17 inches.

This year, the same thing is bound to happen. Our drivers will soon be reporting such instances—to us and to the authorities. One of these may be the highway you travel.

***

It is difficult, perhaps, for the average person to understand how mere sun-heat can cause such catastrophic damage.

But here are the facts, as highway engineers know them:

No matter how well a highway is constructed, when the weather's cold it's got to contract; when the weather's hot it's got to expand.

Highway engineers know this; they try to provide against it. Even so, the best highways can't always take it under extremes of heat or cold.

So drive cautiously, as you always drive. BUT DRIVE EXTRA CAUTIOUSLY WHEN THAT HOT SUN BEATS DOWN.

HEAT CAN BLOW UP A PAVEMENT.

And that same heat, in torturing the roads, can cook your goose for good.

THE AMERICAN TRUCKING INDUSTRY
American Trucking Associations, Washington 6, D. C.

©1950, American Trucking Associations
WRVA'S EXTRA STEP MEANS EXTRA SALES FOR YOU!

Even a tot-size budget can fill big sales-shoes on WRVA, through our extra-step programs that give you top, big-time talent at little more than announcement cost! Participation in these established programs with proven personalities and planned promotion can step your sales up from the bootee class into seven-league boots!

OLD DOMINION BARN DANCE
Monday thru Friday, 9:00-10:00 am. and 3:30-4:30 pm. Designed for high ratings and general listening. Features "CBS network commercial stars on a local basis. *(Brock Bar Ranch, CBS, Saturdays 7:00-7:30 pm.)*

GRADY COLE TIME
Monday thru Saturday, 5:00-6:00 am. Designed especially for rural audience and features fabulous Grady Cole. (Combination purchase with WBT, Charlotte, N.C.)

CALLING ALL COOKS
Saturdays, 10:00-10:30 am. Audience participation quiz from WRVA Theatre (average audience of 800). Radio show is part of two-hour entertainment. Product displays; samples distributed; with retail grocer merchandising plan; actual product demonstrations. Buy it weekly, bi-weekly, or once a month.

HOUSEWIVES PROTECTIVE LEAGUE
Monday thru Saturday, 5:00-5:30 pm. Features Mark Evans and is designed primarily for food and household products.

WRVA 50,000 WATTS • RICHMOND AND NORFOLK, VA. • REPRESENTED BY RADIO SALES
Editorial

Listenin', Pardner?

ALMOST AS OLD as the first broadcast is the American concept that radio must serve "in the public interest". That tortured phrase has been belabored in almost every discussion of the art in the past thirty years.

Stations have been told by the FCC, the Congress and some segments of the public that it is their "duty" to carry such programs. Every sin in our lexicon has been committed via that ephe-meral phrase: "public interest." But over the years very little thought seems to have been given to the fact that the station licensee and the public which he serves are in effect "partners."

The licensee has the investment, the personnel and the know-how. The public via his services, the FCC, furnishes the "air" which the licensee uses and the "ear" to which he appeals. One can't get far without the other. Yet the partnership in the great enterprise that is radio is too little understood.

In Denver Hugh B. Terry, energetic vice president and general manager of KLZ, decided to do something about it. He inaugurated a new program (see story page 49), titled "Let's Talk It Over" in which he intends to put through the "facts of life" to the man who owns the "air" into a position of mutual understanding.

He proposes to make the listener feel that he is actually on the inside of the station. The listener dines it out, and the broadcaster, if need be, takes it.

Says General Manager Terry: "It is an honest effort to lay it on the line so that the public may know, may understand and may be part of the radio stations which are licensed to serve them."

This isn't a "first." There are few in radio these days. It's the timing that counts, and, as always, the execution of the idea.

We like the KLZ approach. We think it could well be emulated. David Sarnoff once said radio gives the average man that which the richest man could not buy for himself.

Radio has worked miracles in selling goods. It's high time it started selling itself.

Loyalty vs. 'Liberalism'

FBI DIRECTOR Hoover says the Communists now have gone underground, except for a few decoys, who are known anyway. The administration, which, to our minds, has made haste slowly, has given G-Man Hoover carte blanche to ferret out those whose allegiance is to the Kremlin.

We have warned in these columns about infiltration of radio. We know it exists, but not the extent. Mr. Hoover told a Senate Committee:

"In the communications field, they have as their primary objective the control of communication facilities in the event of an emergency. In 1946, the cultural section of the Communist Party has given a special directive to penetrate the radio field.

"Communist schools and Communist fronts have offered training courses in connection with radio writing, acting and directing. Many Communist fellow travelers and stooges have been able to secure positions enabling them to actually control personnel and production. Communists, masters of pressure tactics, are always on the alert to chant these sentiments and, frequently, to belabor in jest group boasts of having thousands of monitors in every section of the country who will take up a letter-writing campaign against any commentator who disagrees with what they advocate."

Within the last fortnight, the CIO, at long last, taking cognizance of the political tide, has expelled a number of unions because of pro-Communistic leanings. Among them was the American Communications Assn., with 10,000 members.

"Need more be said? It should have been obvious all along that the Kremlinites could not ignore radio or TV—the swiftest and most potent means of reaching the people.

"The station and its responsible steps to root out possible subversives is KFI-AM-FM-TV Los Angeles. It is requiring a loyalty oath of all employees [BROADCASTING, June 12]. One staffer already has been dismissed because she refused to sign the pledge."

In our democracy, it always has been a popular parlor game to be a "liberal" and stoutly defend the right of any citizen to do almost anything except violate the traffic regulations. When we're mustering our defense forces, while the Muscovites hurl in- sustance and defiance, it's no time to deal in the niceties of liberalism.

We think everyone in the nation, every network, every supplier of programs, should follow the Earl Anthony lead, and demand loyalty oaths of every employee.

WE ARE GLAD to see the NAB board take a strong stand against FCC's handling of the Richards case (see story this issue). There is an un-dignity about the dog-fight between counsel in the hearing that ill becomes an "impartial" agency and epitomizes, we think, the Commis-sion's entire conduct of the case. General Counsel Benedict P. Cotone's assumption of—or assignment to—personal direction of the FCC's case in itself belies the claim that this is not a "prosecution."

We have heard no good word from him about any phase of the Richards operations, though it is inconceivable that nothing good exists and we had thought, perhaps naively, that FCC's obligation to elicit the facts encompasses those which are good as well as those it thinks bad. Is such a one-sided presentation not itself "slanted?"

In the station broadcast we cannot blame Hugh Fulton, counsel for the Richards station, for fighting with any weapons he can lay hands on. If FCC has a case, let it out the horseplay and present the facts, without prejudice or bias.

BROADCASTING • Telecasting

Melvin Brobry

The versatile man sometimes drifts into mediocrity while trying to develop his skills separately. Few exercise the good judgment of Melvin Brobry, who 25 years ago saw in the advertising agency a perfect instrument for nourishing and blending his diverse talents under one roof.

That he has succeeded is evidenced by the honors his profession and community have bestowed upon him.

A first lieutenant in the adjutant general's department during World War I, the future partner in Needham, Louis & Brobry, Chicago, returned from France after the 1918 Armistice for an extra year at the U. of Wisconsin. But the next four years took him to many countries.

A fellowship with the American Field Service in France, attendance at the Second Assembly of the League of Nations, and months of travel and study in countries administered by the League prepared him for diplomatic service.

Back in the United States there were at

(Continued on page 48)

Static & Snow

By AWFREY QUINCY

JUST as a suggestion to the Voice of America: In beaming programs to the Russians, why not use the tobacco auctioneer? We'll bet the Moscow strategists will think twice before applying the usual jamming tactics to Mister Speed Riggs.

Is there an ache in your gross billings or a twinge in your balance sheet? What you need, Pal, is a doctor (ethical)! Puzzled? You'll find the Keys at Russell M. Seeds where "June is busting out all over."

McConnell the Joe to Stanton the Frank "In fishing for Hope all you drew was a blank!"

Stanton to Frank or to McConnell the Joe "But Edwards the Ralph was a neat counter-blow."

Trammell to Niles to Paley the Bill "With Groucho and Hope I'm primed for the kill."

Paley to Trammell to the Niles "I've got gimmicks, devices and balls stacked in piles."

At RMA meeting, the FCC Chairman De- nounces industry for being coy to FM and stresses DE Fé's in AM and DE Fé's advantages of FM. Hey?

After analyzing successful use of singing spots by A&P to promote cantaloupes, we're burying a phonograph, sprinkled with tea-leaves, in the vine section of our garden.

Page 38 • June 26, 1950
AND ONE TO GROW ON.

Oct. 5 ‘49.... Early Birds (WFAA-820, 7:15-8 a.m.) contest for car award draws 32,000 replies.

Dec. 12 ‘49.... “Laugh with the Ladies,” initial broadcast, Stokely's Finest Foods sponsorship.

Feb. 13 ‘50.... Mrs. Tucker's Shortening begins seventeenth year of programming on WFAA-820.

Mar. 17 ‘50.... WFAA staff takes over KBTV after FCC approval of purchase.

May 7 ‘50.... Nineteenth year for “One Man’s Family” on WFAA-820.

May 9 ‘50.... Awarded Sigma Delta Chi prize for radio reporting of disastrous plane crash at Dallas' Love Field in November, 1949.

May 21 ‘50.... WFAA-TV on the air, replacing KBTV.

May 24 ‘50.... FCC approves installation and new site for 570 transmitter for improved coverage of Dallas area.

June 13 ‘50.... Only station to telecast Secretary of State Dean Acheson's dramatic foreign policy speech.

WFAA
820 KC-NBC • 570 KC-ABC
TEXAS QUALITY NETWORK
Radio Service of the DALLAS MORNING NEWS
REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

WHERE YOUR ADVERTISING DOLLAR BUYS MORE.... WFAA

CHANNEL EIGHT...
DuMont, Paramount network affiliations now... NBC, ABC soon
REPRESENTED NATIONALLY BY ADAM YOUNG TELEVISION, INC.

HIGHLIGHTS MARKING THE 28th YEAR OF KNOWMANSIP

BROADCASTING • Telecasting

June 26, 1950 • Page 39
front office

LEE PHILLIPS, sales manager WTTT Coral Gables, Fla., appointed station manager. With station since November 1949. Before that general manager WKJF Pittsburgh.

THOMAS P. EGAN, account executive, WCUE Akron, Ohio, named executive merchandising director. Will establish merchandising, publicity and promotion campaign for WCUE timebuyers. Was WHKK Akron promotion manager.

WILLIAM V. HUTT, promotion manager Arkansas Gazette, Little Rock, to KLRA Little Rock, Gazette station, as general manager. With Gazette since January. Before that with WKY Oklahoma City. Succeeds EDWARD V. MURPHY, resigned, who remains consultant to station.

HAL FROELICH, account executive Adam Young Television Inc., Chicago, national TV representative, to KOTV (TV) Tulsa, Okla., sales staff.

C. R. (Hi) BRAMHAM, sales staff WKDA Nashville, to WSM-TV Nashville as local sales chief. Was with General Outdoor Co. until 1947 as national contact and local salesman. Will work with IRVING WAUGH, WSM-AM-TV commercial manager.

CHARLES L. UNGER, KNOR Norman, Okla., to KGLC Miami, Okla., sales department. Was with KBYE Oklahoma City.

DON L. CHAPIN, WLWT (TV) Cincinnati, to WKRC-TV Cincinnati as local sales manager. With WLWT nearly two years. Before that announcer and sales manager WMOH Hamilton, Ohio.

DICK WELLS resigns as general manager Upper Michigan-Wisconsin Bestg Co. stations WJMS Ironwood, WIBK Iron River, Mich., and WATW Ashland, Wis.

S. R. SAGUE, president WSRS Cleveland; H. G. PABST, assistant to president; JACK D. KELLY, WILLARD L. DOUGHERTY and Chief Engineer BEN WHITTAKER named to WSRS advisory board to coordinate operations various departments.

JAMES E. LOWELL, WSSV Petersburg, Va., salesman, named commercial manager.

JACK MAJOR, general manager WREN Topeka, Kan., named general manager KJAY Topeka.


KWTC Barstow, Calif., joins Liberty Broadcasting System. Concurrently names Western Radio Sales, Hollywood, as representative.


RALPH E. McKittrick, CBS-TV network sales and formerly DuMont TV network sales, to Paul H. Raymer Co., N. Y., as account executive.

ARTHUR H. SHERIN Jr., account executive Avery-Knodel Inc., N. Y., named director TV sales. N. R. MADONNA, Donald Cooke Inc., replaces Mr. Sherin.

JOHN R. CONLEY to commercial staff KJCK Junction City, Kan., as local sales representative.

DON RICH, advertising and business departments Convention Magazine, named account executive WMID Atlantic City.

AL ALBINGER, station manager WCOL Columbus, Ohio, named commercial manager KTMS Santa Barbara, Calif.

FRANK PRICE, public relations man American Railway Express, Xenia, Ohio, to KTMS Santa Barbara, Calif., sales staff.

RICHARD J. QUIGLEY Jr. to John Blair & Co., St. Louis, as account executive July 1. Was salesman MBS New York and KXLW St. Louis.

PORT INDUSTRY CO., Birmingham, Mich., office changes telephone

50,000-watt WBT is the biggest single

—Because WBT reaches the most people (a total of 577,880 radio families every week)!
number from Birmingham 4760 to Midwest 4-7700. Detroit line remains JOrdan 4-5910.

MARYN R. BRIGGS, KECA Los Angeles sales staff, to KECA-TV sales staff.

Personals * * *

LEE FONDREN, national sales manager KLZ Denver, elected secretary Denver Lions Club. . . ROBERT M. SMITH, commercial department WSAZ Huntington, W. Va., re-elected secretary Huntington Advertising Club. . . ALEX C. KEESSE, sales staff WAFF Dallas, named chairman radio-TV committee Dallas Advertising League's Community Service Committee handling publicity-advertising Dallas County 1950 Community Chest campaign.

WILLARD L. DOUGHERTY, account executive WSBR Cleveland, returns to station after month in hospital for emergency appendicitis and ulcer operation. . . IRVING E. ROGERS, publisher Lawrence (Mass.) Eagle-Tribune, president-treasurer Hildreth & Rogers Co., owner and operator WLAQ Lawrence, presented first annual Rabbi Joshua Loth Liebman Award June 14 for "outstanding promotion of interracial tolerance."

JOHN FINDLEY, salesman WBBM Chicago, to marry Geraldine Briede in Chicago July 1. . . DON McBAIN, vice president-chief engineer KCMI Palm Springs, Calif., father of boy, James Webster. . . AMOS BARON, radio sales manager KECA Hollywood, returns to desk after recovering from broken leg suffered in fall 15 months ago. . . JACK S. YOUNTS, president-general manager WEEB Southern Pines, N. C., appointed to Governor's Advisory Committee on Highway Safety. Also serves on advisory committee of State Communication Study Commission.

Ringgold Promotion

HANQUE RINGGOLD, Eastern sales manager, Edward Petry & Co., was elected vice president in charge of Eastern sales and a director of the company at a recent board meeting. Petry board now has five members, as authorized by the New York State Court of Appeals (BROADCASTING, May 29), including Edward Petry, president; Henry Christal, secretary and treasurer; Edward Vuynow, Chicago manager; Gordon Gray, vice president, WIP Philadelphia, and Mr. Ringgold.

DURING his inspection of WSBAP-AM-FM-TV Fort Worth's radio-television center, Edward J. Noble (l), chairman of the board of ABC, tells Harold Hough, director of the outlets, that the plant is "the finest, most compact layout anywhere." Mr. Noble was in Fort Worth June 5 on his way to look over some Texas oil properties he is interested in.

ELECT REAGAN

Heads Hollywood Ad Club

J. NEIL REAGAN, manager of the Hollywood office of McCann-Erickson Inc., has been elected first vice president of Hollywood Advertising Club. Homer H. Boelter, Homer H. Boelter Lithography, was elected president.

Other officers named were Robert J. McAndrews, managing director, Southern California Broadcasters Assn., second vice president; Georgia Wash Holbeck, assistant advertising manager, Van de Kamp's Bakeries, secretary; Wade E. Bennett, vice president, Hollywood State Bank, treasurer.

WOL CHANGES

3 Named in Realignment

THREE changes in a staff realignment of WOL Washington have been announced by Fred A. Palmer, manager.

Al Fillips, staff announcer, becomes program director, succeeding Edgar Parsons, assistant manager, who will concentrate on promotion and public relations. New member of the staff is Richard P. Martin, replacing Mrs. Jane Neale, business manager, who is retiring.

Mr. Fillips was with WWVA Wheeling, W. Va., and WPIT Pittsburgh before coming to Washington and was with WOL under Cowles ownership. Formerly manager of WRFD Worthington, Ohio, Mr. Parsons came to Washington when the People's Broadcasting Corp., WRFD licensee, purchased facilities on 1450 kc and the WOL call letters.

WWL Farm Tour

HEADED by George Shannon, farm service director for WWL New Orleans, some 50 farmers have left on a 17-day goodwill tour of the capital cities and agricultural regions of six Central American countries. Tour is sponsored by the International House of New Orleans and Pan American Airways, in conjunction with WWL. Mr. Shannon will make on-the-spot recordings during the trip which will be used on his WWL Farm Front Reporter program.
WHAT'S THE INSIDE STORY?
EVERYBODY knows the big story. Any way you say it—audience, cost or results—50,000-watt KMOX is by far the best advertising buy in 73-county Mid-America.*

Now Pulse reveals the inside story!

IN METROPOLITAN ST. LOUIS (4-COUNTY HEART OF MID-AMERICA), KMOX DELIVERS A BIGGER AUDIENCE THAN ANY OTHER STATION.† AT A LOWER COST-PER-THOUSAND.

It's one inside story you can shout about. Daytime, you get almost twice as many listeners per average quarter-hour...at a 13% lower cost-per-thousand! Nighttime, you get a 65% larger audience...at a 30% lower cost, only $1.55 per thousand!

And anytime, all of KMOX's listeners in the other 69 counties are a whopping bonus!

You can say that again. Inside St. Louis—as well as outside—KMOX gives you more listeners at less cost than any other station!

*BMB 50-100% daytime listening area, 1949; 66 counties nighttime.
†The Pulse of St. Louis, March-April 1950, Monday through Friday ratings for St. Louis City and these counties: St. Charles, St. Louis, Madison and St. Clair.

50,000 watts • The Voice of St. Louis KMOX
Columbia Owned • Represented by Radio Sales
DEANE S. LONG, Desne Long Tel-Rad Productions Inc. San Diego, to KVOE Santa Ana, Calif., as program director.

PEGGY LEE COVINGTON to traffic department WSYS-AM-FM Crewe, Va.

CARL RUSSELL, named film director WBBK (TV) Chicago.

JAMES RUDDLE, Tulsa U. student, to announcing staff KSEK Pittsburgh, Kan.

MARTIN RITT, director-actor, named CBS-TV-producer-director. First assignment Starlight Theatre.

CARL BAREFOOT, U. of Richmond graduate, to WXGI Richmond continuity department.

WENDELL WILSON, new to radio, to announcing staff KJKK Junction City, Kan.

AL OWEN, program director WFPQ Atlantic City, N. J., named production manager WMID Atlantic City.

GLORIA RODGERS to continuity department WJAS Pittsburgh.

RAYMOND WHITEHOUSE, producer NBC International Service, Montreal, transferred to CBR Vancouver as drama producer.

JAY TROMPETER resigns as staff announcer WMOR (FM) Chicago.

BOB SMITH to announcing staff WBBM Chicago, replacing EARL NIGHTINGALE, resigned to freelance.

TOM SARKNOW, KECA-TV Los Angeles production staff, named assistant production manager.

CHUCK LAWSON, WGTG Greenville, N. C., to KBON Omaha announcing staff.

LANSING BAILEY Jr., music director KRON-FM-TV San Francisco, on two-month trip to Paris, France. MARTIN ZIEVE, KRON staff member, substituting.

ARYED CHRISTENSEN, winner fourth annual KFAB Omaha-U. of Nebraska Scholarship Award, to KFAB staff for summer.

ELLIOT LEWIS, producer-director-actor, named to produce and direct CBS Suspense upon its return to air Aug. 31. He replaces WILLIAM SPIER, resigned.

DAN ECKLEY, new to TV, named stage director KECA-TV Hollywood Nocita Varieties.

JERRY JEROME, arranger-conductor, named musical director WPIX (TV) New York.

E. M. PLUMSTEAD, program director WSBN Birmingham, to U. of Alabama as instructor radio department.

BILL ROBINSON, announcer CKBB Barrie, Ont., to CHUM Toronto.

ROBERT WHITAKER, announcer-newscaster WPAY Portsmouth, Ohio, resigns to enter stock brokerage work in Houston.

EDWARD P. HASSETT, WERS (FM) Boston, to announcing staff WLAW Lawrence, Mass.

SAM BRADLEY, KCHS Hot Springs, N. M., to WLDV Ladysmith, Wis., as combination engineer-announcer.

MARIANN ANDERSON, receptionist KNX-TV San Francisco, promoted to program department.

BEN STARR and LARRY KLEIN signed as writers NBC Sara's Private Secretary.

BOB PROVENCE, WKNA Charleston, W. Va., program director, to receive honorary title of "State Farmer" by American Farm Women.

DEANE RITT, WBBM Chicago, drama producer.

Gloria HADDON's Studio, Chicago, and GILLIAN HICKS named as special assignment staff announcer.

ERNEST S. PLUMSTEAD, WBKB (TV) Chicago, and NANCY BLACK named musical directors.

Ross STAFFORD, NBC Hollywood press department, elected president Los Angeles Alumni Chapter, Theta Sigma Phi, national honorary Sorority for women in journalism.

