Success story:

A millinery chain operating two ladies' hat stores in Richmond recently started a schedule on WLEE. Six weeks later a friend asked the manager if it was doing him any good. He replied:

"WLEE is doing me so much good that I have cancelled all other forms of advertising."

Local Richmond merchants use WLEE because it brings them quick, profitable results. More and more national advertisers are following their lead. You should hear the whole WLEE story from your Forjoe man. Call him in today.
WHAS-TV soon on the air will be represented nationally by Edward Petry and Company. Petry has represented WHAS since 1933.
Sure, we're proud of our network—
and our home-town record, too!

The shows below—every last one of them—are WFBR home-grown
... conceived and produced in WFBR's big, modern studios. Their
record for longevity, consistent mail pull, high Hoopers—and the
fact that they're darn near always "sold out"—means just one thing:
WFBR is the one Baltimore network station you can depend on to
do a magnificent local job for you!

**MORNING IN MARYLAND:** (6-9 A. M. Monday through Saturday) On the air 19 years. 1027 pieces of mail in September '49. Top Hooper.*

**IT'S FUN TO COOK:** (12:45 P. M. Monday through Friday) On the air 6 years for one sponsor. Specialized appeal—but still #2 Hooper* in 9-station market. 2610 pieces of mail in September '49.

**CLUB 1300:** (1:00-2:00 P. M. Monday through Saturday) On the air 10 years. Sold out. Top Hooper.* 1835 pieces of mail in September '49. Has drawn as high as 8000 pieces in 7 days.

**SHOPPIN' FUN:** (2:00 P. M. Monday through Friday) Top Hooper.* On the air 4 years. Sold out.

**EVERY WOMAN'S HOUR:** (4:30 P. M. Monday through Friday) On the air 11 years. Top rated women's program in Baltimore. Sold out.

**SPORTS PAGE:** (6:15 P.M. Monday through Saturday) 3 years for same sponsor. #2 Hooper.* Drew 46,000 pieces of mail recently for football contest.

**RETURN ENGAGEMENT:** (7:05 P.M. Monday through Friday) The new baby. On the air 3½ months. No Hooper available yet. Not sold out—but going fast. 125 pieces of mail weekly and growing.

*December '48—April '49

AM WFBR FM

THE BALTIMORE STATION WITH 100,000 PLUS

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

THEY'RE OFFERING even money that NBC's proposed 2½-hour Saturday night TV series won't go through as planned. FCC's legal experts feel serious question is raised in informal complaint by rival DuMont Network (story page 58), though they're waiting for NBC's answer before deciding. In any event, there's doubt that NBC will get clearances from 15 affiliates, which is minimum network had set.

MYSTERY and serial program formats would figure prominently in Mutual schedules if those conversations of M-G-M with network looking toward operating and programming arrangements materialize. At least that's indicated by some of those identified with pre- liminary negotiations, which had bogged down but which could be revived at any time. Reports of conversations have covered everything from programming arrangements to full network operation with possible acquisition of some MBS stock and investment of substantial funds toward development by Loew's Inc., M-G-M parent.

PROGRAM PERSONNEL at NBC-WNBT (TV) Chicago talking seriously with Comic- man Fred Allen about Chicago origination for his first television show, expected to begin late this year. Mr. Allen, who has been ill and is making only few radio guest appearances, recently laded publicly division's programs, policies and production.

IF AND when FCC approves sale of WWDC Washington (which would become WOL) to Peoples Broadcasting Corp., there's prospect the station, via WJZ or MBS affiliate, WWDC, which takes over occupancy of present WOL 5 kw assignment on 1260 ke, has notified MBS it will not continue affiliation because it would mean complete change in its program format.

IF NEW WOL, operating on 1450 kc, does affiliate with MBS negotiations probably will be entered with others in Washington area), one problem will be handling of Fulton Lewis Jr.'s nightly commentary. Peoples is owned by Farm Bureau Mutual Automobile Insurance Co. and Mr. Lewis has carried on an uncompromising fight against co-ops. It's indicated that if negotiations with MBS are completed, station will carry Mr. Lewis but answer him within half-hour. Situation would be without precedent in radio programming.

1980 BASEBALL broadcast pact for Wash- ington understood settled last week with WWDC-AM-FM to carry all games of Sena- tors under Chesterfield sponsorship handled through Cunningham & Walsh (formerly Newell-Emmett). Formal announcement due when both Chesterfield AM and TV schedules set. WWDC last year aired night games with WPIK Alexandria, Va., carrying

("BROADCASTING, ")

Upcoming


(Other Upcomings on page 22)

Business Briefly

DOUBLEDAY BUYS • Doubleday & Co. (book publisher), New York, yesterday (Sun- day) started on NBC for 13 weeks Edwin C. Hill narration series, 4:4-15 p.m. and Ideas Untreated, 4:15-4:30 p.m., quiz show with Ben Grauer and Harry Price, Jr., Agency, Huber Hope & Sons, New York.

BISCUIT RENEWAL • National Biscuit Co., New York, renews effective Feb. 7 two MBS daytime shows, Straight Arrow, Tues., Thurs., 5-6:30 p.m. Agency, Mc Cann-Erick- son, New York.

WEED APPOINTED • WNAO Raleigh, N. C., 5 kw 850 kc, and WDUK Durham, N. C. 1 kw 1310 kc, ABC affiliates, name Weed & Co. as exclusive representative, individually and in combination.

AUTOMOTIVE BUDGETS MAY TOTAL $400 MILLION

TOTAL advertising budget of automotive industry may reach $400 million in 1957 judging by plans of leading manufacturers who are in the competitive selling field. Companies using radio and television heavy for 1956 debuts [BROADCASTING, Dec. 19, 194]

Chevrolet Division of General Motors is said to have a $27 million, and dealers expected to bid up present rate more. Chrysler will spend $82 million and Ford will spend $25 million. Smaller manufacturers expected to spend $85 million. United dealers likely to spend at least $200 million.

D-F-S AGAIN RANKS FIRST IN NETWORK BILLINGS

FOR 10th successive year, Dancer-Fitzgerald-Sample, New York, heads list of advertising agencies in gross radio time network expendi- tures during 1949, according to figures released by four networks. Twenty leading agencies in total radio time billing during 1949 as shown by networks were as follows:

Dancer-Fitzgerald-Sample, $18,700,465; BBDO, $11,060,815; Benton & Bowles, $9,733,559; J. Walter Thompson Co., $7,062,852; Young & Rubicam, $6,917,572; Compton Agency, $7,119,301; Blom, $7,659,045; West Advertising, $6,990,440; McCann-Erickson, $6,069,335; Newell-Emmett Co. (now Cunningham & Walsh), $5,993,545; Foote, Cone & Belding, $5,243,270; West Wheelock, $5,046,651; William Esty & Co., $4,021,928; Leo Burnett, $3,541,948; Duane Jones, $3,575,579; John F. Murray, $3,422,255; Rautman & Bryan, $3,417,053; Cecil & Fresnobay, $2,905,382; Knudsen Adv., $2,222,010; Sullivan, Stairer, Colwell & Bates, $2,181,620.

Dancer-Fitzgerald-Sample placed spot radio billing for calendar year 1949 totalling $2,065,000 in addition to above billing.

MURPHY ON NBC'S SPAC

JOHN MURPHY, of Crosley TV station select committee, to represent inter-connex group at NBC's 1959 SPAC meeting Jan. (story page 13).

Bulletin

CBS and Arthur Godfrey Friday concluded long-term agreement under which Mr. Godfrey will continue radio and TV performances on CBS exclusively. Contract length and money involved not announced. Agreement negotiated on Mr. Godfrey's behalf by C. Leo DeOrsey of Washington. James M. Seward, CBS vice president, represented network.

FIVE executives of RCA-Victor Division elected RCA vice presidents at board meeting: Henry G. Baker, general manager, Home Instrument Dept.; John S. Carter, general manager, Tube Dept.; Paul A. Barkmeier, general manager, Record Dept.; Harold R. Maag, western manager, RCA Victor Division. (Continued on page 70)
ANNOUNCES THE APPOINTMENT OF

RA-TEL REPRESENTATIVES, INC.

AS EXCLUSIVE NATIONAL REPRESENTATIVES

EFFECTIVE JANUARY 1, 1950

OFFICES:

NEW YORK, CHICAGO, OKLAHOMA CITY, DALLAS,
ATLANTA, LOS ANGELES, SAN FRANCISCO

FRED R. RIPLEY,
General Manager
WIP produces promotion, too! From a letter written to us by the Gillette Safety Razor Company...