JO STAFFORD, singer CBS Carneation Hour and Club 19, awarded Gold Heart by American Heart Association for outstanding assistance during 1950 Campaign for Funds to Combat Heart Disease.

JIMMY MOORE, KGO San Francisco announced to Narrator, father of boy.

JIMMY LYONS, KNBC San Francisco disc jockey, named "Disc Jockey of the Year," by Metrophone, national music magazine.

HOWIE LEE, staff announcer-disc jockey WFLJ Fall River, Mass., and LOUISE STEIN announced marriage.

WILLIAM C. TRACEY, publicity-promotion director WSKS-AM-FM-TV Huntington, W. Va., elected to board of directors Huntington Advertising Club.

STAN WARWICK, announcer KOL Portland, Ore., father of boy, Scott, June 18.

ED SPRAGUE, traffic manager KTMS Santa Barbara, Calif., father of girl, Karen Gale Willis, May 27.

WILLIAM TAYLOR, WBKB (TV) Chicago director, and Dr. Gloria Hilker announced marriage June 17.

News • • •

ROBERT M. MALLEY to Don Lee Network as special writer for Sam Hayes newscasts. Was announcer-writer Armed Forces Radio station WYTD Admiralty Islands.

BRUCE MACFARLANE, newswriter MBS in Chicago, and WILLIAM L. THOMPSON, Chicago manager Broadcast- ing, initiated into The Headline Club, Chicago professional chapter, Sigma Delta Chi Journalism Association.

H. E. ZIEBARTH, newscaster WCCO Minneapolis, leaves on assignment to cover Europe and Middle East.

DON RATCHFORD, graduate U. of Notre Dame, and PETE EDWARDS, graduate Washington U., St. Louis, to new department KXOK St. Louis.

JIM SNYDER, news department KDKA Pittsburgh, and Anne M. Rule married June 17.

CHET CAMPBELL, NBC Chicago press writer, and Alice Jayne Carpenter married June 10.
Here are 119 excellent reasons for making yours a 300G

Before building their new stations or replacing their obsolete transmitters, the one hundred and nineteen 250-watt broadcasters listed below made a critical study of available equipment. They chose the thoroughly engineered, well constructed, completely reliable Collins 300G because its reputation and their examination convinced them it would serve them and their listeners best.

You can profitably follow their example. This wide-spread ownership is a powerful recommendation. Whether your plans call for new construction or modernization, be sure to get in touch with your nearest Collins representative.

Collins 300G 250 watt AM transmitter

Owners of 300G transmitters

WULA WOBA
Selma, Ala. Easton, Ala.  
WHBB WOCY
Cedar Rapids, Iowa  
WHTB WOCO
Cedar Rapids, Iowa  
KCLF WBZJ
Phoenix, Ariz.  
KRUX KXMI
Phoenix, Ariz.  
KELD KXLO
El Dorado, Ark.  
KXAR KXRA
Hope, Ark.  
KHUM KXMA
Eureka, Calif.  
KSPA KXMB
Santa Paula, Calif.  
KDAC KXMC
Harrison, Ark.  
KPPC KXMD
Pasadena, Calif.  
KVEN KXME
Ventura, Calif.  
KBOL KXMT
Boulder, Colo.  
KNAB KXMM
Bridgeport, Conn.  
WNAB KXMN
New Haven, Conn.  
WNHC KXMO
Waterbury, Conn.  
WWCO KXMP
Elmira, N.Y.  
WPCF KXMQ
Pomona, N.Y.  
WFTL KXMR
Fort Lauderdale, Fla.  
WTJR WJXM
Sanford, Fla.  
WTTR KXMS
Stuart, Fla.  
WTID WJXX
Clearwater, Fla.  
WTPW KLAV
Melbourne, Fla.  
WDMB WDEK
Deland, Fla.  
WDLF WCOC
Panama City, Fla.  
WCOH WCOD
Panama City, Fla.  
KVMV WCRE
Moline, Ill.  
KPST WCRH
Pomona, N.Y.  
WQUA WCRI
Olean, N.Y.  
WVLN WCRL
Olney, Ill.  
WHOT WCRT
South Bend, Ind.  
WIKY WCRT
Evansville, Ind.  
WJVA WCRT
South Bend, Ind.  
KWCR WCRT
Cedar Rapids, Iowa  
KICM WCRT
Cedar Rapids, Iowa  
KWPC WCRW
Muscatine, Iowa  
KCID WCSC
Connor, Iowa  
KLCZ WCRW
Cedar Rapids, Iowa  
KLHC WCSR
Cedar Rapids, Iowa  
WHIR WCSR
Cedar Rapids, Iowa  
WHKL WCSR
Cedar Rapids, Iowa  
WKIC WCSR
Cedar Rapids, Iowa  
WKJC WCSR
Cedar Rapids, Iowa  
KRUS WCSR
Ruston, La.  
KZVL WCSR
Lafayette, La.  
KVIC WSBD
Monroe, La.  
WJMR WSBD
Bangor, Maine  
WDYK WCRE
Columbia, Md.  
WCEM WCRE
Cambridge, Md.  
WASL WCRE
Annapolis, Md.  
WBSC WCRE
Bethesda, Md.  
WHTC WCRE
Holland, Mich.  
WKLK WCRE
Cloquet, Minn.  
WXRA WCRE
Alexandria, Minn.  
KROC WCRE
Rochester, Minn.  
WEVE WCRE
Eveleth, Minn.  
KE2Y WCRE
Grand Rapids, Minn.  
KBMI WCRE
Breckenridge, Minn.  
WCLD WCRE
Cleveland, Miss.  
KMKO WCRE
Kosciusko, Miss.  
WJCO WCRE
Philadelphia, Miss.  
WMBH WCRE
Joplin, Mo.  
KFMO WCRE
Flat River, Mo.  
KSIM WCRE
Sikeston, Mo.  
KCEZ WCRE
Kaliispell, Mont.  
KXGN WCRE
Glendive, Mont.  
KELY WCRE
Ely, Nev.  
WKBR WCRE
Manchester, N.H.  
KOBW WCRE
Las Cruces, N. Mex.  
WCSS WCRE
Amsterdam, N.Y.  
WABY WCRE
Albany, N.Y.  
WHLN WCRE
Olean, N.Y.  
WHDL WCRE
Rome, N.Y.  
WGVA WCRE
Geneva, N.Y.  
WHLI WCRE
Hempstead, N.Y.  
WHUC WCRE
Hudson, N.Y.  
KOVX WCRE
Valley City, N.D.  
WJER WCRE
Dover, Ohio  
WMOH WCRE
Hamilton, Ohio  
WMOA WCRE
Marietta, Ohio  
WWSO WCRE
Springfield, Ohio  
WPTW WCRE
Piqua, Ohio  
KNOR WCRE
Norman, Okla.  
KCFF WCRE
Shawnee, Okla.  
KVSO WCRE
Ardmore, Okla.  
KVLH WCRE
Pauls Valley, Okla.  
KNFT WCRE
Newport, Ore.  
WILK WCRE
Wilkes Barre, Penna.  
WVPO WCRE
Stroudsburg, Penna.  
WTON WCRE
Woosneck, R.I.  
WPLW WCRE
Jackson, Tenn.  
WKJA WCRE
Nashville, Tenn.  
WJIM WCRE
Lewisburg, Tenn.  
WIRJ WCRE
Humboldt, Tenn.  
KTHY WCRE
Brownfield, Texas  
KIWW WCRE
San Antonio, Texas  
KUNO WCRE
Corpus Christi, Texas  
KTFS WCRE
Texarkana, Texas  
KRCT WCRE
Baytown, Texas  
KOSF WCRE
Nacogdoches, Texas  
KSTA WCRE
Colesman, Texas  
KORA WCRE
Bryan, Texas  
KFYN WCRE
Bonham, Texas  
KTXJ WCRE
Jasper, Texas  
KCLW WCRE
Hammilton, Texas  
KMIIT WCRE
Marshall, Texas  
KCNY WCRE
San Marcos, Texas  
WSKI WCRE
Montpelier, Vt.  
WLOW WCRE
Portsmouth, Va.  
WPUM WCRE
Pulaski, Va.  
KBKV WCRE
Aberdeen, Wash.  
KWIE WCRE
Kennewick, Wash.  
WMCN WCRE
Montgomery, W. Va.  
WCAW WCRE
Charleston, W. Va.  
WKYO WCRE
Bluefield, W. Va.  
WLCX WCRE
La Crosse, Wisc.  
KOWB WCRE
Laramie, Wyo.  
KOVE WCRE
Lander, Wyo.  
KCOS WCRE
Torrington, Wyo.  
KWOR WCRE
Worland, Wyo.
**PUBLIC MEDICAL SHOW**

WKY-TV Oklahoma City, June 7, 2-3 p.m., lecture and demonstration for public on treating polio. Other topics for year on closed circuit were shown for Oklahoma Medical Assn. annual meeting June 5-7. Demonstrations originated from Crippled Children Hospital by means of station's mobile unit.

**TALENT HUNT**

WRFD Worthington, Ohio, June 25 started hunt for talent in state. Called "Ohio Auditions," project under direction of Joe Rockhold, WRFD staff. Will choose one program to appear on NBC, one on CBS, two on ABC, who will compete in district contest where three finalists will be picked. Winner gets year-long contract with station; runners-up receive shorter contracts.

**TV DOG SHOW**

WTG (TV) Washington and Atherson Pet Shop co-sponsored dog show June 24. WTV's Calif. Pierson was judge. Prizes awarded for "Best Behaved Dog," most unusual feat or trick dog and "Dog of the Year." Winner in each class picked on Pierson's Pet Shop Show and presented with silver loving cups.

**RESORT SAFETY CARDS**

WEAU-AM-FM Eau Claire, Wis., advocates safety in swimming at summer resorts by distributing 6,000 cards to 75 resorts in Wisconsin's Indianhead Country. Also lists outlets' news schedule.

**MERCHANDISING BULLETIN**

WRYA Richmond, Va., distributes WRYAds free to drug and grocery trade in area. Contains merchandising news of spot and program schedules.

**BEATING THE DRUMS**

MBR mail folder headed "Mister Plus Beats 'em All," piece invites sponsors' inspection of recent promotion as part of network's stations for food company, razor firm and drug manufacturer. Sub copy adds: "...You can't beat 500 spots a week with copy we can ... and Mutual offers you 500—on nearly twice as many Main streets as any other network ever tried."

**AIRS HOFFMAN SPEECH**


**FAN AND BALL**

WIRI, Peoria, Ill., issues new promotional unit for Peoria sponsors' use in show window or display room. Floor fan for ice cream in little beach ball design on sponsor's program printed on ball. When fan is turned on, ball rotates slowly, supported only by air currents.
Seek Health Show Data

EDITOR, BROADCASTING:
In preparation for a national meeting of the American Public Health Assn., the New York State Dept. of Health is anxious to get details of low-budget, local health programs which are broadcast by stations throughout the country.

If possible, I would appreciate your inserting a small item... asking stations with such programs to submit details concerning them to me.

Miles Heberer
Director, Radio Bureau
Dept. of Commerce
State of New York
Albany

Notes Record Speed

EDITOR, BROADCASTING:
In regard to the free advertising copy offered stations by a record player manufacturer [BROADCASTING, June 19, p. 70], I observe that the sample announcement published... states that radio stations have obtained higher fidelity recordings as a result of the use of the slower speed. Actually, the reduced speed has nothing to do with the improvement in fidelity or quietness; in fact, it is even more difficult to obtain good high-frequency response with the lower speed, and the high quality that has generally accompanied 33 rpm transcriptions represents a triumph over the special difficulties presented by the speed itself.

J. T. Boyer Jr.
Washington

* * *

Likes BBC Programming

EDITOR, BROADCASTING:
May I add my humble opinion to the comments of Dr. Bartlett [OPEN MIKE, BROADCASTING, June 6] on your editorial titled "John's Other Bull" [BROADCASTING, May 8]. Both the editor of BROADCASTING and Dr. Bartlett deserve the highest praise for bringing a vital radio issue before the public—radio programming.

... As an American who has observed and worked in radio since 1920, I like the American way of free enterprise, with the FCC as the only government control of radio...

But... as an observer of BBC while stationed in England with the U. S. Army, I like their programming idea whereby they use three wave lengths—the "Light" (mostly variety shows and dance music), the "Home" (slightly heavier fare), and the "Third Program" (strictly cultural). ...

... By having powerful stations and boosters strategically located, one channel would carry music (popular, classical and folk) all the time, one channel would carry news and special events all day, and the third would carry comedy or variety programs all the time. Then the listener could hear the type of program he wanted WHEN he wanted it, by dialing one of these channels... Ed Galbreath
Radio Instructor
Stateville, N. C.

[EDITOR'S NOTE: We're pleased that Mr. Galbreath likes our discussion. We too have heard BBC, and understand why the stations in Luxembourg, Normandy, and other non-British points, are tuned in by so many Britshers. You see they use delayed recordings of U. S. commercials, soap operas and al]...
Respects
(Continued from page 38)
least three offers of teaching jobs. And there was that constant urge to write—a skill at which Melvin Broby excelled even during his undergraduate days at Wisconsin. To add to his dilemma, he had strong leanings toward mathematics and musical composition.

By 1943 he had made up his mind to cast his lot with Maurice H. Needham, who was just starting his own Chicago agency by that name. Years before, fresh out of high school, young Broby had worked for Mr. Needham in another enterprise. A strong mutual respect bound the two together—a respect which is even more today, after 25 years of continuous association.

Melvin Broby was born in Decora, Iowa, where his father was a real estate man. He spent most of his life in Chicago, however, where the family moved when he was eight years old. At Wendell Phillips High School his proficiency at mathematics won him a scholarship to an engineering college. But not one to rush into anything, he decided he was not ready for higher education. He took a job with A. W. Shaw's System magazine. His boss was Maurice Needham, head of the Advertisers' Service Bureau there.

Readership Study
At System, Mr. Broby turned out the publication's first research study on readership. After three years, he entered the U. of Wisconsin where, among other things, he played Big Ten tennis on the same team with Arthur Nielsen, president of the A. C. Nielsen Co. He got a B.A. degree before leaving for the Army in 1917. He belonged to Wisconsin's exclusive senior honorary society, Iron Cross, and to Phi Beta Kappa.

Mr. Broby's postwar studies and travels abroad were extensive. Under his American Field Service fellowship, he attended the U. of Strasbourg, U. of Paris, and Ecole Libre des Sciences Politiques, also in Paris. He also was at Oxford for a time. After studying in various "League nations," he roamed the Near East and Far East. In India he was adopted into the family of a Maharaja. He admits that the diplomatic corps was most tempting, but he has never regretted becoming an advertising man.

During his first years with the Needham agency, Mr. Broby was most chagrined by a creative man.

When Jack Louis joined the firm, followed by the formation of Needham, Louis & Broby, Mr. Broby added the handling of accounts to his former duties. He has never lost his creative touch, however. For years he wrote the commercials for Johnson Wax's Pibber McGee show, and has even had his musical compositions on the air.

Sears Major Accounts
Over the years Mr. Broby also has had a voice in the shaping of programs for such major agency accounts as Kraft Foods, Swift, Derby Foods, Morton Salt, Lever Bros., and Quaker Oats.

Mr. Broby is of the opinion that the impact of TV in the larger cities "will emphasize sectional-local radio's importance." He thinks it will be quite a while before case of daytime radio is unpunched.

"We must look at radio with a fresh eye," he says. "Now we have an opportunity to show it as our most powerful regional and local medium. We are just beginning our selling message and advertising pressure to the different complexities of modern life. Radio is going to be an important advertising and social force today in all part of our population for a long time to come."

With the upsurge of TV, Mr. Broby believes it is important that an adjustment in radio rates be made. But he questions whether, even then, advertisers can afford the high cost of developing TV to the fullest extent. He believes that TV will not long remain as "just an imitation of radio," and feels that "supplemental ways" of financing the TV development will be worked out.

Music and Art Interests
Mr. Broby is married to the former Rowena Williams of Chicago, also deeply interested in music, as well as art. A son, Harry Lee, 25, whose paintings adorn his father's office, was graduated this year from Harvard U. where he was a student of the social sciences. Daughter Virginia Vance, 20, is a student at Smith College, where she is majoring in piano and composition.

The Brobys live on Chicago's north side but spend much of their time at a beautiful country home on Dresden Heights, overlooking the Desplaines, Kankakee and Illinois Rivers. Known as Three Bears, the 135-acre, the 1835 farm is primarily a feeder farm for Aberdeen Angus cattle, Chester White hogs, and a flock of turkeys which this year will number 750. But Mr. Broby also has an athletic competition, he also has his tennis court, as well as a swimming pool and riding horses.

Mr. Broby is a director of BMB

SPORTS FEES

LEGAL fight involving the Seattle and television rights for high school athletic events during the 1950-51 season opened Wednesday at Superior Court in Seattle.

Bruce Bartley, owner of Bremerton Broadcast Co. (KBRO Bremerton, Wash.), has filed for an injunction against the school board for the latter's decision to award an exclusive contract to KING Seattle after bids were asked from all stations in the city. KING was the only station to submit a bid at a reported $2,500 for radio and TV rights.

Mr. Bartley questions the legal right of a tax-supported institution to ask fees for exclusive contracts and also questions whether competitive bidding was actually maintained.

Mr. Bartley, also counsel for Washington State Assn. of Broadcasters, has confidently stated the WSAB would support his court effort although the broadcasters group has taken no official action.

But preliminary to the Seattle suit could be considered a test case for the State of Washington. Last April, WSAB at its annual meeting in Wenatchee had taken an official position against the granting of exclusive sports broadcast rights by schools. A special meeting of the group has been called for June 28 in Seattle to discuss the matter.

The board had asked to be considered its contract if desired. The board also voted to permit prospective sponsors, as well as former chairman of the Central Council of the AAAA. He served on the board of the 4As four years, and as a member of the National Outdoor Advertising Bureau. He is a sponsor of the National Society for Crippled Children and has helped raise funds for Chicago's Provident Hospital.

He also serves on the board and executive committee of the Chicago Council on Foreign Relations.

During Chicago's Community Fund and Red Cross drives, he is often a section leader and he sits on the board of trustees of Putney School in Vermont; where his son and daughter currently attend. He sat a past president of the Lake Shore Club in Chicago.

P&G on WSM

SPORT series in untriate time for its product, Tide, has been purged on WSM. The Nashville franchise is reportedly Procter & Gamble. Reportedly Procter & Gamble's first purchase of such time, the firm's new series, "Hits from the Hills," featuring talent from the Grand Ole Opry, has started June 12. Show is heard 6:15-6:30 a.m., Monday, Wednesday and Friday. Agency is Benton & Bowles.

Seattle Court Fight Opens Over Radio-TV Rights

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A PUBLIC INTEREST feature that should go far toward cementing radio's public relations at the consumer level has been initiated as a weekly feature at KLZ Denver under the personal supervision of General Manager Hugh B. Terry.

This series is designed to share with listeners behind-the-scenes news of radio and television and, more specifically, KLZ operation.

"We want to take the listening audience more fully into our confidence," Mr. Terry says, "and we feel the only way to do it adequately is sit down regularly and talk cold turkey."

This is precisely what Mr. Terry and his department heads do each Saturday on Let's Talk It Over from 12:15 to 12:30 p.m. They discuss the "whys and wherefores" of KLZ operations and urge listeners to write in suggestions, criticisms or questions.

Specific objectives of the series are: (1) presenting station policy on the air, (2) having department heads explain respective operations, (3) discussing the history of station licensing and (4) reserving portions of each program to answer listeners' queries.

"We feel this show can do a great public relations job," Mr. Terry explains. "It is an honest effort to 'lay it on the line' so that the public may know, may understand and may be a part of the radio stations which are licensed to serve them."

Conducting the first show in the "Let's Talk It Over" series are Mr. Terry (l) and Matt McEniry, KLZ public affairs director.

To that end Mr. Terry, without script, appeared on the first broadcast to explain to listeners why Denver has no television thus far and the prospects for TV. These questions arose to prominence following FCC Chairman Wayne Coy's appearance in Denver last month.

It is the hope of Mr. Terry and KLZ that the series not only will satisfactorily explain the periodic queries on why certain favorite programs go off the air or reasons for last-minute schedule changes but also will strengthen the listeners' bond with the station and the radio industry.
that "to my knowledge" Mr. Richards never ordered or suggested "directly or indirectly" that items unfavorable to Jews be broadcast and those favorable suppressed.

It was brought out at the Wednesday session that Mr. Roberts had arranged, allegedly at Mr. Richards' suggestion, a broadcast which was composed mostly of quotations from a speech by Sen. John W. Bricker (R-Ohio) against the appointment of David E. Lilienthal to the Atomic Energy Commission. It attributed sympathetically with Communist principles to Mr. Lilienthal.

Acknowledging the speech was of a controversial nature, Mr. Reynolds said neither he nor Mr. Richards took any action "to present the other side," but insisted "our newscasts carried both points of view." He said he thought the responsibility for seeing that the station carried a "fair representation" of the matter was primarily Mr. Roberts' or the station program director's.

"Isn't it a fact," Mr. Cottone asked, "that in this incident Mr. Richards said: 'To hell with them. If they want to do it, let them do it for it'?"

"I don't know that he said that and I don't believe that he did," Mr. Reynolds answered.

He said it was "not my understanding that the FCC rules at that time required the station to locate and present persons having a point of view opposed to the point of view broadcast in controversial matters. The station was not bound actively to seek out someone else to make favorable comment on the matter, and the station on the other hand would not have refused anyone such an opportunity."

Mr. Cottone, alluding to telephone calls and notes to KMPC staff members, wanted to know whether Mr. Richards ever ex- pounded his views about Communism to anyone else.

"Mr. Richards was apt to talk to anyone," Mr. Reynolds asserted. "In some respects he is a lonely man. He just wants to talk, wants to visit. His physical illness confines him pretty much to his home, but he is still mentally active."

Mr. Reynolds amped the station owner had discussed "Jews" with newscasters, "particularly in his general discussion of Communism."

"He believed that many Jews or Jewish people were susceptible to Communism," Mr. Reynolds said, but insisted Mr. Richards expressed "opinions" not "instructions" to station employees. He said other conversation of Mr. Richards included politics, sports and business.

Examiner Cunningham told Mr. Cottone at one point that he could see no relevancy in testimony concerning a station owner's personal feelings about individuals or groups if it could not be shown that these feelings resulted in distortion of news on broadcasts.

Mr. Reynolds said that "over many years I have called to Mr. Richards' attention many of his suggestions. I thought they were improper. It was my duty as general manager . . ."

Followed Regulations

He said Mr. Richards instructed him to follow FCC regulations whenever any of his orders were "off base," and that he knew of no instance of any FCC rule by KMPC.

"Mr. Richards never gave me any instructions or any employ any instructions to slant news in any fashion," he said. "At one time he did make the comment or suggestion that he felt news concerning the Republicans was not being given equal treatment with that concerning Democrats and that he thought a proper balance should be re-established."

Mr. Cottone showed him an affidavit by Mr. Roberts which contained news-slanting charges. The witness said "a large part of this is absolutely untrue and other parts exaggerated."

Among the assertions in Mr. Roberts' affidavit was one which said "Mr. Richards made it clear to me that he wanted all newscasts slanted in favor of his Republican party."

Mr. Reynolds said the station owner "may have given suggestions about the Republican party, but it was false of Roberts to say that he was ordered to slant all broadcasts."

He said "Mr. Richards is all wrapped up in politics. He believes that the general release of news is generally favorable to the Democratic party, that every government action has a publicity department, pumping out news to wire services, magazines and every other place. He frequently complained that newscasts broadcast by KMPC carry a preponderance of favorable news about the Democratic party."

Mr. Richards did not want to suppress news about Democrats, he insisted, but instead wanted more "Republican items" to "balance the news."

Mr. Cottone said the station owner "feared" from California to Detroit and showed a "consciousness of guilt" when he learned of the charges filed against him. Mr. Fulton denounced him as "scurrilous," declaring that Mr. Richards went to Detroit for the opening of new WJR studios.

Examiner Cunningham pointed out that after these accusations were published in a trade magazine, Mr. Richards became a prisoner of the FCC, "lured out of the main stream "the quickest way to move from one home to another," Mr. Fulton said. "If a disgruntled employee puts a complaint in a trade magazine, does that make the radio station owner prisoner of the FCC?"

Examiner Cunningham sustained Mr. Froehlich's objection to publication of the General Council to show that Mr. Richards "had not made himself available" to FCC investigators who attempted to interview him.

Mr. Reynolds insisted he discharged Mr. Roberts on his own initiative and that Mr. Richards knew nothing about his discharge until he heard about it from someone else.

He said his reasons for dismissing the one-time news editor included his "general stubborn attitude," the"Mark Arias murder incident" (BROADCASTING, June 19), and an admission that, although the three Richards stations sponsored Mr. Roberts' trip to Japan to interview Gen. MacArthur, the commentator had collaborated in having his pessimistic story on the general's health "fed" to Walter Winchell.

Mr. Cottone introduced a memorandum from Mr. Reynolds to Mr. Richards and Harry Wismer, his assistant, which was received three days before Mr. Roberts' dismissal and said the news editor-communicator would be asked to resign unless he would "go along 100% with company policy."

**RODINO PROTEST**

**Hits FCC's Richards Case**

**REP. PETER W. RODINO (D.-N.J.), last Wednesday added his voice to that of other members of Congress who have criticized FCC for conduct in its hearings on the license renewal applications of G. A. (Dick) Richards [BROADCASTING, June 19].**

Calling for a probe of FCC "at the quickest possible moment," Rep. Rodino recalled the notorious Blue Book and dressed down the Commission for "intent to control all that goes out over the air."

Demands that the Commission account for its conduct in hearings involving the news policies of Mr. Richards, owner of KMPC Los Angeles, WJZ Detroit and WGAR Cleveland, previously had been urged by Reps. Anthony F. Tauriello (D-N.Y.), Hugh J. Addonizio (D-N.J.) and Stephen Young (D-Ohio). Each had requested that a bi-partisan committee be named to confer with FCC.

Rep. Rodino scored the Commission for "government meddling" as charged at the time of the controversial Blue Book a few years ago, and demanded that FCC "and its discredited witness" apologize "before an outraged Italian public opinion begins its attack on a national basis." He referred to testimony given before FCC during hearings by Clete Roberts, former KMPC newscaster, who has been accused of making "scurrilous" remarks against Italians of Southern Italy.

House Speaker Sam Rayburn has taken no action thus far, presumably pending introduction of a resolution that would authorize the appointment of such a group.

**Elect Cisler**

**THE ASSOCIATED Press Radio Chapter of Kentucky, meeting last week in conjunction with the annual sessions of the Kentucky Broadcasters Association, elected Attorney Robert Scott Cisler Jr., vice president of WKYV Louisville, as president by unani- mous vote. Mr. Cisler succeeds E. J. Faxon Jr., general manager of WKYB Paducah.**

**KFAC Sales Peak**

**HIGHEST sales peak in its 19 years of existence was reached in May of this year by KFAC Los Angeles, Calvin Smith, general manager, announced recently.**

With the exception of a single half-hour, Mr. Smith said, time now is sold out from 3:30 p.m. to midnight daily.
NAB Board

(Continued from page 20)

rected to pick time and place for the annual convention in 1951, after polling the membership. This action was taken because of the poor attendance at some of the high-level speeches during the April convention in Chicago. Member criticism of the agenda was frequent and violent.

Activities of the industrywide Television Per-Program Committee were endorsed. The committee is trying "to effectuate the acquisition of a fair and equitable per-program license from ASCAP." The board noted that failure to reach a fair agreement might cost the TV industry millions of dollars annually. It reviewed committee activities since its formation last September and recalled the broadcasting industry's successful battle with ASCAP in 1940.

Per Program License

The committee was urged to make all "reasonable expenditures" necessary to obtain an equitable per program license from ASCAP and to ask NAB members holding regular licenses to commit themselves to pay committee expenses. Deduction formula for members of both NAB and Television Broadcasters Assn. was approved.

In instructing Judge Miller to register under the lobbying law, the board decided that status of Don Petty, general counsel, and Ralph W. Hardy, government relations director, be unchanged. Both are now registered as NAB lobbyists.

The board expressed interest in retaining Mr. Petty as general counsel despite his resignation, submitted recently to President Miller. The president was directed to discuss with Mr. Petty his availability as general counsel. Funds for additional legal seminars, a project started by Mr. Petty, were approved.

A resolution was adopted by the board providing that the FCC amend its rules of practice to require applicants for new facilities, or for change in present facilities, to file copies of all engineering data with existing stations adversely affected, in conformance with limits of the Commission's engineering standards.

A standard board was approved for television broadcasters. It was prepared by BAB. The proposal to consider TV Standards of Practice was referred to the authorized Television Committee.

New recording standards, approved by the NAB Recording & Broadcasting Standards Committee, were sanctioned by the board. Some of these standards affect magnetic recording.

Resolution praising Harold E. Fellows, who retired last June, for his service on the board since 1947 was adopted. Mr. Fellows resigned due to separation of CBS and its several stations from the association.

Another resolution lauded John J. Gillin Jr., WOW Omaha, for his service in connection with NAB-Caps, the National Assn. of Broadcasters activities.

Appointment of a joint NAB-American Bar Assn. committee to consider common problems was approved.

Behind the board's action in setting up the three-committee structure was Mr. Ryan's argument that the advisory groups will operate with media viewpoints. The AM committee will consult with all NAB departments in drawing up projects and then recommend policies to the board. The FM and TV committees will work the same way.

Media Problems

This idea of relating NAB activities directly to media problems should prove a favorable note with the board. The general advisory committees will hold two two-day meetings a year and confer with Mr. Ryan and President Miller.

Consolidating, as it will be known, will have at least three board members, plus six others for a total of nine. The AM committee will be composed of five members, two of whom are to be board members. The Television Committee will have seven members, two of them from the board. None of the board members on the AM committee can have TV affiliation.

Judge Miller is to name all three committees. Elements to be considered in the appointments will include size of station, class of license and size of market. Both affiliate and nonaffiliate stations will be considered.

Eliminated by this action is the committee structure set up last year, a condensed version of the old setup which totaled 150-member boards. By trimming the committee membership from 150 to about 50 and then to the new total of 21, the board will effect a saving of $10,000 in travel and service expenses.

Committees dropped by the board were: Assn. of Women Broadcasters, Broadcast Advertising Bureau, Employ- Employer Relations, Engineering, Govern-

NAB Resolution on Richards Case

WHEREAS the FCC has commenced certain proceedings involving the licenses of three important broadcast stations in the U.S. (WBMP Los Angeles, WQBH Cleveland, WJR Detroit);

WHEREAS such action constitutes an interference with legitimate responsibilities of the public, and

WHEREAS, it appears that both in these proceedings and others instituted in recent years the Commission is attempting

1) to exercise censorship over radio programs and to interfere with the right of free speech in violation of the First Amendment to the Constitution and of Section 326 of the Communications Act;

2) to apply the fundamental precepts of due process of law and the procedures required by Congress in prosecuting licensees with whom it disagrees,

NOW, THEREFORE, it is the sense of the Board of Directors of the NAB that (1) such proceedings as those above mentioned are of vital concern to the public and to the broadcasting industry; (2) broadcasters should take all necessary and proper steps to inform themselves of the issues involved and defend themselves against such usurpations of power by the Commission by all appropriate methods, including bringing the same to the attention of the Congress and of the people; and (3) the NAB management should watch proceedings of this nature closely and be prepared to take such steps as may be appropriate to prevent any derogation of broadcasters rights; and

3) the matter should be referred on the board's agenda for further consideration to determine whether and to what extent the NAB should move actively to participate in this and similar proceedings.

1930 - 1950
20th Anniversary Year

46.0 "HOOPER"
(average 6 periods)
proves the best buy
in DANVILLE, VA.
is WBTM

5kw (d) A B C 1kw (n)

BROADCASTING " Telecasting

1930 - 1950
20th Anniversary Year

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Cleveland poll
WGar, WEWS (TV) Win Top Local Honors

HONORS in the Cleveland Press' local poll for the year went to WGar, CBS affiliate owned by G. A. (Dick) Richards, and to WEWS (TV), Scripps-Howard outlet, respectively, who topped their fields in the newspaper's 8th annual poll conducted by Radio Columnist Stanley Anderson [Broadcasting, June 19]. Network programs were not considered.

The CBS affiliate garnered 46 out of a possible 84 points while WEWS took 27 out of a possible 42 votes in the video category. Scoring was tabulated on a basis of three points for first place, two for second and one for third, with Press readers filling out sample ballots.

WGar missed only two firsts out of 14 categories in piling up its 46 votes, compared to WHK with 15, WTAM with 9, WERE with 8 and WMO with 7, and WOK, 1. WRSR was disqualified reportedly for a promotion it launched to get votes.

In television, WEWS 27 gave it a clear cut margin over WNBK with 11 and WXEL with 4.

Fifteen categories were set aside for radio (14 plus an additional for advertisers with best commercials), including a "public service" classification in which the Richards outlet drew first and second places.

Eight were listed for video.

(1) Letters (2) Drama
(3) Spot Reporters (4) Game Shows
(5) Network Shows (6) TV Variety Shows
(7) Children's Programs

Radio values
Sets Radio-TV PI Deals

Radio Values Inc., new Chicago firm which places mail order items on radio and television stations on a per inquiry basis as well as at card rates, expects to have a minimum of 100 stations lined up by fall.

This is the objective of Harry Hobbs Jr., president, who anticipates 50 of the 100 stations to be "top-flight." Despite heated trade uproar about the PI part of the business, Mr. Hobbs says, 40 of WNBK's 90 stations approached him initially a month ago and agreed to accept Radio Values items, if properly screened. "Between 20 and 25 of the 40 are reluctant to accept PI advertising, but will," he added.

Neale's Letter

Although the corporation was chartered in Illinois in April, no word reached the trade until one of the four stockholders, J. James Neale, vice president of Dancer-Fitzgerald-Sample, New York, wrote 100 station managers. In the letter, he explained that he, Mr. Hobbs and Lowery Crites, media director of General Mills, had organized the company for direct sales of merchandise to radio and TV stations. Mr. Neale outlined a plan by which time would be paid for at card rates or on PI terms. He asked that his name and that of Mr. Crites remain confidential.

Mr. Hobbs, former buyer at Dancer-Fitzgerald-Sample, is the only active stockholder. A fourth investor, who acts as treasurer, remains anonymous. He is not associated with the agency or broadcasting business, Mr. Hobbs said.

Because June, July and August are slow months, Mr. Hobbs plans to conduct sporadic tests of merchandise in primary markets during the summer, readying a heavy campaign for fall. Tests of products for audience response were initiated "far back as Christmas," when business was placed in two markets for three weeks.

Referring to broadcasters' reaction, Mr. Hobbs said "almost every station" receiving Mr. Neale's letter answered it. "Most, however, reported they did not accept advertising on a per inquiry basis. Some said they would think about it and let us know later."

Mr. Hobbs stresses that Messrs. Crites and Neale are inactive in the corporation and "only stockholders." He maintains a Chicago office at 100 W. Monroe St.

Mosby protests
FCC TV Restriction Plan

In further protest against FCC's proposed restrictions on separate operation of the radio and visual transmitters in television, President A. J. Mosby of KGVO Missoula, Mont., has told FCC that sale of test-pattern time will be necessary if television is to reach small communities and rural areas.

Following up FCC's oral request on the question [Broadcasting, June 5], Mr. Mosby wrote FCC Chairman Wayne Coy that "TV programming will be limited to Kinetoscope, local sports, and public service originating, if necessary to suit local market have no end in cost to warrant direct network service in the smaller communities."

"When we enter TV, which we hope to do within the next five years," he continued, "our only chance for success will be through short commercial announcements during the daytime test-pattern periods."

He referred to claims that the commercialization of test patterns might increase competition with FM, saying "this is a weak argument for FM, who might also ask that AM denied the right of commercialization."
SINDLINGER SUIT

Asks Nielsen Files Be Opened

SINDLINGER & Co., Philadelphia media analysts, asked a U. S. District Court in Philadelphia last week to open certain files of A. C. Nielson Co., Chicago, containing radio and television audience rating service.

At the same time, Sindlinger withdrew charges against C. E. Hooper Inc., of New York, that it had interfered with the former's inventors and patents.

These actions highlighted court argument last Monday before Judge Guy X. Bard on a motion by Nielsen and Hooper that the $25 million damage suit filed against them by Sindlinger be dismissed (BROADCASTING, April 8).

Nielsen also asked that if the suit is not dismissed, court jurisdiction be waived to an Illinois court. Judge Bard indicated that a decision, which also involves the question of files to be produced, may be forthcoming by Monday.

Sindlinger's suit charges the Nielsen and Hooper companies with

“malicious and unlawful interference” with the Philadelphia firm’s business rights and accuses Nielsen of an illegal filing of patent applications.

Attorney Robert Wolf, of Wolf, Block, Schorr & Solis-Cohen, Philadelphia, said Nielsen's files contain information allegedly proving what "type of business" it conducts in Eastern Pennsylvania and other evidence "pertinent to the case." Nielsen counsel had contended the Chicago firm is not engaged in competitive business as defined under the Clayton Anti-Trust Act and therefore not liable to Sindlinger's charges of alleged conspiracy to monopolize and of restraint of trade.

Cites 'Monopoly'

Mr. Wolf argued that Sindlinger's main allegation is that as a consequence of Nielsen's purchase of the Hooper rating service [Broadcasting, March 6] a monopoly has been created.

Phil E. Gilbert, of Moore & Gilbert, Chicago, representing Nielsen, said some millions of papers would have to be sifted to meet the files request. Grant of the Sindlinger request that Nielsen show in evidence records involving research methods in measuring audience response and also patent applications, Nielsen counsel said, "would greatly damage" the firm's interests.

It was argued that many records contain "trade secrets," among them certain methods still in the developmental stage. Judge Bard ordered Sindlinger attorneys to show cause why the records should be produced and asked for an answering brief from Nielsen counsel.

Sindlinger's suit alleges the Nielsen company knew certain applications for patents on electronic measuring methods were about to be filed by Radox (Sindlinger) and proceeded to file patent applications of its own, blocking Radox patent plans. A patent dispute between the two companies now is in progress in U. S. patent courts, Washington.

Three counts were dropped against the Hooper firm. They were (1) that Hooper was a party to a patent development program designed to prevent Sindlinger and ultimately bringing Radox into the measurement field; (2) that Hooper was involved in fraudulently filing patent applications for the purpose of gaining unfair advantage with Sindlinger's business; and (3) that Hooper had unlawfully interfered with the business relations of Sindlinger by dissuading investors from investing in the firm and by threatening litigation with Sindlinger and others.

Agreement on the charges to be withdrawn came after a conference Monday among the attorneys representing the three parties in the suit.

WRDW APPOINTS

Headley-Read Effective July 1

WRDW Augusta, Ga., has appointed Headley-Read as its first national representative, effective July 1, according to Ray Ringason, general manager.

Mr. Ringason, treasurer of Radio Augusta Inc., licensee of WRDW, is president-elect of the Georgia chapter of Broadcasters.

Mr. Ayers is WRDW sales director. Other officers of Radio Augusta are: Ernest D. Black, president; Allen M. Woodall, vice president; Emett McKenzie, vice president; and Charles W. Pritiman, secretary.

Radio Augusta's officers also are interested in the operation of WDOK Columbia, Ga., WBBML Macon, Ga., and WCOS Columbus, S. C.

CITES SHEPARD

NAB Board Pays Tribute

RESOLUTION paying tribute to John Shepard 3d, Yankee Network founder who died June 11 [BROADCASTING, June 19] was adopted last Tuesday at the opening session of the NAB Board of Directors in Washington. The resolution follows:

"Whereas this board has learned with deep regret of the death of John Shepard 3d, and whereas Mr. Shepard was a pioneer among radio broadcasters in this nation who, with courageous foresight and devotion, took broadcasting as a leader in the development of this medium.

"And whereas his leadership and his devotion were reflected in his unselfish service as a committeeman and board member of the NAB.

"And whereas his departure from our ranks represents a grievous loss in friendship and service to the members of the broadcasting profession, the members hereby adopt this memorial to Shepard, a tribute to his memory, to his unselfish devotion, to his selfless and generous broadcaster; and that said suit be referred to the members of the family of John Shepard 3d with this board's sincere condolences in the time of their sad loss.

FAMILY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas in TOPEKA

BROADCASTING • Telecasting

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Radio Outpulls Papers
(Continued from page 26)
Radio 61%; newspaper 7%; both 16%; other 16%.
Combined totals for the three
test areas:
% Traffic—Radio 43.5%; newspaper 14.6%; both 9.1% other 32.7%.
% Traffic Purchasing Radio 61.5%; newspaper 70.8%; both 93.3%; other 45.3%; total 63.6%.
From these figures, ARBI found that using the total traffic (105 customers) who purchased articles as the constant, the purchasing percentages would be: Radio 40.7%; newspaper 16.2%; both 13.9%; other 23.9%.
Another series of tests was conducted in five Safeway Stores in Butte, all featuring the same test items during a five-day period. Summary of combined totals for the test areas follows:
% Traffic—Radio 23.5%; newspaper 14.5%; both 4.1%; other 57.3%.
% Traffic Purchasing Radio 99.3%; newspaper 98.9%; both 100%; other 99.1%; total 99.1%.
% Dollar Value of Purchases—Radio 25.3%; newspaper 16.5%; both 9.2%; other 59.1%.
Ten surveys were conducted in department, apparel, furniture, and appliance stores in Missoula, Helena, Bozeman, Great Falls, and Spokane. Summary of combined totals for the surveys follows:
% Traffic—Radio 32.2%; newspaper 23.2%; both 9.7%; other 31.9%.
% Traffic Purchasing Test Merchandise—Radio 64%; newspaper 65.9%; both 68.5%; other 48.5%; total 57.6%.
ARBI pointed out that using the total traffic (568) as the constant, the purchasing percentages by media would be: Radio 39.1%; newspaper 26.5%; both 22.5%; other 25.5%. ARBI adds that this method of tabulating (purchases of test items only) ignores the complete pulling power of advertising since it does not take into account other purchases of such advertising may have stimulated.
The ARBI booklet summarizes two surveys, one in Portland one in Butte, which it described as "not acceptable." In a test at Roberts Brothers, Portland, radio's pull was double that of newspapers but the results were not deemed acceptable because investment in radio and newspaper advertising was not equal ($248.40 in newspapers vs. $56.00 in radio). The results were not given for a test of Howard's in Butte, because of insufficient response ascribed to severe winter weather.
Concluding, the ARBI booklet claims that for the same number of advertising dollars the XL stations, in 92.9% of the accepted tests, preferred for radio, with 17 partners participating more traffic, which meant more sales.