"It is hardly necessary to mention how vastly pleased we are with the very complete promotional job you do for us on the World Series each year. As we have told you before, your aggressive merchandising ranks right up with the very best that we enjoy anywhere in the country." Nice?
Here is confirmation of reliability

WKOW maintains broadcast of football game during powerline failure, with Collins 12Z remote amplifier

Automatic changeover to battery power when the a-c line fails is a standard feature of the Collins 12Z remote amplifier. All concern about powerline fluctuation and noise as well as power failure is eliminated. The 12Z is also the ideal remote unit for locations where a-c power is not readily accessible. Here are additional features:

- Four microphone channels
- Two db per step attenuators
- Monitoring of amplifier or line output
- Ninety decibels gain
- Noise 60 decibels below program level

Now is the time to get your 12Z remote amplifier. It will give your station that necessary security for every sports occasion. Delivery is from stock. Write, wire or phone Department R-1, Collins Radio Company, Cedar Rapids, Iowa.
DEALER DOLDRUMS?

It's pretty hard for your man in Wichita, or Bridgeport, to get steamed up over an ad campaign that takes an impersonal sweep over the whole country.

DIFFERENT WITH SPOT!

You can talk the local man's language, use his name and address, tackle his selling problem. In one market, or fifty, or a hundred. And odds are, you'll save money with harder hitting, personalized Spot.

Try Spot . . . to get your dealers off the bench and into the game. Try Spot on the Petry-represented stations listed here to cure your dealer doldrums.

Any advertiser can—and most advertisers should—use Spot Radio.
HAVE YOU DEALT YOUR DEALERS IN?

In any market you choose you can get that dealer support for the asking

... why not begin by asking about these leading stations . . .

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

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

SPOT RADIO LIST

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<th>Station</th>
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<td>KFH</td>
<td>Wichita</td>
<td>CBS</td>
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Any advertiser can—and most advertisers should—use Spot Radio

BROADCASTING • Telecasting

January 9, 1950 • Page 9
NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND NORTH CAROLINA'S No. 1 SALESMAN IS WPTF NBC AFFILIATE

50,000 WATTS 680 Kc.

* also WPTF-FM *
RALEIGH, North Carolina

National Representative FREE & PETERS INC.
BAB'S FUTURE?

By J. FRANK BEATTY

The future of NAB's new sales-getting machine—Broadcast Advertising Bureau—and possibly the management future of NAB itself will be at stake in a series of exploratory operations starting today (Monday).

First phase of the series will be an unprecedented joint meeting of three new NAB advisory committees. They are the Broadcast Advertising, Radio and Television Committees of BAB's 1948 reorganization project.

With membership just announced last week by NAB President Justin Miller, the committees are the first to be formed under the board's November reorganization plan, which provides for a total of 10 advisory groups (see committee lineup, page 24).

Technically, the tripartite meeting has been called to work out a plan to fit BAB into the new Radio and Television Division setup. These two divisions have been compelled to drift along since their formation last September without the benefit of specific board directive.

Strikes at Foundation

While the announced purpose is to devise a coordination plan, the subject actually is so important that it strikes at the foundations of the NAB reorganization project. Furthermore, it involves the danger of a young revolution among station executives who fear that BAB is about to get a dose of administrative ice water and perhaps a shrunken budget.

BAB is riding high on a wave of popularity that swept all 17 NAB district meetings last autumn. Not in recent history has any single NAB activity been so enthusiastically received. The 17 district directors who led the meetings are acutely aware of BAB's growth. And they recall the convention hall uprising and corridor maneuverings that forced BAB's creation at Chicago last April.

The task struck that BAB has received in its brief but spectacular existence lays the groundwork for membership resentment that is simmering if not boiling. It is mostly confined to private conversations, letters and memos.

If this week's joint meeting at

NAB headquarters produces a co-ordination plan for BAB, the plan will come before a joint Jan. 23-24 meeting of two key board policy bodies, the Structure Committee and the Finance Committee.

Final step—and here the actual decision is slat—will be the board's Feb. 8-10 meeting at Chandler, Ariz., where the reorganization project that started in late 1948 is slated for completion.

Three key figures in this week's tripartite conference will be the chairmen of the new committees. They are William B. Ryan, KFI Los Angeles, Broadcast Advertising Committee; Simon R. Goldman, WJTN Jamestown, N. Y., Radio Committee; Eugene S. Thomas, WOIC (TV) Washington, Television Committee.

Of the three, Mr. Thomas is a board member, having been elected at the board's November meeting when TV first attained the right to directorships. He was chairman of the old NAB Sales Managers Executive Committee, predecessor to the new Broadcast Advertising Committee. Mr. Goldman was chairman of the former Small Market Stations Executive Committee, later a unit of the sales managers group. Mr. Ryan served two terms on the NAB board in the last decade and knows the association's operations.

In all, seven board members are scheduled to take part in the three-committee meeting. Board members on the Broadcast Advertising Committee are Howard Lane, WJJD Chicago, and Frank U. Fletcher, WARL Arlington, Va. Both served on the board's BAB Policy Committee, which directed BAB's course in its formative months and was abolished last November.

A surprise in the announcement (Continued on page 24)

ALL-RADIO FILM

By EDWIN H. JAMES

THE ALL-RADIO promotion film, "Lightning That Talks," which has been in preparation for more than a year, will be given a glittering premiere in New York at the Waldorf-Astoria Hotel March 1.

New York stations, networks and station representatives that have subscribed to the promotional film have guaranteed to contribute a $30,000 budget for the New York showing of the film, it was learned.

The plan for the showing was discussed by the New York committee last Thursday at Broadcast Advertising Bureau headquarters in New York. The committee arranging the New York premiere of the picture is composed of Lewis H. Avery, president of Avery-Knodel, in charge of publicity; Charles Hammond, NBC vice president, in charge of invitations; Maurice Mitchell, director of BAB, in charge of arrangements, and Joseph Creamer, WOR New York promotion manager, in charge of publicity and promotion. Justin Miller, NAB president, will be honorary Chairman of the committee. The active Chairman had not been named as of last Friday morning.

The New York committee is con- (Continued on page 42)
EDGAR T. BELL, former secretary-treasurer and business manager of the Oklahoma Publishing Co. and its radio properties, last Thursday became general manager of KOTOK in his native Oklahoma City, succeeding Robert D. Enoch, who had resigned.

Mr. Bell, a well-known figure in both radio and newspaper circles, is understood to have entered into an agreement with O. L. (Ted) Taylor, president and majority owner of the Oklahoma City ABC regional outlet, whereby he acquires an option for a "substantial interest" to be exercised within one year.

Joining Mr. Bell as sales manager of KOTOK will be E. L. Colburn, formerly of the sales staff of WKY Oklahoma City NBC outlet, who recently resigned as commercial manager of KABC San Antonio.

Under Taylor-Bell direction, it is learned that KOTOK promptly will undertake an expansion program, including new studios and offices.

Mr. Enoch, who had been with the station for nine years under its present and former ownership, has not announced future plans. At 42, he is a 20-year veteran in radio. He is a director of the NAB, representing District 12 (Kan. and Okla.).

Mr. Bell terminated 23 years with the Oklahoma Publishing Co. in mid-1948, disposing of his stock interest in the publishing firm and its then-owned and affiliated stations—WKY, KLZ Denver and KVOR Colorado Springs. Subsequently KLZ and KVOR were sold.

Last year Mr. Bell was associated with Gene Autry, cowboy artist and station owner, in the proposed acquisition of KTXA, San Antonio CBS outlet. The project, however, was dropped because of the Avco rule and the competitive proposal of the San Antonio Express which

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**KOTOK CHANGE**

**Bell as General Manager Prologues Expansion**

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**DCS APPOINTS**

**Names Three Vice Presidents**

THREE officers of Doberty, Cliff
ford & Shenfield Inc., New York,
have been appointed vice presidents.
They are: Samuel L. Frey, who
joined the agency in 1945 and is in
charge of media; Dr. Philip Reich
t, director of the agency's pro-
fessional division in charge of
medical advertising, and Robert E.
Shaw, who joined the agency in
1947 and is art director.

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**HUNT FOODS INC.**

**Plans AM-TV Campaign**

Radio and television will be used to supplement an advertising, mer-
chandising and sales campaign of unprecedented proportions for
Hunt Foods Inc., Los Angeles, dur-
ing 1950, according to Frank Oxarart, national director of ad-
vertising and merchandising.

Mr. Oxxart revealed that pro-
grams are being studied. Selection of
talent and shows on the basis of
audience acceptance and suitability
to promote Hunt products will be
made on completion of tests in Cal-
ifornia, he said. Agency is Young &

---

**RONSON BUDGET**

**'50 Ad Plans Over $2 Million**

The advertising appropriation for 1950 will be the largest in the history of the Ronson Co., Alexander Harris, president of Ronson Art Metal Works Inc., announced at a sales conference of the company last week. The budget will be in excess of the $2 million spent for advertising in 1949.