Strikers at Work
NEW YORK Newspaper Workers last week closed their Monday - Saturday quarter hour series on WLIB New York for a unique news program produced by striking newspaper workers. It is the first in a series of programs by the New York World Telegram & Sun. The show, aired 6:45-7 p.m., began Friday. Guild members would buy the World Telegram & Sun to suspend publication, are continuing to cover their usual news beats and make reports on the guild-supported program, which is called Seven-Star-Final.

Racing Data
(Continued from page 24)
Involving request by Arthur B. McBride for transfer of WMIE Miami, Fla., from Lincoln Operating Corp., to Columbia Broadcasting Co., of which he is co-owner [Broadcasting, June 12]. Chairman Coy told him the case is "in abeyance," but that the record still is open for depositions from Cleveland, Ohio.
Mr. McBride formerly held interest in Continental Press, which he organized and which now is owned by his son, Edward J. McBride.
Before the hearing got underway, Chairman Kefauver explained that originally his committee had asked Attorney General Howard McGrath and FBI Director J. Edgar Hoover to open the public hearings last week but that both felt they could contribute more to the committee at a later date. They are slated to appear this week, probably Tuesday or Wednesday.
The Attorney General was asked to testify on "day-to-day news dilemmas," on which his office has been assimilating replies. Mr. McGrath replied he had drawn no conclusions.
Mr. Coy asked that his statement before the Senate Commerce Committee, which held extensive hearings on the Justice bill (S 3385) to help organize interstate gambling information [Broadcasting, April 24, 17, 19], be inserted in the record for the Crime Committee.

Compromise Bill
The Senate Commerce bill, reported to the Senate where it now awaits consideration, is a compromise of the Justice bill and FCC plan. It would ban transmission of gambling data (bets, odds, wagers, scratches, etc.) before races but permit radio-TV coverage during and after the event.
Also to sit in during the hearing were Rudolph Halley, chief investigator, and member of the law firm of Fulton, Halley, and George; S. Roberts, appointed general counsel, for the committee. Hearings also were held Friday and continued to this week.
Mr. Robinson formerly was special assistant to the Attorney General and was chief counsel in the Federal Grand Jury probe of the Annenberg wire and race services in Chicago.

DEADLINE for scripts in One World radio prize contest extended from June 15 to July 15. Winners to receive all expenses to the one World meeting in August at San Remo, Italy.

TAX BILL ACTION

MOVING with unprecedented speed, tentatively set for early August, House Administration leaders last week whipped the omnibus tax bill floor where action is expected this week.

The 1950 revenue bill encompassed most of the provisions of the arts, among them one to tax profitmaking enterprises — including radio stations — of educational and charitable organizations [Broadcasting, June 12].

Administration leaders hope to present the package, formally introduced as a bill last Thursday by Rep. Robert L. Doughton (D-N.C.), for concurrence by the House today and possible vote Wednesday. The bill was offered by Rep. Doughton following extensive study and hearings by the House Ways & Means Committee, of which he is chairman.

The giant bill, which comprises cuts in certain excises and increases in certain corporate taxes, would over-tax the manufacturers' tax on radio receiving sets in effect since 1941.

No TV Set Tax
No tax would be levied, however, on television sets at the manufacturers' point as advocated early this year by Treasury Secretary John Snyder. The committee held hearings on the Administration's proposal to impose a 10% levy on TV sets, but rejected it following militant opposition from Radio & Television Mfrs. Ass'n. and a number of individual firms.

The committee voted, however, to keep the tax on radio, to be imposed on "unrelated active business income" of educational, charitable, labor, agricultural, religious organizations would be exempt from the proposed tax to be imposed on "unrelated active business income" of educational, charitable, labor, agricultural, religious organizations would be exempt from the proposed tax as advocated early this year by Treasury Secretary John Snyder. The committee held hearings on the Administration's proposal to impose a 10% levy on TV sets, but rejected it following militant opposition from Radio & Television Mfrs. Ass'n. and a number of individual firms.

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SHIFTING OWNERS
FCC Okay 3 Don Lee Changes

WHAT appeared to be a record of some sort was set by FCC last week when it approved at one sitting, three different transfers of the same radio property. The property was the Don Lee Broadcasting System's owned stations, and the transfers were all "involuntary." The first application, filed June 18, 1945, was for transfer to Thomas S. Lee, sole beneficiary of his father, Donald M. Lee; the second, filed Dec. 13, 1948, was for transfer from Thomas S. Lee to Lewis Allen Weiss and Willett papers, and Section 5 on KXLY by the committee as reported to the House floor call for reduction on musical instruments from 10% to 5%; on domestic telegraph, cable or radio dispatch, 25% to 10%, and no change on the latter's international use from the present 10%.

Religious organizations would be exempt from the proposed tax to be imposed on "unrelated active business income" of educational, charitable, labor, agricultural, religious organizations would be exempt from the proposed tax as advocated early this year by Treasury Secretary John Snyder. The committee held hearings on the Administration's proposal to impose a 10% levy on TV sets, but rejected it following militant opposition from Radio & Television Mfrs. Ass'n. and a number of individual firms.

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TELECASTING
A Service of Broadcasting Newsweekly

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Adds sight, sound and action to your story. TV has no equal as a sharp tool for sales. It becomes even sharper when you aim it toward the markets where you need sales—
toward the stations that draw your customers. That's Spot TV for you.

If you want success insurance in big television markets, use any of these big league stations:

- WSB-TV ................ Atlanta
- WBAL-TV ................ Baltimore
- WNAC-TV ................ Boston
- KFI-TV ................ Los Angeles
- WHAS-TV ................ Louisville
- KSTP-TV ................ Minneapolis-St. Paul
- WSM-TV* ................ Nashville
- WTAR-TV ................ Norfolk
- KPHO-TV ................ Phoenix
- WOA-TV ................ San Antonio

*On the air September

REPRESENTED BY
EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA
WKZO-TV opens its inter-city relay for network service the week of July 9, 1950—is now a member of the CBS Basic Network.

A careful dealer-distributor survey showed 57,222 TV sets within 40 miles of WKZO-TV, as of June 1—70,012 sets within 50 miles.
WTOP BUYS WOIC (TV)

APPLICATION for transfer of WOIC (TV) Washington from General Teleradio, subsidiary of R. H. Macy & Co. Inc., to WTOP Inc., controlled by WATV (TV) Post, will be filed with the FCC early this week. The transaction, announced last Tuesday by Theodore C. Streibert, General Teleradio president, and Philip L. Graham, president of WTOP Inc. and publisher of the Post, is understood to involve a figure of approximately $1,250,000.

The joint announcement culminated several weeks of active negotiations. WOIC, affiliated with CBS-TV, will be owned jointly with WTOP, 50,000-w CBS outlet, and WTOP-FM. Upon FCC approval, the television outlet probably will become WTOP-TV. WTOP Inc., is owned 55% by the Post and 45% by CBS.

WOIC, assigned Channel 9 (189-192 mc), began operation in January 1948. It has been operated in conjunction with WOR, WOR-TV and WOR-FM New York under the policy direction of Mr. Streibert and the local management of Eugene S. Thomas, former WOR sales manager. The station is understood to represent an investment in tangible equipment and real estate of more than $1,000,000.

ZIV TV FILMS Announces Sales to Stations

ZIV Television Productions, New York, last week announced the following sales of its programs:

Yesterday's Affairs — WOC-TV Davenport; WNH-TV New Haven, by sponsorship by Whalley Motors Inc.; WSBD-TV Toledo, by sponsorship by Brondes Motors Sales; WTMJ-TV Milwaukee, to be sponsored by Kingsbury Breweries; WGAZ-TV Huntington, W.Va., by sponsorship by Pancake Realty, and to WABD (TV) New York.


The transaction is the fourth involving a TV station since TV's meteoric postwar rise. Other transactions—with newspapers—were the acquisition by WFAA (Dallas News) of KBTX (TV), a new WFAA-TV, and by KPRC (Houston Post) of KLEE-TV, which becomes KPRC-TV. Other sale was the acquisition of KRSC Seattle by KING, that city, with call letter KING-TV.

CBS-WTOP Agreement

John S. Hayes is vice president and general manager of WTOP Inc. While CBS holds a substantial minority interest, Mr. Graham acts as its voting trustee. The Post acquired control of WOIC for $855,470 on Feb. 9, 1949. The application for transfer specified that CBS would lose those assets in the WTOP Inc. treasury toward further expansion and development of operations, including TV. The Post and CBS further agreed to advance additional funds specifically for TV.

No Other Sales

Mr. Streibert, queried by Telecasting, said that General Teleradio for the present will confine its activities to the New York metropolitan area. There is no intention, he said, of disposing of any other radio, TV or FM interests.

“Our plans for intercity expansion went by the boards when the freeze went into effect,” he stated. Immediate effect of the sale of WOIC, he added, “will be to take a little loss off our shoulders.” Mr. Streibert, who also is chairman of the board of directors of Mutual, said that the network necessarily is holding its TV plans in abeyance until the end of the freeze. WTOP Inc. has had pending before the FCC a petition for Channel 12—one of the many caught in the TV freeze. That petition presumably will be withdrawn coincident with the filing of the WOIC transfer application.

The formal application for transfer is being drafted by L. D. Zias, Young & Jansky for WTOP Inc.

It was presumed that most of the personnel of WOIC would be absorbed in the WTOP organization. Whether Mr. Thomas, a veteran 15-year man in the WOR organization, would continue with the Washington operation or return to New York was not resolved last week.

NBC-TV SAT. NIGHT

FCC DISCLOSED last week that it had dropped its investigation of NBC-TV's 24-hour Saturday Night Revue, reporting the network had eliminated details which were inconsistent with the Commission's network regulations.

In a letter to Allen B. DuMont Labs, whose complaint touched off the inquiry (Telecasting, Jan. 9), FCC said it "believes that compliance with its rules and regulations has been achieved, and no further action need be taken at this time in this matter."

But the Commission warned: “However, a recurrence of these practices which were found to be inconsistent with the regulations, or the institution of similar practices, would be dealt with in the light of the past conduct and the clarification of the applicability of the rules resulting from the developments in this matter.”

FCC reported simultaneously that it had granted regular license renewals to “stations which had been on temporary license solely because of their acceptance of NBC's original offer.” These were: WISN Milwaukee, WMNN Grand Rapids, WTVI and WJW-DJ, all renewed to May 1, 1950.

Further, FCC cited violations. FCC held at the time that NBC's first offer to affiliates and also a second one violated the network rules, holding that in effect the stations which accepted them gave NBC an option on station time without NBC being similarly bound at the same time (Telecasting, Feb. 20). That option, FCC said, violated the rules in that it could "be exercised on less than 56 days' notice and [was] exclusive as against other networks."

The Commission also found other "objectionable" features in the original plan, pointing out that purchase of time for resale to unidentified advertisers—the sponsors had not then been signed—"raises serious problems."

Subsequent modifications in the plan, however, satisfied FCC's objections. The Commission's letter to DuMont noted:

"As a result of these changes, NBC has been operating the program on conditions under which the individual stations are informed in advance of the nature of the program and sponsors, and may accept or reject separate segments of one-half hour with the filing of financial statement accruing from a rejection of one or more such segments. These conditions for the sales of time appear to obviate the Commission's objections to the previous arrangements, to the extent that they resulted in options of time to NBC on terms inconsistent with Sec. 3.104 of the Chain Broadcasting Regulation which is the diminution of licensee responsibility.

The number of stations carrying the Revue, which is now in summer hiatus but due to return next fall, has varied. The largest number taking any half-hour segment was 22 interconnected stations and 20 on kinescope. Commercially, authorities say a sell-out is assured.

FCC Drops Probe

The number of stations carrying the Revue, which is now in summer hiatus but due to return next fall, has varied. The largest number taking any half-hour segment was 22 interconnected stations and 20 on kinescope. Commercially, authorities say a sell-out is assured.
CHICAGO's divorce total for 1949 is two less than it would have been because of television.

This is the claim of a South Side minister, who advises battling spouses to watch Clint and Jeanne Youle, "the ideal couple" on The Weatherman show. Their daily spats and subsequent adjustments, sandwiched between commercials and chitchat on the weather, are responsible for at least two couples giving up divorce plans, the cleric maintains.

Young Clint and Jeanne (33 and 31) typify a suburban-married couple for WNBQ (NBC) televisioners, who hear mentions of Jeanne's new hairdresser, Clint's beaten-up 1929 Cadillac, their daughters' measles and the number of new shoots on a lilac bush in the back yard. These tidbits are incidental to the meat of the 10-minute show five nights weekly. These same tidbits, however, are responsible for more and more sales of Ceresota Flour.

Standard Milling Co., Chicago, which manufactures Ceresota, Aristos and Heckers' Flour, just renewed the show from June 1 for another 13 weeks—the third consecutive 13-week renewal. The Weatherman was sponsored as a test starting last September, and has rolled along casually yet purposefully ever since—selling bags of flour (from 2 to 100-pound sizes) to consumers and retailers alike.

Although Standard Milling has a pretty fair idea of how much additional trading is done across the counter as a result of its entry into video, "sales are not directly measurable," according to P. L. O. Smith, vice president in charge of sales and advertising for the grocery products division. Mr. Smith, who thinks TV is great, has watched a set in his recreation room for more than two years. Five men on his staff are just as TV-conscious.

Mr. Smith admits, however, that Ceresota successfully competes with two other top-brand names in the Chicago area, Pillsbury and Gold Medal, and surpasses grosses of some 23 other brands distributed there. Mr. Smith is convinced that video is a fine advertising medium for consumer package goods. The firm tracks some gain in public acceptance by increased retail and grocery sales, response to self-liquidators and premium offers, fan mail and favorable mentions by store owners.

Difficult to Trace

Any actual increase in sales is "almost impossible" to trace directly to television, because "in the flour business sales can unaccountably soar in areas where no advertising is used and can drop to the bottom of the barrel when we buy three or four media in one locality." Standard is accustomed to this fluctuation, as the grain market is such that package flour prices may change as many as 30 times yearly, Mr. Smith said.

To determine the character of the television audience, Ceresota has offered three self-liquidators in the past few months—an apron, starfish scatter pin and Christmas cards. "We use these premiums only when absolutely necessary, and take them off the show as soon as we've found out what we want to know about reception, coverage and impact. We don't want to spend time or money plugging premiums. It takes away from show content and detracts from the commercial impact," Mr. Smith believes.

Standard Milling, which distributes Ceresota in Ohio, Pennsylvania, Minnesota, Illinois, Wisconsin, Indiana and New England, plans to use more television, but the growth of TV ad budgets will be slow. "Television is going through the same growing pains suffered by radio, which is why we're taking it easy for awhile. Maybe some of the pressure will be off when stations go into daytime programming, and prices will level out. We're only interested in what we can get back for every dollar we spend."

Ceresota Buys

Ceresota bought the show through John W. Shaw agency last fall after The Weatherman had been telecast as a local sustainer.
SLOAN PREDICTS

$1 Billion-Plus TV Sales

OVER $1 billion will be spent by American consumers for some five million TV receivers during 1960, F. M. Sloan, manager of Westinghouse Television and Radio Division, told members of the Westinghouse Agent Distributors Assn., meeting in Hot Springs, Va., last Tuesday. Firm's promotion and sales plans were outlined to management representatives of distributors who gathered to see a display of 10 new TV receivers and seven radios in Westinghouse's new fall line.

With only 24 million of 44 million U. S. families having TV service available, Mr. Sloan stressed importance of a "prompt solution" of problems resulting in the current TV freeze. He said improved programming, better receiver performance, replacement sales and comparatively low saturation in some TV markets "guarantee an even brighter future" for television.

PULITZER SHOW

Sponsor Prospects for TV

SEVERAL advertisers are interested in sponsoring a television series based on material which has won Pulitizer awards, Dean Carl W. Ackerman of the Graduate School of Journalism of Columbia U., told Telecasting last week. The Journalism school, administrated by the University of Missouri, cuts $100,000 for the TV rights to the series, tentatively titled Pulitizer Prize Plays, he said.

Dean Ackerman declined to identify any of the potential sponsors of the Pulitzer video series, which is being handled for the school by William Morris Agency. It is known, however, that Schlitz Brewing Co. of Milwaukee has expressed considerable interest in the program through its agency, Young & Rubicam of Chicago [Broadcasting, May 22], and that the Pulitzer Awards Committee, after serious and lengthy deliberations, has adopted safeguards, the dignity of the awards would not be imperilled by brewery sponsorship.

No Sponsors Yet

No offers have been received for sponsorship of a Pulitzer radio series, Dean Ackerman said. Price of $50,000 is being asked for the radio rights to the Pulitzer material, he stated, pointing out that the Morris agency has received excellent interest from a number of Pulitzer Prize winners to provide material for a year's series of half-hour radio or video shows. No format has been set yet for either a video or a radio series, Dean Ackerman said.

It was pointed out to Dean Ackerman that there was a somewhat ironical aspect of the school's initiative in radio-TV broad cast and the Pulse tone's hue of the suits have consistently rejected all proposals that the awards be expanded to include broadcast as well as printed journalism. But, he added, the school is interested in musical creations. He replied that the idea for a broadcast television series, if it materializes, "is in itself will constitute Pulitzer Prize recognition of television."

Color Deadline

FINAL BLOWS in FCC's hearing on broadcasting color—The proposed findings and conclusions by participants in the lengthy proceeding—are echoing down Commission corridors. Findings are due today (Monday) with July 10 set as deadline for replies, the Commission has announced [Broadcasting May 29]. The Commission’s tentative color decision cite early fall, but FCC Commissioner E. M. Webster last week indicated this may be too optimistic (See story Telecasting p. 6).
COLOR DECISION

Webster Dims Hopes Of Quick Action

POSSIBILITY the color TV decision may take longer than certain predictions optimistically indicate—in view of the "magnitude" of the decision and the press of other "important business of the Commission"—was suggested last Monday by FCC Comr. E. M. Webster.

Addressing the eastern regional convention of the American Taxi-cab Assn. at Atlantic City's Hotel Traymore, Comr. Webster expressed concern over being "forced to devote 90% of my time to problems involving broadcasting and television" when many other policy problems are pending which require careful consideration.

Webster stated he has concluded the way to beat the growing work load will be to delegate specialized responsibility to individual Commissioners or groups of them. He saw FCC's current staff reorganization along functional lines as able to "alleviate the situation, somewhat."

Explaining to the taxicab group that after many months of hearings on color television "we now have the stupendous job of making a decision," Comr. Webster stated:

Decisions of this magnitude are just not made overnight. There are those—and incidentally they do not have any responsibility under the Communications Act—who would have been kind enough to set up a suggested timetable and schedule for the Commission, which, if followed, would mean a decision sometime early this fall. The Commissioner's problem is completely different, and, incidentally, no consideration to the physical capabilities of the individual Commissioners and the Commission as a whole. To do justice to the record, study the matter thoroughly, discuss it among themselves, and render a formal decision. They forget that during all of that time we should also be attending to other important business of the Commission.

WEBSTER TALK

Johnson Mulls Reference

SEN. ED C. JOHNSON (D-Col.) said last Thursday he did not believe Comr. E. M. Webster was "making any commitment" in that portion of his Atlantic City speech dealing with the Commission's proposed color TV timetable (see adjoining story).

The chairman of the radio- minded Senate Interstate Commerce Committee offered the comment in response to speculation that the Commission may have had him in mind when he stated "there are those—and incidentally they do not have any responsibility under the Communications Act—who would have been kind enough to set up a suggested timetable and schedule for the Commission which, if followed, would mean a decision sometime early this fall."

Sen. Johnson pointed out that FCC Chairman Wayne Coy and Comr. George E. Sterling had made "frank statements from the beginning of the color hearings" on FCC's proposed agenda.

Possible schedule for Commission action on the color question and TV allocations had not been cited by Sen. Johnson last May following a meeting with officials of the National Society of Television Producers who had conferred earlier with two Commission members on the FCC timetable [BROADCASTING, May 1].

Comr. Webster had "no comment" to offer his Atlantic City speech, or when he had alluded to Sen. Johnson. "There are people who have made suggestions to me and other Commissioners from time to time," he remarked.

Sen. Johnson added that he has "hopes" the Commission may tackle the clear channel problem before the year's end, as indicated by Comr. Sterling [BROADCASTING, June 19]. He said he realizes, however, that the issue "must be associated with the NARBA problems and tied together in such a way as to render a solution that is twofold."

BROADCASTING • Page 60
COLOR ON COAST
CBS Shoving at Medical Meet

CBS color television will be demonstrated on the West Coast for the first time at the national convention of the American Medical Assn. in San Francisco June 26-29. The colorcasts will be microwaved six miles from the Fort Miley Veterans Administration Hospital to San Francisco's Masonic Temple.

Sixteen receivers will be installed for the demonstration. Smith, Kline & French Labs, Philadelphia pharmaceutical firm, will present the demonstration in cooperation with the Veterans Administration and the Stanford and U. of California medical schools. Dr. Peter Goldman, director of engineering research and development for CBS, will also participate.

AN ESTIMATED $6 million in television billing was sold, or nearly so, by ABC last week.

Eight programs, including one starring Don McNeill who has been signed to a 20-year contract by the network [BROADCASTING, June 19], were involved.

The contract with Mr. McNeill, the toastmaster of the radio show, Breakfast Club, on ABC for the past 17 years, is the longest continuing radio agreement ever signed with a personality. It is effective Jan. 1, 1951, and includes the entire McNeill family—Mr. McNeill; his wife, Kay, and three boys, Tommy, 15; Dennis, 14, and Bob, 9. In addition, the network will get the first option on the boys' services if they decide to follow in their father's footsteps.

The television program will be called The Don McNeill Show and is expected to start next October, on ABC-TV Wednesday nights.