One of the features of the five-
year sales campaign was the spe-
cial presentation of Ronson's radio and television program, Twenty Questions. Also featured at a dinner
was Johnny Desmond and the Tony Mattola Trio, stars of the Johnny Desmond Show on ABC.

---

**KELLOGG PLANS**

**'New Series on Mutua**'

The KELLOGG Co., Battle Creek,
Mich., will sponsor Mark Fraid, a
comic strip for an eastern
nern test network of 53 MBS sta-
tions, including WOR New York
[CLOSED CIRCUIT, NOV. 21, 1949],
starting Jan. 30, Monday, Wedne-
sday and Friday, 5:30 p.m.

The program is based on a pop-
ular comic strip dealing with forest
conservation. Contract is for 22
weeks. Kenyon & Eckhardt, New-
york, is the agency. Program is
owned and packaged by Rockhill
Radio, New York.

---

**Schlitz NBC Series**

**JOS. SCHLITZ BREWING Co.,
Milwaukee (beer), on Jan. 6 started
coming situation series, The
Hulls of Ivy starring Ronald Col-
man, and NBC iner Banita Huns
on 165 NBC stations, Friday, 8-
3:30 p.m. (EST), with West Coast
repeat, 3:30-4 p.m. (PST). Pack-
gaged by NBC, the series is written
by Morris. Colman was named by
Newman. Nat Wolf is director with
Sam Fuller, producer for Young &
Rubicam Inc., agency servicing the
account. Henry Russell directs the
music and Ken Carpenter an-
nounces.

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**N RDGA MEET**

**Radio-TV in Major Role**

BROADCAST advertising, both ra-
dio and TV, has been assigned a
major role at this week's conven-
tion of the National Retail Dry Goods
Ass'n, Jan. 9-12, at New York's
Hotel Statler.

Commencing Monday (Jan. 10),
Maurice B. Mitchell, director of
Broadcast Advertising Bureau, will
serve as co-moderator of a session
at which retail buyers and sales
men will discuss "How to Put Over
Coordinated Promotion" to store
advertising campaigns involving
more than one medium.

On Monday morning, Mr. Mitch-
el will be joined by Lee Hart
BAB assistant director in charge
of retail activity, for a presenta-
tion of "A Simple Formula for
Buying and Using Radio Time.
At that same session, Arthur M
See, sales promotion manager of
Saks 5th Ave., will make an on-th-
the-spot demonstration of how to
Promote Merchandise on Television,"
while talking about his store's program, Your TV Shopper, on WABD (TV) New
York.

On Monday afternoon, Justin
Miller, senior director, will speak
on "Radio-Television and the 1950
Campaign," at a session on public
relations.
WHAS Louisville, 1-A clear-channel station of the Courier-Journal and Louisville Times, is no longer on the market for sale, it has been announced.

Officials said the station, which had been open to negotiations since FCC vetoed its sale to Crosley Broadcasting Corp. [BROADCASTING, Sept. 26, 1949.] “has been taken off the market” and that “no further bids for its purchase will be entertained.”

The announcement came Dec. 31 from Mark Ethridge, publisher of the Courier-Journal and Times, and Lisle Baker, vice president and general manager of the radio and newspaper operations.

Bids Received
They said two “serious” bids and several inquiries had been received looking toward acquisition of the station. But, they asserted:

The circumstances under which we were willing 16 months ago to sell WHAS have changed entirely. Our own picture is much brighter and so is television’s. Even while negotiations for the sale of the station have been going on, we have been pushing the completion of our television station, as is obvious from the progress on the tower. We expect to be on the air in late February with our own and with the CBS television programs.

Crosley Contract
The reference to their willingness to sell WHAS “16 months ago” related to the date of the sales contract with Crosley. The Avo subsidiary was to pay $1,955,000 for the WHAS-AM-FM-TV properties and lease studios and facilities in the Louisville Times-Courier Journal building for 10 years at $75,000 a year. FCC rejected the proposal on grounds that the overlap between WHAS and Crosley’s 1-A WLW Cincinnati was too great under the Commission’s duopoly ban.

In the FCC’s opinion, WHAS authorities explained the decision to sell was based on expansion of other interests and a desire of the Barry Bingham Family, which owns the newspapers, for “complete financial self-containment.”

One group known to have been negotiating for the Louisville clear-channel station included H. Lee Atlass, vice president of the CBS Central Division; P. K. Wrigley, chewing gum magnate and part owner of WIND Chicago, and Gene Autry, cowboy singer and broadcaster [BROADCASTING, Oct. 17, 1949]. Negotiations were along the lines of the Crosley-WHAS contract.

Fort Industry Withdrawal
At one time the Fort Industry Co., multiple-station operator, and Comedian Bob Hope were competitive with Crosley for the WHAS radio properties, but withdrew their bids before FCC opened its hearing on the proposed Crosley-WHAS transaction. WHAS operates with 50 kw on 540 kc.

BASEBALL RATES

Mr. Fry

Following that he served as eastern sales manager for network radio and television. In July 1948, he was named national director of network radio sales.

Fry to K&E
Takes Executive Duties

GEORGE THOMAS CLARK FRY, who left ABC last fall as national director of network radio sales, has joined Kenyon & Eckhardt, New York, in an executive capacity. Since his discharge from the U. S. Marine Corps in 1945, Mr. Fry was with ABC, first as a member, then as director of its business development department. At that time he served as eastern sales manager for network radio and television.

In July 1948, he was named national director of network radio sales.

WESTERN UNION’S rates and policy for baseball sports service are considered discriminatory by some, but are the result of negotiations between the Western League and press associations.

The initial decision, issued Thursday, would become final and effective in 40 days unless contested. The tariff involved in the hearing was made effective April 19, 1949, and constituted a revision of the earlier tariff so as to incorporate the extra-charge provision for additional stations in a network.

Two types of baseball service are offered: Paragraph 1 service and Paragraph 19 service.

Descriptive Service
Paragraph 1 service is a full descriptive service furnished by direct circuit from the scene of the ballgame to the premises of the subscriber and includes a running account of the game plus other reports as reported by the WU operator at the game. This service has been offered for many years.

Paragraph 19 service is new and involves furnishing in one message at the end of the ballgame a resume of highlights plus a summary of innings, batteries, runs, hits and errors.

The revised tariff expressly permits a subscriber-station to furnish Paragraph 1 reports to other stations in a network on additional charge of $2 per game for additional station over the basic fee. Such extra charge for Paragraph 19 service is $1.

Prior to this revision the tariff made no specific provision for network broadcasting of the sports service reports and the examiner found that Western Union violated the Communications Act by allowing station-subscribers to use the service for networking. No further action was considered needed, however, since the revision of the tariff on the matter was declared unlawful.

The report stated that Western Union in 1948 had knowingly permitted WIND Chicago and its Midwest Baseball Network to air game re-creations based on Paragraph 19 service, although contrary to the then existing tariff, because sponsorship contracts already had been set and Western Union was planning to revise the rate. Paragraph 19 service existed from 1934 to 1948. Western Union did not know the network had so used the service, it was said. WIND had been one of the chief opponents to the charges contained in the tariff.

(Continued on page 18)
IN 1936 a new shortening made its appearance on the market and one year later the product enlisted network radio as its largest single salesman. Skeptics insisted that the new item, Spry, product of Lever Bros., would never crack the comparatively entrenched status of the non-vegetable shortenings. They were even less sanguine about Spry’s ability to buck the other big vegetable variant on the market.

Today, 13 years later, Spry is one of the established products in the field with over a million dollars annually devoted to radio, still its largest single salesman.

Moreover, largely as a result of the spur of Spry’s advertising, the sales of all vegetable shortenings have increased far beyond the speculations of its greatest exponents, and the Lever Bros.’ reports last year listed the sales of Spry as the greatest in history.

The radio history of Spry is in large measure the history of a single show, Aunt Jenny’s Real-Life Stories, on CBS.

For the first year of its existence Lever Bros. employed a national spot campaign, supplemented by newspapers, to introduce the product’s radio spots plugged the slogan, “Try Spry,” and met with such success that the firm plunged into the medium with the network show the next year. “Aunt Jenny” was born full-grown in 1937, a planned brain-child of Lever Bros. and Ruthrauff & Ryan, the agency which today is still handling the show.

At that time, daytime radio fare was limited—quiz and audience participation shows were not known—and the traditionally successful format was that of a serial show. It was decided, however, to experiment with a different kind of daytime program—short, action-packed stories built around true-to-life situations. These five to ten episode stories were to be built about a central character who not only narrated and motivated the dramatic portion of the show but at the same time sold the product. And this Aunt Jenny was born.

Aunt Jenny Well-Known In All Media

From the start Aunt Jenny never has been exploited as a radio performer but rather as a real person with human understanding. She has become a symbol of her product. Her picture, her cooking methods and her national recipes are featured in national magazine and newspaper ads and in all cookbooks distributed by the maker of Spry. Aunt Jenny has become the product’s trademark.

When the program first went on the air in 1937 it was carried on all CBS stations. Today it is heard on 55 stations over the same network.

Public service groups have been quick to recognize and take advantage of the unique relationship that has been fashioned between character and audience. During the war the American Red Cross called on Aunt Jenny to urge the support of her listeners to the service organization. So effective was her urging that the Red Cross was moved to award a special plaque to her in recognition of her accomplishment.

When the Spars and the Waves needed help in recruiting, Aunt Jenny was there with the message. Again certifications of commendation from both these agencies attested to the power of Aunt Jenny to influence audience reaction.

Even a difficult subject such as cancer was treated in a story by Aunt Jenny for the American Cancer Society. Recently Aunt Jenny successfully helped the Girl Scouts recruit new leaders.

During the month of October the case history of an alcoholic’s struggle to overcome his weakness was portrayed on the program. The series was rebroadcast for Alcoholics Anonymous, and copies of the scripts were sent to the AA branches throughout the country. Aunt Jenny worked with the cooperation of the Alcoholic Foundation on that series.

In order to achieve the realism that has caused millions of actual


GEORGE B. SMITH, newly-appointed Spry advertising manager, came to Lever Bros. from Foote, Cone & Belding.

BROADCASTING • Telecasting
Lever Bros’ Shortening Product Blazes a Sales Success Story With Radio

example, if the scene is to be played with an entrance door about 12 feet away, the door is set 12 feet from the microphone. The actor making his entrance actually starts his speech near this door rather than relying on the traditional mechanical "fade in" from the dead side of the mike to the live side.

Talent With Show Since 1937

Another element that gives the program its sense of integration is the fact that all of the talent principles have been with the show since its inception. These include Aunt Jenny, herself as well as Announcer Dan Seymour and Organizer Elsie Thompson.

The relationship between star and announcer is one that is normally achieved only on the expensive night-time comedy shows. Dan Seymour is cast as a visitor in Aunt Jenny’s kitchen, and between them they talk rather than "spel" the commercial, so that it is often difficult to determine where the show leaves off and the commercial begins. This association between

null, account executive, and Wilson Tuttle, vice president in charge of advertising for the agency.

Guiding the fortunes of Aunt Jenny at Lever Bros. are James A. Barnett, vice president in charge of advertising, Michael J. Roche, advertising manager, and George B. Smith, newly appointed Spry advertising manager who moves to Lever from Foote, Cone & Belding.

Nor is Spry without a television history. In fact the product was the second to be advertised on WNBTF (TV) New York in 1941 when it featured an hour long video treatment of the Aunt Jenny program. And starting in November 1943, Spry sponsored a half hour show once a week on WABD (TV) New York for 105 weeks. Currently, together with Lux and Pepsodent, Spry is sponsoring The Clock on WNBTF.

Lauds Radio’s Selling Power

In commenting on the AM medium’s success with the product, Mr. McCarthy observed, “Through radio we urged people to ‘Try Spry,’ through radio we have persuaded people to ‘Buy Spry.’ Radio has sold our product; and we in turn are sold on radio.”

In its extended and enthusiastic use of radio, Spry reflects as a product the established viewpoint of the parent company, Lever Bros., and its president, Charles Luckman, a resounding advocate of radio.

Traditionally in the top five in annual radio billing, Lever spent more than $7 million last year exploiting its products on the air. The first national venture of any of its products into radio occurred somewhat unexpectedly in the mid-1930s when Amos ‘n Andy went on the air for Pepsodent, which later became a division of Lever Bros. The show was on the air for Pepsodent until 1939.

At that time Mr. Luckman, then vice president in charge of sales for Pepsodent, began shopping for a new program. A young fellow named Bob Hope, playing at the time on Broadway in a musical comedy called “Red, Hot and Blue”, was named as a possibility, and Mr. Luckman went to see the show. After the show, Mr. Luckman is reported to have suggested to Bob Hope that he become a more sympathetic character by turning some of the comedy on himself instead of directing it at others in the cast.

Mr. Hope allegedly spurred the suggestion, and went on the air for another sponsor. His success was only moderate and the program went off the air. Mr. Hope then reportedly returned to Mr. Luckman and said, in effect, “What was that you were saying?” The result: Mr. Hope revised his routine and went on the air for Pepsodent on Sept. 27, 1938, to become one of the most successful salesmen in the history of the industry.

Entered Network Radio in 1934

The first network night-time program to take to the air specifically for Lever Bros. was the Lux Radio Theatre in 1934, which established itself almost instantly as a radio model in form and success. In common with all Lever Bros. shows now on the air, the show is still in the top 15 in its Hooper category and is first among the dramatic programs.

With the beginning of 1936, Lever is sponsoring eight network radio shows, and significantly one, Aunt Jenny, is a daytime serial. Lever Bros. was first formed in

Great Britain by William Hesketh Lever, the son of a well-to-do wholesale grocer of Bonton, Lancashire, when he joined his brother in manufacturing soap. Until that
McCONNELL Sees Continued Industry Progress

While television in 1950 will prove to be radio's greatest rival, radio is by no means doomed, in the opinion of Joseph H. McConnell, NBC president, who last week released a year-end statement in which he described NBC's parallel progress in both broadcast media.

"Program wise," Mr. McConnell declared, "radio's contributions to the entertainment of the American people will continue to improve. For the first time since its advent in 1920, broadcasting has a rival in its own domain, and the competition is good for it. Television, which progressed so rapidly in 1949, will, in 1950, far exceed its best previous year.

Pointing out that while in its first four years of life TV has been nurtured and supported largely by radio, Mr. McConnell asserted: "From now on television at NBC will be 'on its own' as a separate and independent organization. It now has its own studios, showmen, engineers, sales force, newsmen, talent scouts and financial set-up.

"Television finds itself in the fact that four of its seven lean years are past. Within the next three years more television stations will move out of the red and into the black. Several video broadcasters already report that they are showing a small profit. "Every year," he continued, "should find an increase in this upward trend, so that by the end of the next decade television will be established on a highly profitable basis. It will be nationwide in scope."

Mr. McConnell went on to outline the history of radio broadcasting which, he said, is not nationwide but world-wide in scope. Sound broadcasting's alliance with science, he said, has made it the backbone of the American radio industry. He credited American advertisers with the success of radio broadcasting.

The new art of television, Mr. McConnell declared, is so fascinating with its double appeal and service of sight and sound that "starry-eyed soothsayers again have rushed to their crystal balls to cast a picture of the future."

"Enchanted by what they have seen," he added, "they have hastily predicted that the future is all television, that 'sound broadcasting' is doomed."

"But consulting the record of invention in the past reveals evidence that these hasty prognosticators may be looking in the dark. The telegraph was not banished by the telephone, wireless has not eliminated the cables, the phonograph was not killed by radio, the movies did not destroy the theatre, nor did any of these forces do away with books, magazines and newspapers. All these still have their place."

"It is well to observe, however," he continued, "that the older inventions that have survived the onslaught of progress have done so because they adapted themselves to new conditions created by science rather than complacently mold and decay with the old. The electronic phonograph in combination with radio is an outstanding example of what happens when an older art or instrument keeps pace with progress. It too advances, gains added appeal and extends its scope of service."

He stressed his belief that sound broadcasting will continue to serve and sell while television continues its development as a parallel industry.

"By no means is radio doomed," he declared. "It began a new half century as an ever-widening horizon for service. Sound accepts the challenges of sight in tandem as well as in 'competition,' as the camera joins with the microphone to advance the art of broadcasting. The microphone will continue to speak the message of its sponsor, while television displays the products and through illustrations adds to the pictorial effectiveness of the spoken word."

ARKANSAS GROUP New Regional Unit Forms

FORMATION of the The Arkansas Group, a new regional and national sales representative organization in the state, has been announced by Frank Browne, general manager of KWFC Hot Springs. While the complete list of stations participating has not yet been released, Mr. Browne, who is general manager of the new group, said the new unit would include stations which pinpoint Arkansas coverage state-wide.

The organization, he said, would make "a consolidated effort to seek increased business and clearance for various other radio services." It "is to act as sales representative for the stations involved, offering agencies the opportunity to buy on a one-time clearance, one affidavit and one billing basis, at a group rate."

A manual is being prepared, Mr. Browne said, to tell the story of the organization and of each individual station. It will contain basic data sheets, market and coverage maps and similar information. Headquarters of the group is P. O. Box 1038, Hot Springs.

FCC Actions

Three new AM stations proposed to be authorized by FCC in formal decisions and four new stations granted in non-hearing cases, two of which were for Hawaii. License of KPAB Honolulu became effective midnight Jan. 31. Details of these and other FCC actions are found in FCC Roundup on page 68 and Action of FCC beginning on page 44.