The present sponsors of the Breakfast Club, Swift & Co., Philco Corp., and General Mills, all are currently negotiating for sponsorship of the TV show. Details are expected to be consummated shortly.

Chicago Origination
The newly signed 20 year contract calls for Mr. McNeill to originate his program in Chicago for nine months out of the year, an eight-week vacation annually, two weeks origination in New York and two weeks in various points around the country.

Among the television shows that ABC-TV has already signed up is the Treasury Men In Action, bought by Chrysler Sales Div., the Chrysler Corp., Monday, 8:30 p.m., starting Sept. 11, through McCann-Erickson, New York.

Another is Aerobat Ranch, sponsored by General Shoe Co., Nashville, Saturday, 11:30-12 noon, through Rutherfurd & Ryan, Chicago, starting Aug. 19.

Screen Actors Guild and Reed deodorant's Sugar Bowl with Chico Marx is scheduled to start in October, Thursday, 10:10-11:30 p.m., through Rutherfurd & Ryan, New York [BROADCASTING, June 19, also see page 19].

Ironite Corp. (mangle irons) will sponsor Hollywood Screen Test, starting Oct. 2, Monday, 7:30-8 p.m. Brooke, Smith, French & Dorrance, New York, is the agency [BROADCASTING, June 19].

Three other programs about to be set are Bendix with the John Reed King Show, Wednesday, 7:30-8 p.m.; The Arthur Murray Program, Champagne Cup, Thursday, 8:30-10 p.m., and the Dodge Asta Show slated for Sunday, 7:30-9 p.m.

ABC-TV NEW BUSINESS
Nears $6 Million

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Screen Actors Guild brochure states it wants "an intelligent, honorable settlement of the television dispute," something that National Labor Relations Board may bring about. Obviously, it continues, "there can be no settlement as long as the TVA bloc on the 4-A board seeks to force (its) will on motion picture actors."
TELEVISION costs, already lower per thousand people reached than those of leading national magazines, are continually declining as the TV audience grows.

This is graphically depicted in Television Profile, sick-covered brochure prepared by NBC's TV Sales Planning and Research Dept., "to provide advertisers and their agencies with a convenient, up-to-date report on the latest developments in a rapidly changing medium."

Comparing the cost—time and talent—of a half-hour evening TV program on NBC's 25 interconnected TV stations and that of a black-and-white magazine page, with 15% added for art and mechanical cost, NBC states that as of April 30, 1950, when the 25-station network reached 4,073,100 homes, its cost per thousand views was $3.60 compared with $4.49 for Look, $5.25 for Cosmopolitan, $5.25 for Saturday Evening Post, $5.80 for Life, $7.53 for Woman's Home Companion and $8.66 for American Magazine. In the Los Angeles, San Francisco, and Hollywood, NBC estimates its 25-station TV hookup will reach 5,055,000 homes at a cost of $2.90 per thousand.

In the comparison of network television's cost per thousand with that of leading newspapers in the 25 cities, NBC reports an average for the newspapers of $8.56, compared with the NBC-TV network cost of $3.60 as of April 30.

Circulationwise, the brochure points out, the 1 million TV sets in use as of Jan. 1, 1949, were more than the circulations of Glamour, New Yorker or Fortune; on Jan. 1, 1950, TV's 3,950,000 circulation was greater than that of American Magazine, Cosmopolitan or Time, and by July 1 of this year it will reach 6,400,000, surpassing Life, Ladies Home Journal and Saturday Evening Post.

Looking ahead, NBC predicts that the nation's TV homes will total 8,600,000 by Jan. 1, 1951; 14 million by Jan. 1, 1952, ahead of the circulations of the newspaper supplement magazines American Weekly and This Week; 20 million by Jan. 1, 1953, and 24 million by Jan. 1, 1954.

Cities Survey

The brochure also cites a survey made for RCA by Elmo Roper & Staff in June 1950. By July 1949 in 23 TV cities, which showed that TV families are more prosperous; have more consumer durables such as washing machines, electric refrigerators, telephones, autos and homes of their own; are younger and larger in size than non-TV families, with the median number of persons per family being 3.4 for TV families compared with 2.9 for non-TV families.

The Roper study showed the median number of viewing hours per week per person as 14 hours, 24 minutes, with 6.8% viewing less than 3 hours, 25.9% viewing 3 to 10 hours, 51.1% from 10 to 25 hours and 18.3% more than 25 hours. The average viewers per set from 6 to 11 p.m. was 1.14 men, 1.26 women, 0.94 children—a total average of 3.34 viewers per set.

Three Stations Issue New Rate Cards

NEW RATE CARDS have been announced by three television stations — WBZ-TV Boston, WRGB TV Schenectady and WTVJ TV Miami.

At WBZ-TV an hour of live-studio Class A time (6-11 p.m., Mon.-Fri., 12-11 p.m., Sat. and Sun.) becomes $700 while an all-film telecast in the same period becomes $600 an hour. Twenty-second and one-minute slide or film announcements in Class A time become $125 on July 16 when the NBC rates are effective. Live studio rehearsal charges also are increased and will become $50 per half-hour. Rate protection will be given to Jan. 15, 1951, to present clients providing no lapse in schedule occurs.

On July 1 new rates become effective at WRGB. A base hourly rate of $565 gross will apply during Class A time (6-11 p.m.). Three-fourths of the base rate will apply during Class B time (5-6 p.m., Mon.-Fri., 1-6 p.m., Sat. and Sun.). At all other times half the base rate will apply. Base rate for one-minute announcements, (Continued on Telecasting p. 13)
RESULT STORIES are piling up at WGN-TV!

Here's another you should know about:

A letter from an advertising agency states,

"You might be interested to know that the first week's response of 598 pieces followed by 623 on the second week is the highest mail response reported by any of the 28 stations currently carrying ...(program)...It exceeds the mail count in cities such as New York and Los Angeles both of whom currently have more television sets than Chicago. WGN-TV certainly can take a bow on the strength of its showing so far."

Whatever your business...whether it's cars or cigarettes, sewing machines or soft drinks...your station for results is WGN-TV, Channel 9 in Chicago.
Mr. Hance goes into action with a KSTP-TV film camera as the drama of the Rubin Shetsky murder trial unfolded in Glencoe, Minn.

Mr. Hance, who originally was adjudged guilty of second degree murder, was awarded a new trial several months ago. Telephotographer Dick Hance later was permitted by the judge to shoot films of Mr. Shetsky's appearance on the witness stand.

Portions of Mr. Hance's film work also were used by NBC-TV, which had previously utilized his Winnipeg floods TV film coverage May 7 and 8 on the Camel Television Network. Mr. Hance is northwestern representative for NBC-TV news, and has covered two airplane crashes, the Bistrom brothers manhunt, and "Operation Haylift." Telefoto News is sponsored on KSTP-TV by Cribben & Sexton (Universal gas ranges) Tuesday, at 6:55 p.m.

WRGB (TV) RELAY

FCC Denies Reinstatement

GENERAL ELECTRIC Co.'s WRGB (TV) Schenectady was denied permission last week to reinstate its private microwave relay to New York to pick up baseball telecasts originated by WB 6 (TV) New York. The commission cited GE's statement in January that regular common carrier facilities are available. FCC deleted the relay in February.

GE requested reinstatement of the relay on the grounds that common carrier facilities for single station operation would be prohibitive, but FCC ruled a grant for this reason would "undermine the purpose" behind its policy on intercity TV relays [BROADCASTING, Dec. 26, 1949]. FCC said it believed GE had received ample time to amortize its investment since the relay was operated nearly 2½ years and the equipment before that had been used for developmental work.

PHILCO CAMPAIGN

$25 Million Is Set For 1951 Line

PHILCO CORP., and its dealers will spend approximately $25 million to advertise the company's 1951 line of radios, TV sets, ranges, refrigerators, freezers and air conditioners. H. Carmine, Philco executive vice president, at a Monday news conference, announced the company has introduced its new products to some 6,000 dealers and distributors.

Television will continue as a major medium in Philco's advertising. Mr. Carmine said, with Philco Television Playhouse remaining in its Sunday evening hour on NBC and the company also retaining its local TV shows.

He announced that Philco also has for the first time the Don McNeill TV program planned for the fall in addition to its sponsors: the first 15 minutes of Mr. McNeill's Breakfast Club on ABC's radio network five mornings a week. Magazines, newspapers, billboards and direct mail also will be used, Mr. Carmine said.

Philco's 1951 TV line includes 84 models of 27 models listed for radio receivers.

Orders totaling more than $100 million at factory level were booked by Philco for delivery through the two-day meeting preceding the two-day dealer meeting preceding the dealer sessions, Mr. Carmine reported. The current orders from the company's 1,200 distributors included orders for 349,000 TV sets.

William Balderston, Philco president, told newsmen that with sales of approximately $140 million for the first half of 1950 his company anticipates total sales for the year to reach the $300 million mark, compared with $215 million for last year. Sales of TV sets will account for nearly 50% of this total, he stated.

Sees Million Philcos

Pointing out that Philco has manufactured and sold more than 400,000 TV sets in the past six years, Mr. Balderston estimated that the company will produce and sell more than a million video receivers before the end of the year. He said this year's total of TV sets will account for nearly 50% of total sales.

Answering questions about the probable effect of the inauguration of color TV on the set sale situation, Mr. Balderston said he expects a continuing demand for black-and-white sets for some time to come, particularly if the standards are not overly difficult to call for a compatible color system.

Pressed for an estimate of the cost of the first color receivers, he said the least expensive sets in the color line might well be priced at $850 to $900. These prices will decline with experience and mass production, he said, but he expressed the opinion that color TV will always be 25% more than monochrome receivers.

If color standards are set this fall, as is expected, it will be at least a year and perhaps 18 months or two years before color broad-

full TV course

RCA Equips Music College

TV equipment equaling the amount used by many a commercial station has been shipped by RCA to the College of Music of Cincinnati for use in a four-year course in TV. According to RCA's engineering products department, it is believed the Cincinnati school is the first music educational institution in the country to offer such a course leading to the degree of Bachelor of Fine Arts in Radio Education, RCA said.

The equipment is to be used in TV production, station operation, newscasting, film equipment operation, film production, continuity writing, and the legal aspects of the TV industry. Among items purchased are studio camera chain, 16mm projector, film camera, microphones, soundproof rooms, control panels, transcriptions and rack mounted audio equipment. Installation of equipment is to be ready for the college term beginning in September.

TV UPS FURNITURE SALES

'Greatest Boon' in History, NRF Head Says

About 20,000 buyers attend two day exhibit of furniture and electronics at RCA's Gallaway's on the third floor of the RCA building. These items were manufactured to be used in conjunction with color TV sets.

Value of TV advertising was stressed also by Clark Kelsey, publicity director of the American Furniture Mart, who outlined re- action to Congoleum-Nairn's Gar- roway at Larpe on NBC-TV: "The ads are the signal in the immediate next-day response.

20,000 Buyers Attend

About 20,000 buyers from all over the country are attending the market, which features radio and TV receiver lines of Philco, RCA, Bendix, Westinghouse, Spartron, Air King, Sentinel and Hallcrafters. In addition, allied exhibitors include 4 showing radio benches and stools, 10 showing radio furniture and 30 exhibiting radio and television furniture.

Furniture again this year has been designed to make the living room a viewing area with turnabout sofas, chairs, tables, has been used. The bases of these chairs were built deeper to accommodate a TV set on the top, and one table shown has an open well which allows heat from the set to escape without causing the table to die.

Furniture for Howdy Doody fans features a small swivel chair of plastic, a Roy Rogers chrome wagon, Hopalong Cassidy wallpaper and a Lone Ranger jukebox.

Complete new TV lines are being shown by Admiral, Westinghouse and Spartron at the furniture and merchandise marts.
INTERCONNECTION

AT&T Doubts Practicability

ADDED doubts that interconnection of Western Union and American Telephone and Telegraph Co. intercity TV relay facilities would be technically practical—let alone desirable—were expressed by Bell System officials last week at further FCC hearings on the issue.

Held before FCC Hearing Examiner Elizabeth C. Smith, the further sessions ran Thursday through Friday and were principally devoted to questioning of F. R. MacFarland, program service manager of AT&T's Long Lines Dept., and Frank A. Cowan, engineering chief of the Long Lines Dept., who previously had testified [TELECASTING, June 12, April 24].

It was expected the hearing would be recessed Friday until early July at which time Western Union would give its rebuttal evidence and testimony on how it proposes to divide tariff revenues with AT&T should the Commission allow interconnection.

At the conclusion of this further hearing it is proposed to recall various broadcasters for additional examination on their TV relay needs and views on interconnection. Earlier they generally indicated interconnection would foster rapid growth of TV, with certain exceptions [TELECASTING, May 8].

Mr. MacFarland testified that since September 1949 there has been no need for allocation of service from New York to Philadelphia and from the latter city to Washington. Five southward channels, he said, provide one channel for each of the four TV networks on a monthly basis with one channel left over for occasional use.

Channel Summaries

Two channels northward are allocated, Mr. MacFarland said, and service must be allocated first between Philadelphia and New York because of allocated service from the West. New radio relay facilities between New York and Chicago will relieve this situation when they are put into effect late this summer, he said.

Summaries of network use of the channels in March, April, and May were presented by Mr. MacFarland, who testified the reports showed the second northward channel actually was used on an average of less than one hour daily. He concluded that even though an additional channel was added, good direction between New York and Philadelphia there would be no more usage than at present. Western Union's only existing TV radio relay is between these cities.

Asking by Western Union counsel, William E. Seward, if need for extra channels there existed in June 1948, Mr. MacFarland agreed this was so but explained the need was met with added facilities in latter 1949.

To further questioning, Mr. MacFarland stated the Bell System would have allowed interconnection with Western Union at the time of the need for extra channels but no request for interconnection ever was made. AT&T policy against interconnection with Western Union was made when the Bell Sys-

Floating Action!

for all TV Cameras

"BALANCED" TV TRIPOD
(Pat. Pending)

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:
3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built in spirit level. Telescoping extension pan handle.

Write for further particulars
FCC last week said it still was not convinced that Zenith Radio Corp. did not over-promote its pay-as-you-see television system. Until further information can be supplied, the FCC stated in a letter to Zenith's president, Comdr. Eugene F. McDonald Jr., the hold-up on Zenith's request for an extension of the date on which it had to start Chicago tests on Phonevision will continue (TELECASTING, June 5).

Specific information was lacking, the Commission said, on Zenith's reported contingent credit plan with manufacturers and its stand on encouraging installation of decoder outlets in the manufacturer of TV receivers. Subsequently, FCC asked Zenith for detailed explanations of agreements with manufacturers and its future plans in connection with decoder outlets.

Earlier this month, FCC had instructed Zenith to file a verified statement on its Phonevision promotion after asserting that Comdr. McDonald had solicited manufacturers to start building Phonevision decoder outlets and that advertisements containing this statement "Phonevision will soon be here." In reply, Comdr. McDonald had written FCC that Zenith's letter to manufacturers was "marked confidential and not intended for publication." Letter's purpose, he said, was to suggest outlets be included in TV receivers now so that if and when FCC approves Phonevision, the public would be able to have the necessary decoding unit installed at "great saving." He also denied that Zenith had published or "approved" any advertisements containing the assertion "Phonevision will soon be here."

FCC said:

... The Commission's letter also stated that the Commission believed what a serious question was raised as to whether your actions have been consistent with the conditions imposed on your special temporary authorization. Particularly condition 3 that Zenith avoid action or give impression that Phonevision has been approved or will be authorized on a regular basis or that the authorization constitutes Commission approval of the manufacture or sale of the decoder or transmission principle. The Commission has reviewed carefully your letter of June 2, 1959 ... and it is our opinion that your actions have not been consistent with the condition quoted.

Decoder Issue

In reference to Comdr. McDonald's assertion that his firm suggested the manufacture of decoder outlets in TV sets to protect the public, the FCC said: "This position is not accurate. The situation in case of Phonevision is comparable to the analogous you draw between the manufacture by the manufacturer of hand FM receivers and television receivers with turret tuners which you state are capable of being readily converted to receive UHF transmissions. In the latter two cases, the new or changed service had actually been proposed or authorized by the Commission, while in the case of Phonevision not only has the Commission made no proposal or change in regulations with which you are dealing that is likely to be interpreted as a license to operate, but it has indicated clearly that serious legal and policy questions remain to be resolved."

Emphasizing that the Commission believes any proponent of a new radio service "can best serve the public" in the experimental stage by "exercising restraint" in publishing the service and in advertising, selling or distributing apparatus to be used, FCC's letter warned that actions to the contrary "are liable to defeat your effort by the public in the service," The Commission pointed out it had expressly forbidden promotional activity in the Zenith case.

HAYES FILM FIRM

Claims Low Cost Library

NEW television film distribution plan, described by its originators as the "cheapest cost per minute program plan in the television field," has been announced by Sam Hayes Productions. Hollywood, to be under the new plan, is called "TV Film Thesaurus," stations may be provided with from 39 to 78 weeks of programming under different plans, ranging from 130 minutes to 240 minutes per week. Rates range from 75 cents to $1.75 per minute, based on the number of TV receivers in the market.

Plan calls for cash credits to be applied to future bookings after service is used for a certain period, two showings of films per week and special weekly Monday or late evening programming. The Thesaurus comprises an entire library of 3,600 reels of motion pictures recently acquired from Hollywood Film Enterprises Inc.

RETAILER

Selling Your House

REALTY FIRM SPONSORS PROGRAM ON WWJ-TV

SELLING homes through television, pointed out by three factors appealing entertainment, desirable product, and effective, short forward commercials — is going over in a big way for the C. Brutton Realty Co., Detroit, on its WWJ-TV Detroit program, The George Scotti Show.

With George Scotti, pantomimist and pianist, as star, the quarter-hour program is built on star's general audience appeal. Commercials present a live situation, coordinated with flip cards displaying new and used homes and interiors. Although home-buying is done with more care and caution than buying smaller consumer goods, C. Brutton reports the immediate response has proved astounding. So many calls came in after the first two shows, Mr. Brutton stated, that the firm had to increase its phone lines.

The campaign, stressing the theme, "I'll sell your house through television," was prepared for Brutton Co. by Rex Advertising Co., Detroit.

Instrumental in putting The George Scotti Show on the air were Gabriel Dye, WWJ-TV sales; Jack Trustman, Rex Advertising Co.; Mr. Scotti and C. Brutton, head of the real estate firm.

PHONEVISION

FCC Asks More Data On Promotion

SEENING is believing underlies this hit in radio by PLC Zenith Los Angeles to determine whether Al Jarvis (r), station's disc jockey, is telling the truth in his commercials. Applying test is Sgt. Oak Burger, Los Angeles Police Crime Lab Technician. Mr. Jarvis, station says, comes out with "flying colors" as sincere representative of his sponsor's product, Cook's Early American Wine.

LABOR NETWORK

URGED BY AFL EDITOR

A SUGGESTION that organized labor in 60 large cities file applications with FCC looking toward formation of a labor owned-and-operated television network was advanced last week by an AFL magazine editor.

"Labor can do a pan of a job in the field of TV, just as it has in radio in the... highly successful station, WCFL, in Chicago, operated by the Chicago Federation of Labor, and the recently established network of labor-owned FM stations," according to Bernard Tassler, who identified himself as managing editor of an AFL publication called the American Federationist.

Mr. Tassler announced he will try to enlist the support of M. S. Novik, radio consultant, who has been active in foray of FM laboratory stations. He stated he hopes the AFL and CIO would adopt resolutions along that line at their national conventions.

VIEW COLOR

NAB DIRECTORS SEE TESTS

NAB directors took a look at color television Tuesday noon, opening day of the summer board meeting in Washington. They were luncheon guests of RCA at the Wardman Park Hotel.

Frank M. Russell, NBC Washington vice president and for many years an NAB director, escorted the board members through the WNBW (TV) Wardman Park studios and control room during Detroit. For color program afterward they watched a color program on black-and-white and single-tube color receivers in the NBC Trans-Lux Bldg. studios.

Most of the directors had their first look at color TV. They asked many questions about the RCA system. The program was observed on a 14-inch screen with 117,000 color dots. RCA engineers explained that new tubes would have double the number of dots, with greatly improved definition and fidelity.

TV TRAINING

SCHOOL USES CLOSED CIRCUIT

THE ELECTRONICS INSTITUTE, Detroit television, electronics and radio engineering school, has announced inauguration of a new closed circuit television programs for the purpose of familiarizing advanced engineering students with actual operating technique.

A. B. Thrall, J. W. Head, president of the school, the new program utilizes the school's new television studio which includes three cameras, the programs being fed by coaxial cable to 10 monitor outlets throughout the school. Studio equipment includes three DuMont image orthicon cameras complete with associated electronic and an RCA monochrome camera for test pattern. Advanced engineering students at the school, directed by H. W. Reinholt, television engineering instructor, have constructed some equipment.

Included in the equipment is a distribution amplifier designed by Mr. Reinholt and constructed by the students which supplies composite TV signals, RMA "sync" horizontal and vertical driving pulses, linearity pattern, etc., the signals being fed to the engineering lab. These signals, the school stated, are used for engineering projects and problems.