FCC REVAMP Plans Staff Reorganization

An administration plan to reorganize many of the Government's regulatory commissions was reported in the making last week, but FCC seemed likely to be more affected by one of its own devising.

The Administration's plan apparently would set up most or all regulatory agencies along the lines set at FCC and in some others, providing for the chairman to be appointed by the President and to be given broader administrative responsibilities.

The overall plan is for a staff reorganization, along functional lines [closed circuit, Dec. 12, 1949]. Details were first disclosed in connection with job classification papers sent by FCC to the Civil Service Commission. Now it appears virtually certain that FCC intends to proceed as soon as possible, when requested job classifications are granted or not.

Under the current plan, four staff bureaus would be set up-Broadcast, Common Carrier, Safety-Special Services, and Field Engineering and Monitoring. Each would have its own legal, engineering, and accounting sections, thus in effect reversing the present alignment wherein there are professional bureaus with each containing sections dealing with broadcasting, common carrier, etc.

Bureau Heads

For the head of each of the four proposed new bureaus, FCC is seeking an $11,200 to $12,000 job classification from CSC. These directors, not yet selected, would have complete charge of their respective bureaus, subject only to the Commissioners themselves.

The last week in regular account, General Counsel and Executive Officer would be FCC's top-flight advisors and representatives in each bureau, a departure from the present setup. For the Executive Officer, FCC is seeking an $11,200 to $12,000 rating; for the others, $12,000 to $13,000.

Authority said it was unlikely that CSC would act on the classification requests before the end of April. In the meantime, it was understood, reorganization plans are in the pipeline. A probability that the changes will be accomplished piecemeal, not all at once.}

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CBS PROMOTES

HUBBELL ROBINSON Jr., appointed a fortnight ago to CBS vice president in charge of network programs [BROADCASTING, Jan. 2], last week announced the appointment of Robert P. Heller, CBS executive producer in New York, to New Jersey, as New York director of programs for the network.

As CBS-TV program director, Charles Underhill will retain responsibility for all video programs originating in New York. Hollywood-originated shows, both AM and TV, will continue to be supervised by Harry Ackerman, Hollywood vice president and network program director, and Sig Mickelson, as previously announced, remains director of public affairs for both networks.

Mr. Heller first joined CBS to work on the Man Behind the Gun series in 1940, after working with Norman Corwin on the four-network This Is War series.

Prior to becoming head of the CBS documentary unit in 1946, Mr. Heller shuttled back and forth between CBS staff work and wartime assignments such as organizing WTTM Crusader

Mark Wins Fight for Airport

RADIO crusader, George Taylor (Carl Mark, executive vice president and general manager, WTTM Trenton) has won the battle of the Mercer County Airport. The field, which was turned over to the New Jersey state capital early in December, marking the happy conclusion to Mr. Mark's campaign.

Over a year ago WTTM points out, Mr. Mark, who commentates at WTTM as George Taylor, first threw the spotlight on the fact that the airport, controlled by the Navy, was an unused public asset. The city suffered the lack of air transportation facilities. From that time on, Mr. Mark pegged away at the impasse, bringing the situation to the constant attention of listeners and to officials at the Defense Department in Washington.

WTTM says the success of Mr. Mark's campaign marks the first time a radio drive in the state helped prompt Governmental action on such an issue. When the airport was acquired early in December, WTTM received the news with accompanying action. First news was bulletined by Mr. Mark. The next day, complete reports of the change-in-hands were broadcast including the first public statements contained in an on-the-spot interview conducted by Special Events Director Ernie Kovacs with John J. Ingleby, Freeholder and Chairman of the Mercer County Airport Committee.

RCA-Victor Record Plans

RCA-VICTOR in 1950 will produce records of 78, 45 and 33 1/3 rpm and instruments capable of playing all three, Frank M. Polson, RCA president, announced last week. The announcement marked a departure in RCA-Victor policy, which until now has confined the company to the manufacture of 78 rpm and its own 45 rpm records and record players.

Will Be Next Unit Split Between AM, TV

THE NBC research department will be the next to be split between radio and television as the network's reorganization plan develops, it was learned last week.

Although no official announcement has been made, it was learned from informed sources that Hugh M. Beville Jr., present director of research, will move up to a staff-level position, acting as adviser to top management on research problems.

Barry T. Rumple, present manager of the research department, will be assistant to Mr. Beville on the staff level, it was said.

The rest of the present research department will be divided into two entities—one for sound broadcasting and the other for television.

George W. Wallace, now television and network sales promotion manager, will become chief of the sound broadcasting research department, which also will include elements of sales promotion.

Robert W. McFayden, now research associate, will head television research, it was said.

Members of the present research staff will be divided between the new radio and television research departments.

The reorganization plan, the research departments in radio and television will embrace duties other than pure research, it was said. Both will function in more direct relation to sales and sales promotion than they have in the past.

ZECKENDORF

Is New ABC Board Member

WILLIAM ZECKENDORF, president of Webb & Knapp Inc., retailers, has been elected to the ABC board of directors, it was announced last week. Mr. Zeckendorf's election increases to ten the network's present board membership.

Mr. Zeckendorf, who is 44 years old, first gained an international reputation by making available to the United Nations the East River properties in New York he had assembled for other purposes. He also concluded negotiations which led to the purchase by ABC of the site of its television center on 66th St. in New York.

Mr. Zeckendorf, president of many real estate companies from coast-to-coast, is also president of the board of trustees of Long Island U.

Other ABC board members include: Edward J. Noble, chairman; Mr. Woods, vice chairman; Robert E. Kintner, president; Earl E. Anderson, Alger B. Chapman, Robert H. Hinckley, C. Nicholas Priauix, Franklin S. Wood and Owen D. Young.

PROPOSED AMs

At Guthrie and Lancaster

INITIAL DECISIONS were reported by FCC last week to grant a new AM station at Guthrie, Okla., on 1440 kc with 250 w full-time to Twin Valley Broadcasting Co., and to grant a new AM outlet at Lancaster, Calif., on 1340 kc with 250 w full-time to the Antelope Broadcasting Co.

Denials were proposed for their respective competitors, End Broadcasting Co. at Enid, Okla., and Antelope Valley Broadcasting Co., Lancaster.

In the ruling proposing to grant the bid of Leader Publishing Co., Hearing Examiner J. D. Bond found that Leader Publishing Co. has no local station while Enid already has two outlets.

Smith Preference

Hearing Examiner Elizabeth C. Smith, in the California case, preferred Antelope Broadcasting over Antelope Valley Broadcasting on grounds of integrated ownership and operation. Antelope Valley, a limited partnership of two non-resident general partners and nine local partners, would be operated by the former group only, the decision stated. All ten stockholders in Antelope Broadcasting, eight of whom are loc residents, would operate the proposed station, however, it was noted.

Ownership details:

Leader Publishing Co., Guthrie, Okla.

- Principals: Raymond H. Fields, active for many years in the affairs of American Legion. He owns less than controlling interest in company which publishes newspapers in four cities in Oklahoma. He also has real estate and oil properties. Frank Miller, an owner of WLP New Albany, Ind. Thomas W. Pence and M. P. Long, who have business interests related to H. H. Wentz deceased and joint executors of his estate. Mr. Wentz prior to his death owned 49% stock in Leader Publishing Co.

Antelope Broadcasting Co. Inc., Lancaster, Calif.

- Principals: James B. Jr., vice president of applicant corporation and supervisor of engineering maintenance and plan work for the Antelope Broadcasting Co., North Hollywood, Calif. W. B. Docks a member of applicant board of directors, has 17 1/2% interest, he is a rancher, real estate owner and president of Lancaster Radio Inc., electrical appliance, radio sales and service business.

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FM ISSUE

FM'S STATUS, the reasons for it and ways to improve it, continued to get attention last week.

In a letter to the New York Times, President Nathan Straus of WMCA Inc., who had planned to close WMCA-FM on Dec. 30 (see story below), said:

"It seems to me that FM has been stillborn, not because the competition of AM radio has doomed it, but because its performance has fallen far short of its promise. FM is a service which, for the ordinary listener to the ordinary program in the average location, has no advantages over AM. On the other hand, it has definite and substantial drawbacks."

Mr. Straus felt that the principal advantages claimed for FM — freedom from static, and higher fidelity — are more theoretical than real. A drawback, he said, is the necessity for pinpoint tuning.

John E. Armstrong of Scarsdale, N. Y., accepted the static-free, higher-fidelity attributes of FM, but felt "numerous" factors have impeded it, aside from television.