Retained by TOA

THEATRE OWNERS of America has engaged the engineering consulting engineering firm of Jansky & Bailey to assist in the preparation for the expected forthcoming theatre television hearing before FCC. As Sullivan, TOA executive director, stated Jansky & Bailey will work in cooperation with the association's theatre television committee and Marcum, TOA television counsel, FCC has set no date for the hearing.
Telestatus
(Continued from Telecasting p. 8)
ductions and 20-second station breaks will be $60 for live film. An additional charge of $10 per announcement will be made on live announcements requiring special production. Current advertisers will be protected through Dec. 31. Also on July 1 new rates become effective at WTVJ. A one-hour time in Class A time (6-11 p.m., Mon.-Sat., all day Sun.) becomes $300. In Class B time (all other times) the basic hourly rate will be $225. These rates are for film programs only. Spots, either film or slide, in Class A time become $50 on a one-time basis. Class B spots start at $38. Rate protection will be given current advertisers through Jan. 1, 1951.

Advertist Surveys
Variety Programs
MILTON BERLE'S Texaco Star Theatre was the most heavily re- membered and viewed television variety program in the New York area during April, according to a report released last week by Ad- vertist Research Information. Based on 816 personal interviews in New-York-New Jersey television homes and covers television variety programs. Projecting the sample to the entire number of TV homes in the area, Advertist reports that Texaco Star Theatre was viewed regularly in 921,300 New York area homes in April. Of these viewers, a slight majority were in homes with yearly income of over $5,000. When respondents were asked to name the TV variety program which they considered the family favorite, 25.9% named Texaco Star Theatre; 19.9%, Show of Shows, and 12.5%, Toast of the Town.

Of the two variety shows presented on film—Alain Young and Ed Wynn programs—a majority of respondents said they did not recognize the programs as being on film.

In a question on the content of commercials on favorite variety and dramatic programs, 15.3% of the respondents could adequately describe program commercials but not dramatic programs, Advertist reports. Only 9.7% could describe dramatic program commercials but not variety program commercials.

A majority (81%) of respondents said they liked hour-long variety programs best.

TV Has Little Effect
On Newspaper Circulation
TELEVISION has exerted "negligible" impact on newspaper and magazine circulation, according to a research study prepared by Owen & Chappell, New York advertising agency. The study compared newspaper and magazine circulation in three big television markets, New York, Philadelphia, and Los Angeles, and in eight of the largest non-television cities, Portland, Ore., Denver and Des Moines.

Owen & Chappell found that "over-all the impact of television (on newspaper circulation) is indicated as 'being negligible' and that "there is no evidence that television has played any part in shaping magazine total circulation trends.

Canadian Set Sales
Reach 13,500
SALES OF TV receivers in Canadian border areas continue to boom. By latest official count, 13,500 Canadians had bought TV receivers at an average cost of $400. There are no TV stations in Canada as yet, but viewers in southern Ontario, where most sets are sold, receive U.S. signals by Buffalo, Rochester, Syracuse, Erie, Cleveland, Toledo and Detroit. In the Vancouver area, Canadians can receive KING-5, Seattle.

There are now 13 companies making TV sets in Canada, with production in the first four months of 1950 set at 6,300 sets. Planned production for the year is 31,000 sets. Receivers are now 90% Canadian content. Canadian General Electric is reportedly producing cathode-ray tubes at the rate of 4,000 a month, with about half the output going to the United States.

Summer Affects
Chicago Televiewing
JUNE viewing is as high as that in May for late evening movies and Sunday shows, despite other changes reflecting summer audience patterns, according to a study made by Jay & Graham, Chicago, publisher of Videodex ratings.

Contrasting the top 10 Videodex shows for June and May, the firm discovered that the number of tuned-in sets dropped as much as 20%. Popular early-evening network telecasts "had a very significant decrease in audience," with drama programs suffering most and variety the least, the report shows.

Popular Shows
Among the most-popular features reaching less homes in June were Philco Playhouse, Silver Theatre, Studio One, Kraft Television Theatre, Firestone Theatre, The Goldberg's, Mama and Martin Kane. Movies, however, appeared to hold audiences, especially if the films were top-flight, because they generally are programmed later in the evening, the report shows.

A survey of Chicago viewing found that only one motion picture lost its audience this month, and that was telecast at 8 p.m. Although the initial results of the viewing study were garnered from diaries submitted in the Chicago area only, Jay & Graham reports that the pattern is similar in all other major TV markets on the cable.

June ARB Reports
For N. Y. and Chicago
LATEST report on televising in New York and Chicago released last week by American Research Bureau showed Milicer's Texaco Star Theatre to be the leading program during the check week of June 1 to 8.

Top 10 programs in the two cities were as follows:

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<thead>
<tr>
<th>NEW YORK</th>
<th>CHICAGO</th>
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<tr>
<td>1. Texaco Star Theatre</td>
<td>1. Star Theatre</td>
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<td>2. Toast of the Town</td>
<td>2. Godfrey Friends</td>
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<td>3. Godfrey Friends</td>
<td>3. Talbot Scouts</td>
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<td>4. Talbot Scouts</td>
<td>4. Toast of the Town</td>
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<td>5. Toast of the Town</td>
<td>5. Man Against Crime</td>
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<td>6. Talbot Scouts</td>
<td>6. Man Against Crime</td>
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<td>7. Toast of the Town</td>
<td>7. Talbot Scouts</td>
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<td>8. Talbot Scouts</td>
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<td>10. Talbot Scouts</td>
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Nielsen Rates
May Programs
LEADING television program during first two weeks of May was Texaco Star Theatre, according to report released last week by A. C. Nielsen Co.

Rank order in terms of audience delivered and program popularity as reported by Nielsen follows:

<table>
<thead>
<tr>
<th>Network</th>
<th>Program</th>
<th>Time</th>
<th>Audience</th>
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<tbody>
<tr>
<td>NEW YORK</td>
<td>CHICAGO</td>
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PUBLIC SERVICE
TBA Queries TV Stations
TO AID public service organizations in the preparation of TV material and video broadcasters in getting only material that they can and will use, the public service programming committee of Television Broadcasting Assn. has prepared a questionnaire. It covers the technical and programming specifications of all operating stations, to whom it was sent last week.

TBA anticipates 100% response and it will publish the results.
A contribution from Canada, Gordon Westrich Leyvo was born in 1904 in Montreal. The Westrich was his mother's contribution—her maiden name. He began early schooling in that city he proceeded to line up degrees for himself—a B.A. in Liberal Arts from McGill U. in 1928, and he studied under Stephen Leacock; M.A. the following year from the same school; Bachelor of Economics from Montreal Economics Schools; Sc.D. from Science Research Institute of Canada; LL.B. from the U. of Southern California in 1929. The latter degree resulted when he changed his original plan of becoming a teacher of economics and decided to go into law.

Following completion of his degree in 1929 he opened law offices in Hollywood. Gravitating towards the entertainment industry, he helped organize several motion picture firms, one of which was Republic in 1932. During these years through various contacts he grew familiar with the radio and motion picture industries, the combination of which made him ready for his plunge into television in 1949.

Besides his television activities which keep him traveling from coast to coast, Gordon still finds time to function as a motion picture attorney.

The Gordon Leyvos, she is the former Edith Cole, were married in 1956. They make their home in Beverly Hills with their alliterate trio of Larry, 12; Linda, 8; and Lola, 4.

TV TOPS MOVIES

In National Economy Says Hodgson

In THE four postwar years that represent nearly the entire life-span of television, this young industry has attained a place of greater importance in the national economy than that of the long-established film industry. So stated Richard Hodgson, director of technical operations, TV division, Paramount Pictures Corp., at a meeting of the Allied Theatre Owners of New Jersey in Atlantic City June 16.

"The total investment to date in the television industry," Mr. Hodgson stated, "is estimated at $3,850 million—excluding stations, receivers, transmitting facilities and manufacturing plants—with the rate-of-investment curve steadily upward. This compares with a capital investment figure for the film industry in this country of $2,280 million."

Mr. Hodgson noted that the American public's investment in TV sets alone is greater than the total national investment in theatre properties, adding that "the potential audience served by the two entertainment forces is now almost the same, comparing 12 million theatre seats in 19,000 theatres having a potential turnover of 5½ per day with a 22 million potential home television audience."

Pointing out that "theatres have an opportunity to lead the broadcasting industry in the presentation of color television programs," Mr. Hodgson urged the theatre men not to adopt a system limited to black-and-white reception. He noted that the Paramount system of theatre TV is convertible to color.

Cost of the Paramount and other theatre TV system runs to $25,000 per unit for large theatres seating more than 2,000 people at today's prices, with the possibility that this may come down to perhaps $10,000 in a few years when mass production methods are used. For smaller houses, the price would of course be lower, he said. For local origination, the expenses will have to spend about $50,000 more for remote pickup equipment, Mr. Hodgson said.

In conclusion, Mr. Hodgson warned that "the theatre industry must put its best foot forward in its case before the FCC this year. It can expect well-organized opposition from the consumer carriers to any request for allocation of radio frequencies which will permit the theatre industry an independent action in the distribution of its theatre and television programs. Some of the extravagant and premature claims for theatre television can be made by representatives of the theatre industry itself have already alienated some of the groups which might have been counted on for support."
GOP on The Ball

A POLITICAL party has brought its platform into baseball broadcasting in California and the move, believed to be for the first time, has already paid off, according to John Willis, promotion manager of KTMS Santa Barbara, Calif. The Santa Barbara Republican Central Committee is one of the co-op sponsors of the Santa Barbara Dodgers, California League, broadcasts. In the recent primary, notes Mr. Willis, Republican Gov. Earl Warren and Lt. Gov. Knight carried both Democratic and Republican tickets in the area.

MARQUETTE U.

Radio-TV Institute Set

HIGHLIGHTED by a discussion of radio and television from the viewpoint of the producer, public and educator, second annual radio and television institute at Marquette U., will be held in Milwaukee July 11-18. Scheduled as a special feature of the summer session at Marquette, the institute will be conducted under the direction of Dr. Ella C. Clark, president of the Milwaukee County Radio Council; Joseph Staudacher, director of Marquette U. Radio Workshop, and Rev. Albin S. Dachauer, S. J. Panel composed of representatives of the four major networks will discuss national network programs. Managers of Milwaukee stations will meet during the institute to talk over problems of local shows.

Farm News Reports

FARM market news reports are broadcast regularly by more than half the stations in the populous Northeast, according to the U. S. Dept. of Agriculture. The department's Production and Marketing Administration reports that 58% of the stations responding to a recent survey carry one or more reports on agricultural commodity markets primarily for the benefit of farm listeners.

On All Accounts

(Continued from page 14)

Charles spent five years with Brooke, Smith & French Inc., inching slowly forward to junior accountant executive for such clients as Florist's Telegraph Delivery Assn., Timken Heating and Bendix Home Washer.

Progress was slow, he recalls, so he decided to pursue the freelance route along which he organized and directed five half-hour shows and 20 daily spots for Sam's Inc. over CKLW Windsor-Detroit—about the biggest chunk of retail radio in Detroit at that time.

During this period he returned to teaching—this time, advertising, sales promotion and personnel training—as special instructor at Wayne U., Detroit. In 1939 he married the former Eleanor Steinberg, a schoolteacher herself.

With the advent of World War II Charles enlisted and was assigned to Army ordnance. He entrusted his advertising clients to W. B. Doner, partner of Fink & Doner, Detroit agency. Upon discharge Charles returned to and Mr. Doner's partner leaving for the West Coast. He teamed up with the Doner firm in 1943 and two years later was named executive vice president.

Charles' favorite hobby is advertising advertising clubs on the problem of setting up standards for the advertising profession comparable to qualifications required for other professions.

The Rosens have two boys—Bobby, 4, and Donny, 3—both of whom like to chant competitive commercials at their father around the dinner-table.

KERB DEDICATED

New Texas Station On Air

BARBECUE and a two-hour program highlighted formal dedication ceremonies June 15 for KERB Kermit, Tex., new 1 kw daytime only outlet on 600 kc. Station is licensed to Kermit Broadcasting Co., with George H. Cook, hotel owner, as owner and Lavey Brenner, general manager. Cost of station construction was placed at $65,000.

Mr. Brenner

Congratulations from state officials and from Rep. Ken Regan (D-Tex.) in Congress were received by the station which took the air June 8. Between 150 and 200 people visited its studios at 107 S. Mulberry St. Station plans to stress news, sports and "live" studio shows. Staff includes, in addition to Mr. Brenner, who helped build KRSC-TV Seattle and WHX Cleveland, Clarence Garnes, commercial manager; Charles Van Gundy, program director; and Don Bassman and John Rosenberger, announcer-engineers.

From where I sit—Right in the Middle!

Easy Roberts mowed his lawn early last Saturday. Then he sat on the porch, and watched Handy Peterson cutting his grass.

The Roberts' property and the Peterson's border each other—with no hedge or fence between them. So, when Easy notices Handy had left a strip unmowed along the boundary, he walks over and asks why.

"That's your land," says Handy. "Mine ends here. See, it lines up with that oak tree across the road!" Easy didn't think so, so they went up and down looking for the surveyor's marker. Where did they find it? Right in the middle of their "no man's land"?

Well, they both grin and take turns finishing the job and then retreat to Easy's for a friendly glass of beer together. From where I sit, a little searching around for the truth of the matter often shows that the other fellow is as much right as you are—at which point the whole thing doesn't seem as important anyway.
RECORDING BILL
New Tailoring Promised

SENATE-APPROVED bill involving certain changes in operation of the Joint Recording Facility on Capitol Hill will be altered substantially to resolve objections of Congressional radio correspondents before it meets with approval of the House leadership, it was Learned authoritatively last week.

One provision slated for deletion, it was reported, is that governing Administrator Robert Coar's jurisdiction over making arrangements for "time for radio broadcasts of such recordings" involving interviews with Congressional members.

This section had evoked protests from members of the Radio Correspondents Asen.

Other provisions, which originally were contained in the House legislation passed last August but revised by the Senate, reportedly were slated to be altered. One involves return of the facility to supervision of the House Clerk and Senate Secretary as urged by the House, and another to apply the word "supplemental" to use of the public address system.

The controversial bill is pending before the House Speaker, Sam Rayburn (D-Tex.), who is credited largely with drawing up the House version. It passed the Senate earlier this month at the urging of Senate Majority Leader Scott Lucas (D-Ill.) [BROADCASTING, June 12].

The measure has drawn the criticism of NAB, which set up a "vigilante" committee to study it, as well as of the correspondents' galleries.

 Authorities indicated that the bill would go to conference to resolve the differences on the basis that House leadership would not accept the present version.

Eisele Elected

Karl Eisele of Madison Newspapers Inc. has been elected president of the Advertising Club of Madison, Wis. Other new officers are:

- Eight additional members named to serve on the board of directors are: Arthur Towell, Arthur Towell Agency; Catherine Small, Manchesters Inc.; Robert Jones, Stutz Paint & Varnish Co.; William Everson, Advertising Creations; Hubbard Nickerson, WISC Madison; Howard A. Johnson, WIBA Madison; Jack McDonald, Oscar Mayer Co.; William Cantwell, Cantwell Printing Co.

Issue Newsmen Cards
UNIFORM credential cards are being issued radio newsmen in Southern California in arrangements made between Radio News Club, Hollywood, and sheriffs of 10 Southern California counties. Cards bearing signatures of all the sheriffs will enable newsmen to get on the scene of special events, disasters, etc., without difficulties previously encountered.

CONWAY GRANT
FCC Hears Oral Argument

ORAL ARGUMENT on initial decision to grant AM facilities to Conway Broadcasting Co., Conway, Ark. [BROADCASTING, Feb. 20], was held before the FCC last Monday. Faulkner County Broadcasting Co., which received a denial of its bid for the assignment, 245 w fulltime on 1230 kc, attacked the technical qualifications of Conway Broadcasting.

Leonard M. Root, chief engineer of KSGM Ste. Genevieve, Mo., and partner in Faulkner County Broadcasting, charged the Conway Broadcasting proposal violated FCC's rules on blanketing since the transmitter site is to be on the campus of Arkansas State Teachers College where the proposed granted operates KOWN (FM).

Beloit Taylor, Conway Broadcasting attorney, explained his firm had told FCC it was willing to move the site if necessary. Other partners in Faulkner County Broadcasting are Norbert B. and Elmer L. Donze, brothers, who own KSGM.

FCC FUNDS
Commission Won't Testify

PLAN to invite FCC testimony on the current single-package 1950-51 funds bill was abandoned last week by the Senate Appropriations in the independent offices subcommittee [BROADCASTING, June 13].

Authorities said the Commission had asked for restoration of the House cut from original FCC budget estimates but that the subcommittee is pressing to complete testimony and submit its recommendations to the full committee for report to the Senate for early action. Only a handful of lawmakers appeared to be the Thomas-Taber amendment which would impose 10% cuts on all agency funds.

KCMJ Palm Springs, Calif., joins Southern California Broadcasters Assn. as 47th member.

71% OF ALL AM-FM-TV BROADCASTERS USE ANDREW TRANSMISSION LINES AND FITTINGS

RCA INSTITUTES, INC.
One of the leading and oldest schools of Radio Technology in America; trained Radio and Television technicians to the Broadcast Industry.
Address inquiries to Placement Director RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 41st St, New York 14, N. Y.

Page 72 • June 26, 1950
Women's and children's programming. Experienced in radio and TV. Wrote and acted in own children's shows on commercial and public radio. Worked in commercial copy and public service and dramatic writing. Theatreal and dramatic experience in leading eastern college. Ideas galore for shows ready for airing. Prefer TV. Will work anywhere. Box 409F, BROADCASTING.

Experienced promotion man, presently employed, wishes to devote fulltime to promotion work. Excellent experience, 6 years in news, entertainment, station. Box 458F, BROADCASTING.

Program director—Six years experience, programming, production, sales, announcing, copy and traffic. References and disc on request. Box 522F, BROADCASTING.

Special events director. Able spot, carry out assignments local or area wide. Excellent experience, law degree. References. Box 525F, BROADCASTING.

Midwest stations—Here's your gal! Friday ready to start anytime. Write to Box 577F, BROADCASTING.

Over ten years spent climbing the ladder of the radio business. Now I would like to pass my knowledge on to other "aspiring" disc jockeys. Constructive, hard working man, but all phases of production work. Let's talk. You can be sure you are presently employed. Box 535F, BROADCASTING.

Now taking applications for full proof of performance. Latest in the field. Box 538F, BROADCASTING.

News—thoroughly experienced. Distinctive and strong voice, delightful delivery. Will be available immediately for position news-consumer station, AM or FM. Genuine newsmen can afford top newcomer, editor. Best references. Box 542F, BROADCASTING.

Continuity director, women's broadcast and a library of radio available immediately for position with future. Sensible, sensible experience, including director of civic benefit musical comedies. Many years of work and willing to accept radio or television position that is promising regardless of salary. Box 559F, BROADCASTING.

For Sale

Stations

West south central network outlet in good market can be purchased on basis of three times previous year's net of $40,000, $60,000 cash required. Box 515F, BROADCASTING.

Two extremely desirable stations in areas which will not be troubled by new stations within 3 years. Strong CBS, the other NBC affiliate. One presently grossing $75,000, the other $70,000, equal or better. Excellent location, highly protected and priced right. Harvey Malott Co., Sorrento Blvd, Kansas City, Mo.

Equipment, etc.

Frequency meter, G. H, 720-A, factory overhauled and guaranteed. Box 517F, BROADCASTING.

One distortion and noise meter type WM-71A ($75.00 new). Made by General Radio Co with RCA color signal. Excellent condition. $73.00 FOB. Box 530F, BROADCASTING.

For Sale

Federal field intensity meter, 101-C, new, few hours service, balance $400 C.O.D. Box 548F, BROADCASTING.

26 stations have saved $500,000 by purchasing shortwave, remote pickup equipment. Complete, guaranteed, ready to install as per article in NAB Handbook. Low priced. Write Wood, Granite Grove, KFBC, Cheyenne, Wyoming.

Make offer WM WE 595-1 complete, new. 10 low transmission lines. If you are ununlike H. Edwin Kennedy, WILM, Wilmington, Delaware.


WANTED TO BUY

Stations

Daytimer, preferably within 700 miles radius of Atlanta. Prefer amplifier, RCA turntables, Magnecorder tape recorders. Box 545F, BROADCASTING.

TV station wanted—by financially responsible non-broadcaster. Possibilities more important than location. CASH! Details. Box 560F, BROADCASTING.

Experienced broadcaster will buy a station. Will pay $2500 FOB with $1500 earnest money. Will actively manage station to top profit. Box 565F, BROADCASTING.

Equipment, etc.

Universal, RCA 73-B, recording lathe. Alto 32 watt recording amplifier, RCA turntables, Magnecorder tape recorders. Box 565F, BROADCASTING.

Wanted—used transmitters, transmitter for 50 kw output. Five years experience, overall height 200 feet above base installers, equipped with A-3 lighting. Transmitter should be recent model. Complete description, manufacturer's name, model number, age date last used condition, location, whether available for inspection, price. Box 458F, BROADCASTING.

Western Electric 640A Condenser microphone with or without preamplifier. Send particulars to Pacific Net- work, Inc., 600 Santa Monica Blvd, Hollywood, Calif. Box 566F, BROADCASTING.

Miscellaneous

Davis Frequency Measurement Service—111 S. Commercial, Emporia, Kans. Phone 2700.

Help Wanted

Production-Programming, others

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 high Hoopers; 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 producing strain, we want to talk. If you are looking for financial advancement, future security and the opportunity to associate yourself with a leading, midwestern, network affiliated, 5000 kw station—send us complete details about yourself. Salary, other benefits, degrees, salaries, etc. and attach small photo. Personal interview will be arranged at a later date. All replies will be held in confidence.

BOX 357F, BROADCASTING

Television

Announcers


For Sale

Stations

PRO-FOR-SALE

One of the nation's outstanding stations. One with top audience and profits. For sale. Popular, up-to-date, modern, well known station, housed in well-equipped studio. Write for full details.