In a letter to the Times, he asserted: (1) Most sets aren't engineered to make FM sound any better than AM; (2) most FM tuners have no automatic frequency control; (3) most sets and tuners were not "diff. compensated"; (4) most have built-in antennas, which "are not practical"; (5) FM programing is "for a large part canned music."

Sol Chain, manager of WWIB-FM New Haven, Conn., suggested that FCC might "begin reducing AM listening schedules," for FM stations. In an event, he said, "I am sure that all FM stations, strictly FM that is, would be happy to add to their present schedules the same number

of hours lopped off AM hours."

Writing the Commission in connection with its proposal to boost FM's minimum operating hours [BROADCASTING, Nov. 21, Dec. 19, 26, 1949], Mr. Chain said:

"I, like many other veterans, put money, blood, sweat, tears and years into FM because I believed the Commission was sincere about FM and would do its best to see to it that its growth. The Commission has been very kind and liberal in relaxing rules to make it possible to sweat, but where is the concrete action to let the American public know that FM was intended to replace AM?"

Why cannot AM stations duplicating on FM be required to use some AM time to explain FM to their listeners instead of keeping it as dark a secret as possible? Are AM stations who do nothing to promote the growth of FM operating in the public interest?

WEV-FM OFF AIR

Cites Lack of FM Acceptance

WEV-FM, owned by the U. of St. Louis, was reported last week to have gone off the air Dec. 30, with Rev. Paul C. Reinert, S.J., president of the university, explaining that the decision stemmed from "the fact that FM has not been accepted by the general public."

It was felt, Father Reinert said, that it "will be in the public interest to concentrate all efforts on the operation of WEW." The FM outlet had been on the air since May 1947, operating on Channel 236.

WYB-SUIT Seeks To Restrain WPAT

BREMER Broadcasting Co., owner and operator of WYB Newark, last week started suit in New Jersey's Superior Court Chancery Division to restrain WPAT Paterson from using the word "Frolic" in the name of one of its new programs.

Dave Miller, who since 1940 had emceed for WYB a program entitled to "Nighttime Frolic," last Christmas Eve joined WPAT to emcee Dave Miller's Frolic. WYB claims it has another program aside from the former Hometown Frolic listed as Nighttime Frolic. The suit names WPAT, the North Jersey Broadcasting Co., Dave Miller and Station Manager Herman Bess.

The suit also seeks to restrain Mr. Miller from using a list of 125,000 listeners he compiled while at WYB, and which he allegedly has in his possession. It seeks to enjoin him from using it, an accounting of the profits of the new show, and an unspecified amount of damages.

IT'S a silver signet ring for Irving E. Rogers (2d r), pres.-treas., Hildreth & Rogers Co., owner-operator of WLAW-AM-FM Lawrence, Mass., as he marks 26 years with firm. L to r: David M. Kimel, WLAW sales mgr.; Mr. Rogers; his son, Irving E. Rogers Jr.; Fred A. Sullivan, prom. mgr.

NEW director of Jerry Fairbanks Inc., Hollywood radio and television production firm, gets together with Jerry Fairbanks (center), president of the firm. Executives are Russ Johnston (l), vice president of the organization, and Frank Mullin, chairman of the board [BROADCASTING, Dec. 5].
TWO COMMUNICATION sub-committees were marking time last week—as the 81st Congress returned to its legislative responsibilities preparatory to exploring communications problems relating to FCC, but at different levels.

The House Interstate and Foreign Commerce Committee plans to meet this Wednesday to review the legislative agenda of proposals which will command most of its attention throughout the coming session. On the meeting may hinge whether its FCC-FTC-SEC subcommittee, headed by Rep. George Sadowski (D-Mich.), will delve into the McFarland FCC reorganization bill, and if so, to what extent.

Rep. Sadowski is expected to confer with Chairman Robert Crosser (R-Ohio) of the House Commerce Committee and other members on the advisability of holding hearings on the measure (S 1973) introduced by Sen. Ernest W. McFarland (D-Ariz.) and designed to realign the Commission along procedural lines.

While it passed the Senate with legislative ease, the proposal is expected to encounter stiff opposition on the House side—because of certain technicalities in its provisions and because some authorities feel it is not all-embracing [Broadcasting, Dec. 26, 1949].

In the Senate, Sen. McFarland’s communications group likewise is biding its time before launching its contemplated probe of spectrum space dealing with use of radio frequencies by government agencies and commercial radio-television stations through FCC allocation. Sen. McFarland said last week no action would be taken until Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate Commerce Committee and a member of the subcommittee, returns to Capitol Hill from his Panama trip. He is expected back late this week.

New Channels

The McFarland group feels that frequencies could be better coordinated, especially among government users, which might in turn open up new channels for FCC allocation to broadcasters. The study has been under deliberation for some time. Also slated for inquiry is the problem of domestic and international records communications.

Meanwhile, Congress turned its attention last week to additional measures designed to eliminate excise taxes on musical instruments and other radio, telegraph and telephone facilities.

A measure (HR 6565) by Rep. Daniel A. Reed (R-N. Y.) would exempt musical instruments while retaining the tax on radio receivers, phonograph records, etc. His proposal also provides for a tax cut on capital gains. By reducing the rate from 50% to 40%, a maximum tax of only 16% could be imposed compared to 25% at present. Bill provides that any business enterprise operated by an individual or a partnership consisting of not over 20 persons may be treated, for tax purposes, as if it were a corporation. Unincorporated businesses would be taxed like corporate firms.

The Senate Appropriations Committee last week also announced it had studied the proposed “omnibus” or “package” appropriation bill, which the Senate adopted by resolution, looking toward adoption by Congress this year. The new method, to be studied further by a joint Senate-House group, would be

FCC on Hoover Plan

REPORTS of the Senate Executive Expenditures Committee on progress of Hoover Commission recommendations to date have been compiled in a 388-page booklet published by the U. S. Government Printing Office. Booklet gives digest of principal recommendations, summarizes comments of FCC, FTC and other agencies relative to reorganization plans, and outlines plans submitted and approved during first session of 81st Congress. Also included is Budget Bureau analysis of various proposals, as well as pending legislation. Book is available from U. S. Government Printing Office, Superintendent of Documents, Washington 25, lump all requests for funds for agencies like FCC under one measure.

President Truman is expected to submit his annual budget message to Congress early this week, possibly the budget underwriter for expenditures for FCC, State Dept., and others for fiscal 1951.

‘VOICE’ PROBLEMS

Advisory Group Reports

LACK of funds is hampering the effectiveness of the U. S. international information program, including Voice of America operations, this committee was advised last Wednesday by the U. S. Advisory Commission on Information.

On the other hand, the commission reported, many specific steps have been taken in accordance with its recommendations in broadasting, film production and other activities.

Proposals among these have been the increased use of local medium-wave radio time, documentary and informational films, and mobile units to carry the American story to the grass roots,” the report pointed out. The advisory group said that the program “falls short of the effectiveness expected by Congress because it badly lacks funds” and pointed out that needs as estimated by State Dept. were cut 50% by the Budget Bureau and Congress. The bureau already has set a ceiling of 61% below the program’s stated needs for fiscal 1951, it added.

The commission also cited continued difficulty in getting professional personnel, but said State Dept. had showed its greatest improvement in integration of policy-making groups and information media heads.

Review Report

Report was the second semi-annual review submitted to Congress by the commission and was referred, along with a complete report on international information and educational exchange program, to the Senate Foreign Relations Committee.

Mark Ethridge, publisher of the Courier-Journal and Louisville Times, is chairman of the commission, which also includes Justin Miller, NAB president; Philip D. Reed, chairman of the board, General Electric Co.; Erwin D. Canham, editor, Christian Science Monitor; and Mark May, director of Yale U.’s Institute of Human Relations. Commission was established to formulate and recommend policies and programs for carrying out the 1948 Educational Exchange Act.

Meanwhile, State Dept.’s Office of International Information last week named Charles M. Hulten, formerly of the Stanford U. faculty, as general manager of overall information activities, including Voice of America.

DEMO CRATS ON AIR

Appeal on Radio, TV Shows

DEMOCRATIC Party leaders appeared before microphones and television cameras in numbers last week as legislators reconvened on Capitol Hill for the second session of the 81st Congress.

Programs in which they participated in the past fortnight included NBC’s American Forum of the Air, Jan. 8 (yesterday); ABC’s Cross Country Cross Section, Jan. 4; NBC-TV’s News Caravan, Jan. 2; MBS’ discussion program, 10:30-11 p.m., Jan. 2; WMAL-TV Washington’s Capital Closeup, Dec. 30; CBS’ Capitol Closebroom, Dec. 30; MBS’ Pro and Con, Dec. 30.

Among legislators who appeared were Sen. Scott Lucas (D-Ill.), Senate Majority leader; Sen. Tom Connally (D-Tex.); Sen. Paul Douglas (D-Ill.); William M. Boyle Jr., chairman of the House Interstate and Foreign Commerce Committee; Vice President Alben Barkley; Rep. John McCormack (D-Mass.), House Majority leader.