Box 388F, BROADCASTING

For Sale

Equipment, etc.

RCA phasing and phasing equipment, complete with 3 line termination units housed in weatherproof stint cabinets. Ready for immediate delivery. Make offer.

BOX 359F, BROADCASTING

WANTED TO BUY

Make me a down payment of $40,000 for the outright purchase of a going and profitable radio station. Or a station with real prospects. If you have been in the radio business many years and are well known throughout the trade as a station owner. Send, cash details for preliminary examination. All replies considered.

BOX 358F, BROADCASTING

FOR SALE

Equipment, etc.

RCA phasing and phasing equipment, complete with 3 line termination units housed in weatherproof stint cabinets. Ready for immediate delivery. Make offer.

ANNOUNCER-program director. Capable, experienced. Good voice, pleasing personality. Reliable family man. Details and disc on request. Box 464F, BROADCASTING.

If there is a station in the midwest who wants with our sincere recommendations, an excellent man in sales or management: Married, children, age early 30's. executive and agency experience. I have just the man for you. Please write or call Will Beale, Walker Co., 347 Madison Ave., N.Y. 3-5335.

For All To Know

PLAY-BY-PLAY broadcasts of U. of Cincinnati football games this fall will be aired on WRIA, Cincinnati, but the sponsor, General Electric Supply Co., that city, elected to use a simulcast recently to reveal the details. "On-the- spot" report of contract-signing was given simultaneously over WKRC-AM-TV. Firm sent telegrams to Black Daylight Television dealers in the area, alerting them to the announcement made by GESCO's district manager, Bill Long. On hand were Joseph Effinger, GE factory representative; Larry Gartman, GE Supply Corp.; Herman Fast, WKRC general manager; Hubbard Wood and Joel Stovall, WKRC; Ed Kennedy, WKRC-TV; Dick Bray, football—or, in George, Sid Gillman, U. of Cincinnati coach; Chic Mileham, U. C. athletic director; Robert Acom, president of Robert Acom Inc., GE Supply Co. agency.

FOR SALE

MAJOR NETWORK AFFILATE

IN PROSPEROUS EASTERN MARKET

This long-established regional station has top audience and is top grosser in its area. It is now operating n a subject owned basis. Physical plant has been geared toward consolidated TV operation under one roof to provide for low-cost construction and fast, pay-as-you-go operation. An opportunity with unusual possibilities. Price $250,000. Financing can be arranged.

BOX 512F, BROADCASTING
STANDARD RADIO Transmission Service, Hollywood, Chicago, N. Y., distributing open-end weather jingles on "bonus" no-cost basis to stations using Standard library. Cover all climate conditions and feature built (Two-Ton) Baker, radio-recording star. Fifteen seconds long, can be sold to local clients.


**Equipment • • •**

 SHALLCROSS Mfg. Co., Collingdale, Pa., announces new multi-purpose transmission test set for efficiency tests on carbon microphones, cathode-magnetic microphones. Features compact, substantial construction and is fully portable firm.

KOTY (TV) Tulsa, Okla., using new electronic optical effects mixing unit, designed by Chief Engineer GEORGE JACOBS, for producing montage effects similar to motion picture camera.

ALLEN B. DUMONT Labs Inc., Clifton, N. J., instrument division announces new cathode-ray oscillograph for impulse-testing high-voltage transformers, insulators, lightning arrestors. Withstands surge potentials of great amplitude, firm says.

RADIO ENGINEERING Labs. Inc., Long Island City, N. Y., introduces new REL Model 685, 50 w, 150 mc FM remote pickup equipment for emergency broadcasts, as well as regular program use.

WXXY Detroit using new William Stancil Hoffman studio type rack; microphone mounted in 12-condenser banks. Same type used by networks for delayed broadcasts, will record up to one hour's tape at 18 inches per second, Chief Engineer CHARLES KOCKER said.

PERCY LEBARON, vice president in charge power tube division Raytheon Mfg. Co., awarded honorary doctor science degree, June 4, U. of Massachusets.


BRAND & MILLEN Ltd., Long Branch, Ohio, signs 10-year agreement with Crosby Div., Aveo Mfg. Corp., to manufacture Crosby TV and radio receivers in Canada.


**Technical • • •**

AL ISBERG, chief engineer KRON-TV San Francisco, elected chairman S. F. Chapter Institute of Radio Engineers for 1951-52. J. R. WHINNERY, associate electrical engineer, University of California, elected vice-chairman; ALLAN R. OGLIVIE, plant manager Remington Co., named secretary-treasurer.

BOB WOLFSKILL, commercial radio monitoring Co., Kansas City, father of girl, Jane Ardis.

LESLIE GRADICK named to engineering staff Van Nostrand Radio Engineering, Atlanta, Ga.

EDWARD T. PFUND Jr., engineering staff WLAW Lawrence, Mass., receives bachelor of science degree in physics, magna cum laude, Tufts College.

REINHARDT SHERFFLING, WBEZ (TV) Chicago engineer, and Dorothy Frieda Isbrandt announce marriage May 27.

GLEN E. WEBSTER to Scott Radio Labs, Chicago, as distribution manager. Was at NBC and Collins Radio Co.

**HEALTH INSURANCE**

**AMA to Buy Radio Time**

TIME will be bought in mid-July on several stations for the American Medical Association's Radio Tire to promote voluntary health insurance and to block socialized medicine [BROADCASTING, June 12]. Tentative list includes all stations of the 20,000 population and over, reports Russel M. Seeds Agency, Chicago, which is handling the radio portion of the nationwide drive which begins May 27. Radio time totaling $300,000 will be purchased.

Number of spots to be allocated per week per station will depend on number of respondents to the drive. Each part of the campaign has not been set yet, but Whitaker & Baxter, public relations firm directing the educational drive, Harry Goldsmith Jr. is Seeds account executive.

**Ad Council Drive**

THE ADVERTISING COUNCIL is reviving its Student Nurse Recruiting Program. Campaign is being prepared by media team of Walter Thompson Co., New York, volunteer agency. Radio campaign will get under way this month. Television is also planned.

**BUSY WEEKEND**

WPTF Speeds News Coverage

NEWS staff at WPTF Albany, N. Y., found itself in a busy weekend beginning June 17 when Gov. Thomas E. Dewey announced he would not be a candidate for re-election. Its instant and complete coverage of the story further proved that radio news can be both speedy and accurate, according to the station.

When Gov. Dewey made the announcement at his news conference Saturday morning, Ed Graham, WPTF's program director, rush-read direct from a telephone booth in the State Capitol via the two-way "beep" telephone instrument. At noon, a roundup of statements by potential candidates to succeed Gov. Dewey was broadcast direct from the booth.

With word of a $400,000 fire at Voorheesville Army Supply Depot, about 10 miles west of Albany, Mr. Graham left the Capitol to cover it. Program Director Howard Maschmenn then rushed to the Capitol to watch for the announcement by Lt. Gov. Joe R. Hanley that he would seek the gubernatorial nomination. And all that day, Mr. Graham had successive interviews with a political correspondent and Gov. Dewey's secretary, were taken by the telephone "beep," as was Mr. Graham's breakfast, later that day, from a building at the scene of the Voorheesville fire. On Monday morning, Mr. Graham rushed to Lake George in time for the official to announce his candidacy for the governorship—again via the telephone.
JOHN SUTHERLAND PRODUCTIONS, Los Angeles, planning 13 half-hour TV films on Mark Twain’s “Adventures of Tom Sawyer and Huckleberry Finn.” Filming to start late this month. Richard Sokolove is associate producer and True Bargman, writer. Seven TV stations have bought or leased Treseli Television Productions, Chicago, Projecta. They are WBNS-TV and WTVN-TV Columbus, WSYR-TV Syracuse, WTV(TV) Bloomington, WICU TV Erie, WLAV-TV Grand Rapids, and WSPD-TV Toledo.


Gale Dorothy Mechanism, Jackson Heights, L. I., N. Y., has prepared film low row TV Attractions show through Animation to help executives interested in visual and sound presentation, for display and sales promotion, see vast range of devices and motions available for animation. Film is available for group viewing by writing maker.

Hollywood Television Film Distributing Co., 724 Santa Monica Blvd., Hollywood, has filed papers to incorporate, naming Jack Schwarz, film producer, as president and Seymour Fisher as vice-president and general sales manager. Current plans call for creation of 12 regional exchanges in major TV markets. Firm aims to provide rental distribution for independent producers who have features available for television use. . . KSD-TV St. Louis, has installed lab for rapid development of films of spot news events, in Post-Diapatch building. Installation provides St. Louis viewers chance to see films of local news events same day they occur.

Harry Lehman, president of Cine-Tel, Hollywood, has been signed by Adjunct General’s Office to produce three 30-minute documentary films for TV on summer encampments of California National Guard. Firm recently completed 20-minute film “Principles of Food Sanitation,” for City Health Department, Los Angeles.

Century Television Productions, subsidiary of Simmel-Meservey Co., Beverly Hills, Calif., has started shooting first of series “Wild Bill Elliott Show.” Film is to be ready for fall showing. Simmel-Meservey, educational film producer, also preparing series of six five-minute films on meal preparation, in collaboration with American Gas Assn. Film aimed for teen-age homemaking students.

Alexander Film Co., Colorado Springs, has announced recent TV commercial productions for 13 organizations, including Carter Carborator Corp., St. Louis, Texas, 12-second station breaks, agency, Oakeigh R. French & Assoc.; Northome Furniture Industry Inc., Dubuque, Iowa, 12 46-second spots on Pfegeast furniture, agency, Paul Winckling, Chicago; Frigidaire Div. General Motors Corp., Detroit, 6 46-second and 6 20-second spots featuring home appliance agency, Foote, Cone & Belding, Detroit; Seiberling Rubber Co., Akron, 13 46-second spots featuring tires, tubes, etc., agency, Meldrum & Fenwirth Inc., Cleveland. In addition to producing TV films, Alexander distributes most of these campaigns for manufacturer.

SET SALES, SERVICE

TBA Hears Jackson’s Views

At A SPECIAL session of Television Broadcasters Assn. held last Tuesday in New York, representatives of New York television stations heard an address by Hugh R. Jackson, president of the Better Business Bureau of New York, outlining a campaign to standardize advertising practices for the sale and servicing of television receivers in the metropolitan area.

Present at the session were: William Hedges, NBC; Clarence Wood, CBS; Robert Morris, ABC; Norman Drescher, DuMont; Osa Freeman, WPTX, Cy Samuelson, WOR-TV, and Will Balthin, executive-secretary of TBA.

ALEXANDER FILM CO.

(producers of short-length films since 1919)

5,000 TOP-QUALITY COMMERCIALS
LOW-COST RENTAL SERVICE
COMPLETE PRODUCTION FACILITIES
FOR ANIMATED AND LIVE ACTION COMMERCIALS

WIRE OR WRITE

COLORADO SPRINGS

ATLAS FILM CORPORATION

ESTABLISHED 1913

CREATORS and PRODUCERS of
TELEVISION COMMERCIALS

1111 SOUTH BOULEVARD
Oak Park, Illinois

CHICAGO: AUSTIN 7-8620

BRAY STUDIOS, INC.

EXCLUSIVE LIBRARY OF FILMS
INCLUDING CARTOONS
FOR TELEVISION AND PRODUCTION SYNDICATION

FOR CATALOGUE
SEND FOR CATALOGUE
729 SEVENTH AVE., NEW YORK, N. Y.

SILENT FILMS SOLD
YEARS OF EXPERIENCE
We co-operate with all or you studio.

SYNCHRO TAPE & FILM SYSTEMS
489 Fifth Ave. New York

MUSIC * NARRATION * EFFECTS

TELEVISION COMMERCIALS

COMPLETE FILM PRODUCTION FOR
TV SPOTS-PROGRAMS
All Production Stages
In Organization
6059 HOLLWOOD BLVD.
HOLLYWOOD 28, CALIF.

TELESCRIPTS

ANIMATED AND LIVE ACTION FILM SPOTS
60-SECOND AND 1 MINUTE
823 VICTOR BUILDING
WASHINGTON, D. C.
STERLING 4660

TELE-TIME

“Your official Television Time”
PRODUCED BY
TELETTE, INC.
342 MADISON AVE.,
NEW YORK 17, NEW YORK

TELECASTING • PAGE 15

VIDEO VARIETIES CORP.

TELEVISION PROGRAM FILMS
TELEVISION COMMERCIALS
BUSINESS MOVIES
SLIDE FILMS

ROYAL APLIN, INC.

140 E. Schantz Ave., Dayton 9, Ohio

GRAY-O’REILLY

COMMERCIAL SPOTS FOR TELEVISION
480 LEXINGTON AVE.
NEW YORK

BROADCASTING • TELECASTING

RKO PATHE, INC.

625 MADISON AVE.
NEW YORK, N. Y.

SARRA, INC.

TELEVISION COMMERCIALS
MOTION PICTURES
SOUND SLIDE FILMS
NEW YORK - CHICAGO

HOLLYWOOD

TELEVISION COMMERCIALS

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TELEVISION COMMERCIALS
MOTION PICTURES
SOUND SLIDE FILMS
NEW YORK - CHICAGO

HOLLYWOOD

CHICAGO: 1111 S. WABASH AVE.
CHICAGO 6, ILL.

TELEVISION COMMERCIALS
MOTION PICTURES
SOUND SLIDE FILMS
NEW YORK - CHICAGO

HOLLYWOOD

ALL PRODUCTIONS AVAILABLE FROM
5000.00

BRAY STUDIOS, INC.

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INCLUDING CARTOONS
FOR TELEVISION AND PRODUCTION SYNDICATION

FOR CATALOGUE
SEND FOR CATALOGUE
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SOUND SLIDE FILMS
NEW YORK - CHICAGO

HOLLYWOOD

TELEVISION COMMERCIALS
MOTION PICTURES
SOUND SLIDE FILMS
NEW YORK - CHICAGO

HOLLYWOOD

ALL PRODUCTIONS AVAILABLE FROM
5000.00
They climbed the world’s tallest tower so you could see farther

Installation of this early NBC television antenna was a job for daring steeplejacks!

No. 6 in a series outlining high points in television history

Photos from the historical collection of RCA

Dwarfed ant-small by their height above Manhattan’s streets, skilled and daring workmen—in 1931—offered New Yorkers a sight just about as exciting as the high-wire act at a circus... but much more significant.

Task of these men, as they clambered about atop the tower of the Empire State Building—1250 feet in the air—was to install an antenna for experimental telecasts from NBC’s first television station. “Why did it have to be so high?” was a question on thousands of watchers’ lips.

As might have been expected, with television an unfamiliar art, the average layman thought of it in relation to radio broadcasts, whose waves he knew could circle the globe. That telecasts were fundamentally limited by the circle of the horizon was little known. The need to go high in order to increase this circle was realized only by scientists, engineers, and technicians.

With its antenna installed, this first NBC experimental television station was able to transmit pictures a distance of about 42 miles, and farther under highly favorable conditions. Receivers dotted around the New York area picked up the first telecasts, providing encouraging and instructive information to be correlated by RCA scientists.

Facts gathered in this period included new data on the behavior of very short waves, as well as how to handle them. New knowledge about interference was learned, including: that most of it was man-made and could be eliminated. Even more important, the early test telecasts proved that RCA’s scientists had surmounted the difficulties attendant on taking apparatus out of the laboratory... and into its sphere of public use!

Other studies undertaken at the time included basic work on the “definition” most suitable for regular commercial telecasts. Definition as coarse as 60-lines was used in very early days. Then came 341-line, and 441, until today’s standard of 525-line definition was finally adopted.

That we may now see sharp, clear pictures on the screens of our home television receivers is in good part the result of experimental work conducted by RCA scientists, and carried out by NBC engineers from their first station in the Empire State Building. A share should also be credited to the steeplejacks who climbed to dizzy heights so that you could see farther!
equipment regularly to assure fidelity transmission in stock for quick delivery.

From microphone input to transmitter output, GATES Radio Company will use this 40kW of performance—all 3992.5 kc wavelength completely free from modulations.

And with optional audio and direction meteri, your set will receive better, even over the most distant stations.

The secretaries—(Continued from page 1)

GREATEST PROFESSIONAL RECORDING VALUE

Finally, a complete studio package.

KIT SA-131

Quality Plus Made on GATES—A Must

Rented

 Granted

FM

Request for

Granted

Than County, Tenn.

Montevallo, Pa.

Atlantic. Iowa

Topeka, Kan.

Cheyenne, Memphis, Tenn.

Arecibo, P.

M"-2766.

WATH-12-KA-12-92.7

Kit

San Francisco,...

Other Professional

GREATEST PROFESSIONAL RECORDING VALUE

Finally, a complete studio package.

KIT SA-131

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Arecibo, P.

"-2766.
June 16 Applications...

June 16 Decisions...

June 19 Applications...

June 19 Decisions...
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1239 Wisconsin Ave., N. W.
Washington, D. C.
ADams 2414
Member AFCCB*

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg.
1407 Pacific Ave.
Washington 4, D. C.
Santa Cruz, Calif.
Member AFCCB*

GEORGE C. DAVIS
501-514 Munsy Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCB*

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG., LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2547
WASHINGTON 4, D. C.
Member AFCCB*

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

RAYMOND M. WILMOTE
1469 CHURCH ST., N. W.
DE 1222
WASHINGTON 5, D. C.

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

McIntosh & Inglis
710 14th St., N. W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCB*

RUSSELL P. MAY
1423 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Republic 3964
Member AFCCB*

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7236

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCB*

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 5, D. C.
MICHIGAN 2261
Member AFCCB*

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas
Seattle, Wash.
1728 Wood St.
4270 W. Ruffner
Member AFCCB*

KEAR & KENNEDY
1703 K ST., N. W.
STERLING 7932
WASHINGTON, D. C.
Member AFCCB*

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCB*

Philip Merryman & Associates
• 114 State Street
• Bridgeport 3, Conn.
• Bridgeport 5-4144
RADIO CONSULTANTS

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851 1833 M STREET, N. W.
Executive 1230 WASHINGTON 6, D. C.

A. R. BILLER
CONSULTING RADIO ENGINEER
4123 Monroe Street
TOLEDO 13, OHIO
Telephone—Kinwood 7631

LYNNE C. SMEBY
“Registered Professional Engineer”
920 13th St., N. W.
EX 8073
WASHINGTON 5, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

SILLIMAN & BARCLAY
1011 New Hampshire Ave. RE. 6646
Washington, D. C.
2915 Red River 2-5055
Austin, Texas

LYNNE C. SMEBY
Radio Engineering Consultant
Executive 5851 1833 M STREET, N. W.
Executive 1230 WASHINGTON 6, D. C.

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
18 Grand St., New Rochelle, N. Y.
New Rochelle 6-1820

Member AFCCB*

June 26, 1950 • Page 75
**Classified Advertisements**

**Payable in Advance—Checks and money orders only.** Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$5 minimum. No checks or money orders accepted for display ads. $12.00 minimum charge for display. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C. BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

### Help Wanted

**Managerial**

Wanted—Manager for 100 watt daytime independent in southern market. Must be a local man with desire to work in a very pleasant atmosphere. Attractive salary plus commission, and opportunity to buy into station, if you produce. Box 497F, BROADCASTING.

**Salemens**

Florida 5600 watt major network affiliate needs good staff announcer with versatile background. $503F, BROADCASTING.

Salemens for one station market of 80,000, Independent near Chicago. Liberal compensation. Box 545F, BROADCASTING.

CBS affiliate in major market is looking for local salesmen. Excellent opportunity for the right man. Send full resume and recent letter to Box 547F, BROADCASTING.

**Experienced**

Experience time salesman with proven records for 5000 dollar salary in Rs 50th year. Liberal guarantee with no charge for expenses. Must be able to make sales equal guarantee. Send photo and details to Station KMLB, Monroe, Louisiana.

**Salesmen-writer wanted.** Emphasis on selling. Market competitive, but good. Salary and commission. PWEF, Sylacauga, Ala., Box 316.


**Announcers**

Announcer-engineer needed immediately. Situations Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$5 minimum. No checks or money orders accepted for display ads. $12.00 minimum charge for display. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C. BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

**Situation Wanted (cont'd)**

**Managerial**

Assistant manager-chemist engineer regional station 10 years experience all phases of broadcasting. Must assume full responsibility for well known and progressive station. Will assume full engineer management position. Excellent opportunity for individual interested in making a permanent contact with a progressive station. Box 589F, BROADCASTING.

**Sportscaster**

Full-time or part-time. Diversified metropolitan experience. Good soccer. Desire change. New opportunity with small family. Box 580F, BROADCASTING.

**Sportscaster, Experienced all sports.** Currently broadcasting baseball. Outstanding recommendations. Box 544F, BROADCASTING.

**Sportscaster, Announcer-Colleged.** Player Background play-by-play, commentary, young, ambitious. Box 580F, BROADCASTING.

**Sportscaster—Announced Metropolitan** are interested in taking a new position. Strong on sportscasting. Free to travel. Box 541F, BROADCASTING.

**Announcers**

**Announcer, former staff 5600 watt VRC affiliate.** Two college years. Produced, sang, emceed amateur shows in Chicago. Promoted to prominent broadcasting school in country. CBS instrumentally recommended. Interested in all offers. Box 420F, BROADCASTING.

**Sportscaster-anouncer.** Experienced all play-by-play sports. University graduation. Photo now. Box 442F, BROADCASTING.

**Solid staff, Thoroughly experienced.** Mature, Specialty news. Available immediately. Box 466F, BROADCASTING.

**Announcer**

Announcer-engineer wanted. Must have job near Philadelphia, Married car. Box 389F, BROADCASTING.