Meanwhile, in a Democratic year-end report, Chairman Boyle revealed unprecedented requests for party assistance in obtaining radio time and preparing programs during 1948. Broadcasts and telecasts were arranged for administration spokesmen with the committee’s aid, he noted.
THE U. S. Communist Party has succeeded in infiltrating certain key unions in the radio, communications, motion picture and other fields, and has the means to call extensions strikes as a prelude to revolution.

That belief was voiced by John J. Huber, one-time informer for the FBI who himself infiltrated the Communist Party as a member from 1938 to 1947. He appeared before a closed-door session of the Senate立案 of the Home Security Immi-
nation committee held last fall. Testi-
mony was released by the group the past fortnight, and will serve as the basis for a report on alien influences sometimes before March.

Mr. Huber stated that in 1942 he sat in on a Communist meeting at which plans were laid to capture these vital industries and to say “that the party has succeeded in its ambitious plans would be an understatement.” He cited the en-
tertainment realm as the most culti-
ved, and Mr. Huber added chiefly radio to Nor-
am Corwin, member of the radio division, UN Dept. of Public In-
formation, and William Gaimler, radio commentator, whom he cited for associations with alleged Com-
nunist-front organizations.

Testimony on Morgan

Henry Morgan, of NBC’s Henry Morgan Show made a collection speech, Mr. Huber testified, at an “anti-discrimination” rally held in 1946 by a veterans group, labeled a Communist-front. Mr. Morgan said he also would “accept Catholic money,” according to Mr. Huber, who said the rally was largely di-
rected against Catholics for their oppo-
sition to Russia.

Mr. Huber expressed surprise that Mr. Corwin, former CBS writer-producer and once proposed for FCC Commissioner, now is working for UN, writing radio scripts for American radio sta-
tions, because “he appeared and spoke at many meetings and never divulged from the Communist party line.”

Further, Mr. Corwin was active during 1947 in an appeal for re-
instatement of such leftwing news commentators as Robert St.
John, Frank Kingdon, Johannes Steel and Mr. Gaimler, Mr. Huber as-
serted.

Mr. Huber also mentioned the March 1949 Cultural and Scientific Conference for World Peace, held in New York, which included reg-
istrations by Clifford Draper, former FCC Commissioner and now Wash-
ington attorney, and Arthur Gaeth, author and radio commentator.

WPAT Power Increase

WPAT PATTERSON, N. J., has increased its power from 1 kw to 5 kw. It is beamed on a singleeast direction, and is now broadcasting on a 24-hour daily schedule, it was announced last week.

WDZ DECATURE

Emphasis on Central Ill.

EMPHASIS by WDZ on Central Illinois marketss has followed its completed move from Tuscola to Decatur; some 40 miles west in the heart of the state’s mid-section, the station reported last week.

WDZ now claims it has access to “one of the richest markets in the country,” and in a position to reach 15% more people in the listening area as a result of its move. According to station estimates, a total of 824,000 people with 282,000 radio homes now in the WDZ market millions of listeners. Operations have been consolidated at new studios on the second floor of the DeWitt Bldg. in Decatur, following FCC sanction for the move.

An auxiliary studio in Tuscola is being retained by WDZ for that city and Douglas county broadcasts of public service nature. Station is managed by Frank C. Schroeder of Lincoln, Ill., former manager of Market 75, and is part of the WILBC-UTICA, and head of the station representative firm of Helen Wood & Colton; Milton Laser, previously of WMGM New York; Benjamin Segal, recently in the publishing business; Louis Mitchell and Julius Boyd, both previously with the New York Age.

Charles S. Hallenbeck

CHARLES S. HALLENBECK, 60, office manager since 1934 of the engi-
neering section of the AT&T longi-
dines department, died last Monday at his Mahwah, N. J. home. Death was caused by a heart attack, and came an hour after his induction as a member of the Mahwah town-
ship committee. Mr. Hallenbeck, who had been with The Bell System for 32 years, was a Polytechnic Institute graduate. He is survived by his widow, the former Inez Stevenson.
HAWAII GRANTS

Two New AMs Approved

GRANTS for two new AM stations in the Hawaiian Islands last Thursday brought the islands' total to 11.

Royal V. Howard, consulting radio engineer and former director of NAB's Engineering Dept., was authorized to build a fulltime station at Waipahu, Oahu. This will be Oahu's first rural station.

Rural Broadcasting Co., headed by Victor Eckland of KULA Honolulu, was authorized to use 1200 kc with 1 kw for a new fulltime station at Waipahu, Oahu. This will be Oahu's first rural station.

Mr. Howard told Broadcasting he expected to have his station on the air March 15 to "bring to this billion-dollar market and 49th state a new public service" and a modern program structure that with the finest of engineering techniques will enable us to serve all the people of Hawaii." The station, to feature news, sports and music, will be represented by Forjoe & Co.

(WGNS in PCC Roundup, page 68.)

On the dotted line . . .

WILLIAM H. WIECHMANN, president of Wm. C. Wiechmann Co., sets third consecutive contract for department store's sponsorship of newscasts on WSAM Saginaw, Mich. L to r are: William T. Kessell, Wiechmann Co.; Bob Liggist, WSAM news staff; Mr. Wiechmann, and Ed Campbell, WSAM sales department.

THREE 15-minute programs weekly on the Afternoon Swing Session over WWRL Woodside, N. Y., are sponsored by Quaker Oats Co., as C. R. Adams, mgr., N. Y. sales, Quaker Oats, sets the deal. L to r: Disc Jockey Phil Gordon; Selvin Donnerson, WWRL sales; Mr. Adams; John G. Cole, Ruthrauff & Ryan.

WGBS TECHNICIANS

NLRB Orders Election

TECHNICAL employees of WGBS-AM-FM Miami, licensed to The Fort Industry Co., have been directed by NLRB to hold an election in order to determine whether they should be represented by IBEW's Electrical Workers' Union Local 349.

The Fort Industry Co. has objected only to IBEW's unit description on the ground that WGBS employees will occasionally operate control room equipment, and that they will then improperly come within the scope of the unit. NLRB said it did not interpret the unit as including announcers, who are covered by AFRA, and ruled that licensing of technical employees is not the sole criterion as contended by the employer. NLRB said it found that "all employees engaged in the operation and maintenance of all technical equipment" at WGBS-AM-FM constitute a unit appropriate for collective bargaining purposes.

BILL RING (center) arranges to present Bill Ring Time Mon.-Fri. over KXYZ Houston and the "Taystee Texas Network" (KFDM Beaumont, WBAP Fort Worth-Dallas, KFDX Wichita Falls). Smiling approval are Fred Nohas (l), KXYZ executive v. p., and Gay Gibbs, of Taystee.

FIRST Federal of Detroit, fifth place in size among the 1,500 federal savings and loan associations, again will sponsor the Bud Guest Show on WJR Detroit. Renewing contract is Walter Gehrke (seated), First Federal pres. Looking are Bud Guest (l) and Karl G. Behr, Behr Advertising.

**TRANS WORLD**

**Plans 1950 Spots On Radio, TV**

ONE of the first airlines to use broadcasting consistently as a part of its advertising program, Trans World Airlines plans to continue to utilize spot radio and television in major markets in 1950 for coast-to-coast promotion of its transcontinental and international services.

Spending $260,000 for broadcasting over 30 stations in 17 major markets in 1949, TWA devoted $40,000 of its broadcasting effort to a thorough test of television in the New York area. As a result of this experiment, television advertising in 1950 will be continued in New York and extended to Chicago early in the year, with the possibility of extending television to other cities later.

With the inauguration of TWA's transcontinental Skycoach service on Dec. 27, 1949, spot radio is assuming an even more important role in the company's advertising plans.

Approximately the same amount, $280,000, will be earmarked for radio and television in 1950. Spot radio will be used on a more seasonal basis, for more intensive coverage in major revenue-producing cities.

In 1947, TWA pioneered airline use of radio, which was traditionally not an advertising medium for transportation carriers. In mid-1948, TWA switched from jingles to the localized live-announcement copy that it since has been using.

Effectiveness of the continuous broadcast advertising has been gauged by the favorable responses from passengers and travel agents.

**Mr. Henry**

Outdoor Music Urged

NATIONAL Wildlife Federation is striking a musical note in its requests to stations, both radio and TV, to feature outdoor music during National Wildlife Restoration Week, March 19-25. The Federation has announced it is seeking cooperation from all U.S. stations to use outdoor music to remind listeners "to practice and support conservation of our natural resources and fish and wildlife," New York City's water shortage, it said, points out importance of future conservation.