**Engineer—Six years experience FM.** Is interested in top position and will consider possibility of working in any city. Will make changes. Box 507F, BROADCASTING.

**Engineer**

**Broadcasting engineer with veteran staff wanted.** Will travel. Box 518F, BROADCASTING.

**Announsers, former jockeys, producers and script writers.** In beginning or ready to move. Will work anywhere. Box 422F, BROADCASTING.

**Sportscaster—Announced**

Mike Wynn, 2202 New York, all around, console operation, excellent references, phone, collect. Columbia 2-2617.

**Announcer**

Announcer, liberal compensation. Box 388F, BROADCASTING.

**Sportscaster—Announced**

Announcer, excellent experience. Will work part-time in Chicago. Box 563F, BROADCASTING.

**Sportscaster—Announced.** Top notch sports, has worked in big city 50,000-100,000 offers strong local background. Excellent all-around references. Full details. Box 549F, BROADCASTING.

**Sportscaster—Announced**

Young man with a voice looking for old station with money. Object mercenary. Two years staring. Box 589F, BROADCASTING.

**SPORTSCASTER—Announced**


Will you give me my first job in radio? Have 15 years experience. Desired show, announcing-control board. SYLVESTER LEES, 652 E. 153 St., Bronx 5, N. Y.

Sell more with Martin, Very strong news and commercial sell; good narrator and disc. Refer to phone and address. Pennsylvania, Ohio, West Coast. Write Jeff Martin, 235 Broadway, New York 13, N. Y.

**Morning early good announcers and writers.** Practical announcers and writers. Will accept man with experience to staff WBN, School of Radio, 1232-A Oak St., tele- phone 2-2244.

**Announcer**

Announcer, age 22, will travel all round, man good knowledge of hillbilly music, disc jockey, no floater, sales, operate console, manuscript able, immediately, disc on request. Donald Redanz, M. Morris, New York.

**Sportsman**


**Technical**

**Engineers**

Engineer—Nine years experience. Desires position and will consider possibility of working in any city. Will make changes. Box 507F, BROADCASTING.

**Engineer**

Announcer, nine years experience. Desires position and will consider possibility of working in any city. Will make changes. Box 507F, BROADCASTING.
Curb Espionage
(Continued from page 32)

gressional committees are marking time following hearings on probes involving labor and union-American activities.

New evidence has been turned up by the 81st Congress in recent months to substantiate the FBI chief's warnings.

In the wake of demands for intensified top-level loyalty inquiries, at least one radio station already has called for anti-Communist pledges and others presumably may be expected to follow suit. Earle C. Anthony, program manager, KFI-AM-FM-TV Los Angeles, has asked the stations' staff members to sign loyalty oaths [Broadcasting, June 12], thus following the path of Stewart-Warner, Chicago, radio-television and electrical manufacturer, which months ago took similar action in the equipment field.

Additionally, there has been growing concern in the labor union field where the CIO fortnight ago took action to oust American Communications, and other left-wing unions from its ranks. Other unions, notably United Electrical Radio & Machine Workers (CIO), have moved to expunge Communist members from their rolls.

Hearings Concluded

Meanwhile, the House Un-American Activities Committee has concluded hearings on the Mundt-Ferguson-Nixon bill (S 2381) but has taken no action. The Senate Judiciary Committee has approved the upper chamber version, 12-1, and sent it to the Senate where the bill now pend.

The measure seeks to (1) make unlawful a conspiracy "to perform any act which would substantially contribute" to U. S. totalitarian government; (2) require the Communist Party movement to operate in the open; (3) restrict international travel of American Communist members, and (4) deny government employment to American Communist members.

"Communist political and front organizations would be required to register with the U. S. Attorney General in line with requirements governing registration of Republican and Democratic political organizations.

Another bill (S 1832), designed to curb subversive activities among alien and national groups, also is on the Senate's agenda following extensive hearings by a Senate Judiciary immigration and naturalization subcommittee. Committee spokesmen expressed "hope" last week the Senate may take action before Congress adjourns.

Included in the committee's voluminous report, released the past fortnight, is a summary of activities of the Gypsy-American Line which, the committee charged, used two American foreign-language stations to spread Polish Communist propaganda [Broadcasting, Feb. 20, Jan. 9].

Larry E. Kerley, identified as an editorial writer on the New York Daily News and Democra黏 manager, KFI, Los Angeles, has called at least some of the chief's warnings.

The purpose, he stated, was "to get a network for communicating their codes and espionage information." The foundation, he testified, numbered charter members who were "all Communists or Communist fronters."

Mr. Kerley also cited Millard Lampell and Norman Corwin, two writers in United Nations' Radio Division, as having been associated with Communist front organizations, and added that Sam Novick, whom he described as president of the Electronics Corp. of America which made radar equipment for the Navy during the war, and Eric Bernay, identified as president of the Keynote Recording Co., also had been "active in pro-Communist activities for many years."

The foundation and use of foreign-language programs also figured prominently in hearings before the House Un-American Activities Committee. It noted that the Justice Dept. had cited the foundation as subversive and that the foundation had applied unsuccessfully to FCC for an FM license in 1945. It listed Messrs. Corwin and Lampell as among its sponsors.

With respect to foreign-language broadcasts, Matthew Czech, an undercover FBI agent in the Communist Party, testified that he helped prepare scripts for broadcasts on WLOA Braddock, Pa., on behalf of the American Slav Cong. Programs were aired in Polish, Ukranian, Slavic and Croatan.

These claims were revealed in testimony and reports made public the past fortnight by both committees.

RADIO-TV MUST BE ON GUARD

'Red Channels' Warns of Communist Actions

RADIO and television industry leaders must be on guard against Communists and their sympathizers infiltrating the radio, TV and allied fields, Red Channels warned that Communist influence in radio and television, maintains.

The report was released this month by American Business Consultants, New York, who also publishes Consultant's Directory and Monitor, an anti-Communist newsletter. It quotes testimony by J. Edgar Hoover, director of the FBI, before a Congressional joint committee in 1949, that the Communist Party now is concentrating more on radio and television as the media for propaganda rather than on printed media or the moving picture.

"The greater proportion of those in the broadcasting industry are of sturdy mind and sound patriotism," the report says. "Radio-TV has not been an easy place in Communist hands from the beginning, but most of them are being unjustly labelled," it is not too late

"for those of the patriotic and intelligent majority to immediately undertake a suitable counter-attack."

This propaganda is disseminated in a number of ways, the report said. In the past two years Russian espionage agents in touch with Communist organizations and that he was a board member of People's Radio Foundation organizations, in 1944 to comprise "FM stations."

The purpose, he stated, was "to get a network for communicating their codes and espionage information." The foundation, he testified, numbered charter members who were "all Communists or Communist fronters."

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The report charges specifically that the Cominform—or its agents—seek to gain the following in American radio and television: (1) channels, (2) financial support, (3) prestige by association of prominent stars or artists with Communist fronts, (4) increasing domination of the airwaves for use in time of emergency.

"Red Channels" also publishes a list of organizations and organizations associated in some manner with the industry to show a number of people have lent their names—knowingly or unwittingly—to alleged Communist-related organizations.

Earlier this month, KFI-AM-TV Los Angeles instituted what is believed to be the first instance of a broadcast licensee requiring a loyalty oath from station employees [Broadcasting, June 12]. Station management asked all employees, from executive to janitor, to sign an oath disclaiming membership in the Communist Party or subversive groups.

"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 Programs and Announcements in proper sequence—spotlighted by Color. Accommodates 18 or 20 hours daily, 7 days a week. Type or write on quarter hour segment and stationbreak cards, post on board. Simple system, easy to maintain.

COMPACT & ATTRACTIVE
Size, 24"x31½"—exact size for 100% visibility. Precision workmanship. Weight, 9 lbs. Immediate delivery.

FREE DESCRIPTIVE FOLDER WITHOUT OBLIGATION

GRAPHIC SYSTEMS
55 West 42nd St., New York 18
Available!  

Caroline Ellis, talented 15-year veteran radio personality, directs the KMBC-KFRM "Happy Home" women's community program. Caroline Ellis is a wonderful voice and a warm and friendly personality. The program has the highest rating of any woman on the Kansas City Primary Trade area.

Caroline is sponsored by the Celanese Corporation of America, and has just completed a successful campaign in behalf of a regional advertiser, with seasonal benefits.

Contact us, or any Free & Peters "Colonel" on her two availability programs.

**Available Tuesday and Thursday.**

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**FCC Actions**  
(Continued from page 74)

Applications Cont.:  
from 1250 kc 250 w D to 1340 kc 250 w D  
AM—495 kc  
KBFC Clearwater, Fla.—To change studio location from 6131 W. Cermak Rd. to 3300 S. 8th Ave., Chicago.  
AM—1099 kc  
KAUS Austin, Minn.—CF AM station to be increased to 1900 kc 1 kw unl. DA-2 to 100 kc 1 kw DA-N.  

**June 22 Decisions**  
BY COMMISSION EN BANC  
Petition Granted  
KCBS San Jose, Calif.—Granted petition; increased to 1000 kw 5 kw; witheld action on reinstatement of application for CP increase.  
January 20, 1950, application was renewed to increase power 850 kw from 1 to 5 kw, change DA and install trans. to WWV Cleveland parties.

**Hearing Designated**  
WVBK Muskogee, Okla.—Ordered hearing in Washington, D.C. for May 25, 1950, to consider application to increase power 500 kw from 1 to 5 kw, change DA and install trans. to WWV Cleveland parties.

**Modification of CP**  
WMAY Springfield, Ill.—Granted modification of CP to change studio location, and make changes in DA-D; no change in terms.

**FCC Roundup**  
New Grants, Transfers, Changes, Applications

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**Box Score**  
Summary of Authorizations, Stations On the Air, Applications

---

**Docket Actions**  
**OPINIONS AND ORDERS**

North Cambria Beets, Inc., Barnesboro, Pa.—Memorandum order and order dismissed petition of WUPA; granted application of North Cambria Beets, for hearing. Granted North America Beets, Inc. for CP 500 kw 1 kw only on 800 kc, conditions. WYAM does not give primary service to their station.

**FCC Hankink, N.Y.—By memorandum order and opinion modified CP to enable WCKC to employ telecasting antenna daytime subject to proof of

---

**Non Docket Actions**  
**AM GRANTS**

Oskaloosa, Ia.—Oskaloosa Beet Co. granted new station on 740 kc 250 w D.

---

**Juana Applications**  
**FCC Applications**  
**Box Score**  
Summary of Authorizations, Stations On the Air, Applications

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**License for CP**

KVVM College Station, Texas—License to cover CP new AM station.

**Modification of CP**

KWPC-FM Muscatine, Iowa—Mod. CP new FM station for extension of completion of construction.

**License Renewal**

Applications for license renewal were filed by following AM stations...

**APPLICATION RETURNED**

License Renewal

WCHO New Hanover, N.C.—RETURNED application for license renewal.

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**FCC Actions**  
(Continued from page 74)

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**APPLICATION RETURNED**

License Renewal

WCHO New Hanover, N.C.—RETURNED application for license renewal.
KDAL on 24 Hours

KDAL Duluth, Minn., owned and operated by Red River Broadcast-
ing Co., went on a 24-hour daily schedule June 11. Announcer Bob Daniels is handling the CBS out-
put's Duluth area night show. KDAL operated with 5,110.

accounts payable. Mr. Lee has exten-
sive business interests including oil and natural gas; Standard Vee\nAl's; Canning Corp. Vee\nGin Co., 

Raymondville Gin Co., Raymondville.

WFMY granted a 1 day on w 1430. Granted June 22.

WEAT Lake Worth, Fl. - Granted as-
signment of license from Mr. W. J. Virgin, licensee, to Warren H. 

for operation of new Wyokie, stockholder in Wyokie. Mr. Virgin own 25% WLYN Lacomia, N. H. which WLYN is licensed for Islip.

WFYI Gainesville, Fla. - Granted 

interests include 2% Brewey Hotel Corp.

WJRE is assigned 220 w fulltime on 1490. Granted June 22.

WROU-AM-FM Knoxville, Tenn. - 

Granted assignment of licenses from S. E. Adcock /S as Stuart Becht Co., 

licensee, to new firm Mountcastle Becht Co., Inc. Mr. Becht is president and 100% owner of firm.

WFYI Gainesville, Fla. - Granted 

120 w directional. Granted June 22.

WORX-AM-FM. Woonsocket, R. I. - 

Granted license to

Associated Electronics Enterprises, Inc. Mr. N. L. Ward is president.

World Broadcast System, Inc., in addition to WORX-AM-FM 1390, holds a license to a

FM station at Woonsocket which will be岩石

97.9. Principal is in Woonsocket.

WORL-AM-FM Deptford, N. J. - 

Granted license to

33 Deco Publishers, Inc. Mr. R. D. Deco is president.

WFYI Gainesville, Fla. - Granted ap-

lication for transfer of ownership from Andrew P. Palmer, publisher 

of WYLD-AM 1530, to his new firm WYLD Broadcasting Corp., Inc., to licensee of WYLD.

Principals in new firm are Mr. Palmer and director Reubel Realty Co.; Harriett B. Palmer is president and treasurer; Palmer and L. R. Key, Jr., vice president.

WORX-AM-FM Woonsocket, R. I. - 

File transfer bringing change in control of the station. WORX is assigned 250 w fulltime on 1490.

WFYI Gainesville, Fla. - Granted 

license to


WFYI Gainesville, Fla. - Granted 

license to


WORL-AM-FM Deptford, N. J. - 

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WESTERN UNION OFFERS TV TARIFF CHANGES

POSSIBLE completion of TV interconnection hearing before FCC seen by next week, earlier than previously expected, as Western Union offered proposed tariff modifications Friday after finish of A&T cross examination. broadcasters interconnection hearing will be recalled Thursday for conclusion of proceeding [TELECASTING, May 8].

JOHN Col. J. Z. Miller, Western Union director of research, testified that after final ruling on interconnection WU will amend its tariff to (1) drop provision for one-year minimum contract and substitute charge when terminal equipment changes, (2) include provision for occasional or seasonal service and "appropriate rates to be determined later," and (3) furnish one-way charges in addition to present reversible channels offer, also at rate to be determined. He also indicated Western Union will try to meet all other requirements of broadcasters which "may materialize from time to time."

Broadcasters to be recalled include: Adrian Murphy, CBS vice president and general executive; Rodney K. Chipp, director of engineering, DuMont Television Network; Ernest Lee Jabricker Jr., vice president in charge of stations, ABC; William S. Hedges, NBC vice president in charge of integrated services; J. R. Poppele, vice president in charge of engineering, WORAM-TV New York and WOIC (TV) Washington.

ASCAP-TV MEETING

MEETING of TV broadcasters committee Friday in New York with an ASCAP group to continue negotiations on terms of a for license for use of ASCAP music on TV was "amicable but produced little progress," according to one of participants. Counsel Stewart Sprague for broadcasters and Herman Pinkelstein of ASCAP will continue discussions pending another get-together of two committees. (See NAB board page 19).

WMAW REVAMPS GIVEAWAY

WMAW Milwaukee revising format of Lucky Social Security Numbers giveaway after receipt of letter Thursday from Milwaukee District Attorney saying scheme constitutes lottery (see story page 47). Both Appliance Distributors, which began sponsorship last Monday, plans to keep show on air. Agency, H. Ellis Saxton, Milwaukee.

JOHN FOX JOINS AGENCY

JOHN FOX, formerly business manager of sales promotion department of CBS, has joined William Douglas Johnson, New York agency, as director of production.

FCC STAND ON WITNESS HIT

LETTER requesting FCC's reason for supporting its star witness, Clete Roberts, in investigations of news policies of G. A. (Dick) Richards' stations (story page 20), received sent to Commission Friday by Reps. Anthony F. Tauriello (D.-N. Y.), Hugh J. Addonizio (D.-N. J.) and Peter W. Rodino Jr. (D.-N.J.). Mr. Roberts has been subpoenaed by Congressmen for his views on people of Southern Italy [BROADCASTING, June 19; also see story page 61].

INDUSTRIAL LEADERS LAUD RADIO AT KY. MEET

RADIO is "key in revitalized program of industry to tell its story," Louis J. Bowse, managing director of Associated Industries of Ky., declared Friday at closing sessions of Kentucky broadcasters convention (early this month). "Industry long has recognized radio as one of basic techniques of any good public relations program," he said. "We are depending upon radio as medium of communication to get the story of business before public."

Willis Munro, advertising manager of Ashland Oil & Refining Co., one of Kentucky's largest oil operators, lauded broadcasting for its "mighty fine selling job." He asserted impact of a few powerful blows by radio is better than many light taps in other media.

Simultaneously, Ashland Oil announced that beginning July 1, it will sponsor half hour quiz show on 50 Kentucky stations. Program will be devoted to Kentucky's history, geography, sports, literature and music, and will originate in 18 cities. Ashland Oil broadcast 12 quarter-hour programs on 28 stations last year. New show is titled "Knute Kentucky Better and You'll Love Her More."

NEW RTMA COMMITTEE HEADED BY BALCOM

NEW reorganization committee named by Radio-Television Mfrs. Assn. president, R. C. Sprague of Sprague Electric Co., to carry out plan to revamp association, including proposal to retain salaries president. Prompt meeting of group, which replaces committee that expired at recent RTMA convention, asked by President Sprague.


Dr. Baker was appointed chairman of RTMA's Television Committee, succeeding Mr. Balcom. John W. Craig, Crosley Division of Aveo Mfg. Corp., and Raymond C. Cosgrove, RTMA past president, also named to committee.

WGN GETS TV SITE

WGN Chicago late Friday signed an exclusive five-year contract with Chicago Fair officials to operate TV center along lakefront site for three months each summer. Contract signed by WGN President Frank P. Schreiber and Crosby M. Kelly, executive director of fair, which is outgrowth of Railroad Fair of past two years.

SHEA TO CECIL & PRESBREY

DAN E. SHEA, formerly with Lever Brothers and Armour & Co., has joined Cecil & Presbrey, New York, as director of merchandising.

VHF-UHF allocations—in time for "haw" this year, as hoped for. It's doubtful FCC can move that fast.

TWO Dancer-Fitzgerald-Sample accounts, Falstaff Beer and General Mills, understood to be the line network in pro and college football broadcasts on MBS, which will probably be extension of baseball's game of the day idea.

EVEN before NAB members are polled for convention views it's obvious that next meeting will have plenty of workshop programing to spic high-level talks. First scanning of 12 shows include Houston, Miami and Cleveland, but hotel facilities and accessibility are problems. New York, Chicago and Washington still mentioned. When NAB board next meets in mid-November, it's good bet that site will be Sea Island, Ga.

WILLIAM H. WEINTRAUB Co., New York, preparing spot assignment campaign for Fair magazine in both July and August issues.

FCC giving thought to legislation permitting it directly to specify standards for both FM and TV receivers because of serious oscillator interference situation, particularly with respect to CAA's national FM range system. Unless manufacturers come up with "oscillation killer," FCC may go direct to Congress at this session.

RE OSCILLATOR radiation problem, RCA- Victor already has moved to suppress interference through revision of circuitry in its TV receivers. Beginning in September, its new set will use "oscillation killer," and accessibility of "oscillation killer," FCC may go direct to Congress at this session.

WHILE industry committee has had no answer from AFM head, James Petrillo, on request for discussion of terms for TV musical films, general impression is that he does not like flat fee for overall musical film rate and 50% for TV use only any more than committee likes movie scale plus royalty deal. AFM has made with Gene Autry and few others. Committee probably to meet soon to make plans for pressing negotiations with AFM executives.

ORIGINAL plan to keep NAB general manager change to Washington desk likely to be relaxed when membership drive gets under way. It's expected William B. Ryan will take to road for personal selling in major trouble areas, now that board appears convinced head-quarters operation is starting to roll in businesslike manner.

PROSPECTS for House committee action or Senate-passed McFarland Bill (S-1973) to reorganize FCC procedures are brightening Chairman Robert Crosser (D.-Ohio) of House Interstate & Foreign Commerce Committee plans meeting with key committeemen this week on subject of hearings. NAB and net works pushing for action.

CHANGES expected in lineup of Canadian network programs this fall, according to present inquiries and bookings. More daytim programs contemplated on both Trans-Canada and Dominion networks. Important evening commercial programs expected to change times.
FASTEST GROWING TV MARKET

Ownership of TV sets within the WLW-Television area has increased more than 600% in the last year. During a recent four-months' period, growth of set owners more than doubled the national rate—totaling 268,000 (unduplicated) as of June 1st. It's the 2ND LARGEST TV MARKET IN THE MIDWEST ... 6TH LARGEST IN THE NATION.

REACHED MOST EFFECTIVELY

Videodex Reports for May prove that the three micro-wave-linked Crosley Stations—WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus —offer the best method of reaching this important TV market. WLW- Television has an average Share of Audience of 47.5% from 11 A. M. to 11 P. M. seven days a week, as compared to an average of 31.5% for the five other stations located in the WLW-Television area!

AT LOWEST COST

On a cost-per-thousand basis, WLW-Television reaches this large audience at lower cost than any other combination of the eight TV stations located in these three cities. ACT NOW to take advantage of the present low rates. For complete information, contact any of the WLW-TV Sales Offices in New York, Chicago, Hollywood, Cincinnati, Dayton, or Columbus.

ON WLW-TELEVISION...

WLW-T  WLW-D  WLW-C
CINCINNATI  DAYTON  COLUMBUS

Television Service of the Nation's Station • Crosley Broadcasting Corporation
To an account executive with radio budget problems and an ulcer

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

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

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

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

Please ask the Katz man for additional data.