SERIES of 20 half-hour dramas, "Water Told Tails," heard every WMAZ, Macon, Ga.; Kari Koerper, KMBC Kansas City; Arthur M. Barnes, State U. of Iowa; Mr. Baskette. Other directors are Kenneth G. Barlett, Syracuse U.; William Brooks, NBC; Eugene Carr, Brush-More stations; Mr. Charnley; Baskette Mosse, Northwestern U., and Mr. Stringer.

**BASKETTE NAMED**

Heads Radio Journalism Group

FLOYD K. BASKETTE, associate professor of journalism, U. of Colorado, has been elected chairman of the Council on Radio Journalism, according to Millard V. Charnley, professor of Journalism, U. of Minnesota and 1949 council chairman, who supervised the election. Arthur C. Stringer, NAB staff director, was elected secretary-treasurer. The council was formed five years ago as a cooperative enterprise to raise radio news standards by joining the American Association of Schools and Depts. of Journalism and the NAB.

Elected to three-year terms are Wilson C. Cobb, WMZM, Macon, Ga.; R. Koerper, KMBC Kansas City; Arthur M. Barnes, State U. of Iowa; Mr. Baskette. Other directors are Kenneth G. Barlett, Syracuse U.; William Brooks, NBC; Eugene Carr, Brush-More stations; Mr. Charnley; Baskette Mosse, Northwestern U., and Mr. Stringer.

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**12 Take Menjou's Show**

THE Frederic W. Ziv Co. has announced sale of its Metro-Goldwyn-Mayer's Menjou show to 12 additional stations. The informal "Mr. and Mrs." program features Hollywood star Adolph Menjou and his wife, Vera Teasdale. Stations contracting for the show include: Arrowhead Network group—WEBG Dubuque, WMFG Hibbing, WLIB Virginia, WHEM Johnstown, Wuur Eau Claire, Wkwd KSDS Boise, Idaho; KSO Des Moines; KWWC Abilene, Tex.; WCLT Newark, Ohio; WAAB Worcester, Mass.; KBBQ Oklahoma City; KBBQ Atlantic City, N. J.; WABF Baton Rouge, La.

**IT'S THE BERRIES for these three gentlemen. Gerald Aldridge (1.), of Fort Worth, is presented with a TV set by Dave Naugle (center), KFJZ Fort Worth announcer, and Johnny Johnson, of Johnny Johnson Tire Co., that city, for the price of 259 berries and 50c. Ever since Mr. Aldridge heard about a lady paying 400 "potatoes" for a fur coat, he patiently waited for a local announcer to make a similar misuse. It happened on Johnny Johnson Tire Co.'s commercial over KFJZ. Store salesman refused to accept the incredible story and the 259 berries and 50c referred to in the commercial. Station and sponsor huddled and after a two day search located the berry man and paid off.**

**Admen Puzzled**

HUNDREDS of advertising men throughout the country are reviewing a novel plan introduced by WGBI Stanton, Pa., as part of the station's preparations for its 25th anniversary celebration this month. Station has sent puzzles to the admen and offers a reward for their solution. The puzzles consist of plastic blocks that must be rearranged to spell out the station's anniversary message.

General Manager George D. Coleman says he doesn't expect any of the puzzlers to get stumped and has in readiness gifts for all. WGBI first went on the air Jan. 12, 1925.

**RWG STRIKE THREAT**

Breaks With CBS Hollywood

SIXTY-DAY strike notice has been filed with the National Labor Relations Board by Radio Writers Guild against CBS Hollywood following failure of the union and network to reach agreement on union wage increase demands for ten staff continuity writers.

Negotiations stopped Dec. 23 when the union cancelled its contract which had been extended since its expiration May 1, 1949. Union has been seeking an "amount over $100" for the ten writers who now receive a minimum of $83.50 weekly.

**FCC REPAIRING**

MEMBERS of FCC's Law Bureau, headed by General Counsel Bendict P. Cottone, last week were moving back into seventh-floor offices they were forced to vacate after the explosion and fire in the Commission's Washington headquarters Nov. 1 ([Broadcasting], Nov. 7, 1949). Repair work on the eighth-floor area formerly occupied by the Docket Section is moving ahead, with the Docket Section temporarily located on the sixth floor.

AFTER 17 years on WEEI Boston in Sunday morning slot, Uncle Elmer's Song Circle moves to 5:30-6 p.m. Sunday.
January 3, 1950

To the PRESS and RADIO:

Subject: RAIL AND HIGHWAY OVERLOADS

It was 120 years ago that a young civil engineer named Horatio Allen drove the first locomotive to run on tracks of a transportation company in the United States. The engine proved too heavy for the light wooden rails, and from that experience, as well as from much experience since, the railroads have learned that they cannot afford to overload their tracks and bridges.

That is why the railroads apply the very best engineering research and skill to determine the loads and the speeds at which they can be carried without damage to tracks or bridges. Once these facts have been determined, the railroads permit no heavier trains and no greater speeds than the roadbed and structures are built to carry. If it becomes necessary to operate heavier cars and locomotives over any stretch of track, then the railroads protect tracks and bridges by issuing, and enforcing, "slow orders."

Highway engineers also have learned the same lesson. They have found that it is important to protect public highways from the effects of excessive loads and excessive speeds. Failure to protect them means damage and in many cases even destruction. And that, in turn, results in added costs.

Any damage to tracks and bridges caused by trains which are too heavy or too fast is paid for by the railroad itself, and properly so. On the other hand, damage done to the public highways by overloaded trucks is almost never paid for by the vehicles that cause the damage. Instead, the cost of this damage is borne by the taxpayers and the motorists.

Besides being built to provide the nation with its essential mass transportation, the railroads were purposely constructed to carry heavy loads -- loads that our public highways never were intended to carry.

Sincerely yours,

William T. Faricy
FIRST checks are handed to three new members of the National Analysts Inc., who were added to the Philadelphia marketing research firm’s executive staff payroll under the company’s plan to expand facilities to clients. Paymaster is Arnold J. King (r), managing director. New research executives are (l to r) William H. Scott II, Cyril (Cy) Coggins and Robert L. Taylor.

POINT IN QUESTION
First, of course, the belief that BAB must be free to let the chips fall where they may if it is to fight on equal terms in the growing fierce battle of advertising media. Second point is the example of the Bureau of Advertising, operated separately from the parent American Newspaper Publishers Assn. Third contention is that BAB’s director must be vested with adequate powers to direct effort and money where they will do the most good at the right time, unhindered by organizational handicaps. In support of these claims they point to BAB’s current program of sales-getting devices.

Some of BAB’s friends argue that the board pulled BAB’s teeth last November, putting it right back where it started last spring. Instead of operating as a bureau vested with individuality, it’s now just another department, they figure.

What hurts them even more is the fact that the board raised BAB from a $75,000 department to a $178,000 bureau as a result of the April action but then pulled back $50,000 of the extra $100,000 last July at the Portsmouth, N. H., meeting. A BAB budget of around $200,000 has been discussed by the board’s Finance Committee but the larger appropriation would be based on abandonment of the present 12% refund in membership dues or increased dues in some brackets.

Budget Action Set
Budget action is slated at the Arizona board meeting next month with preliminary study slated at the joint finance-structure session Jan. 23-24. A favorable portent is the upgrading of many member stations under the dues schedule because their income is rising.

NAB goes into a new fiscal year setup April 1, shifting from a calendar year. Thus the entire financial program must be drawn up by the board. One of the two convention meetings of the board have been abandoned, partly due to the pressures placed on directors by convention delegates, but talk has been heard of an indecision meeting for new members [CLOSED CIRCUIT, Dec. 26, 1949]. Eighteen board posts are to be filled at nominations and elections to be held this month and next.

Should the board vote to place BAB on a department basis, reporting to the Radio and Television Divisions and then to the president, and should it also grant it a limited budget, many BAB protagonists would be ready to kick the traces at Chicago just as they did last spring.

On the other hand, some top-level officers at NAB, along with board members, insist that BAB can serve the membership effectively and efficiently only if it operates as an integral unit in the association’s structure. They scoff at the suggestion that BAB’s hands would be tied under a department status. They insist that the new division would still work hard at attracting members in serving the diversified needs of aural and visual stations.

The suggestion that Broadcast Music Inc. and Broadcast Measurement Inc. have been successful as inherent parts of the NAB structure is met with the argument that BAB is purely one of the technical services within NAB rather than a separate association.

(Broadcasting 1950:24-25)
King of the Quarter Kilowatts!

FROM VERMONT TO ARIZONA...

Since announcing the Gates GY-48 complete 250 watt transmitting plant a year ago, more broadcasting stations have bought or specified the Gates GY-48 than any other 250 watt broadcasting equipment.

WHAT IS GY-48?
A complete factory tested 250 watt installation including transmitter, monitors, amplifiers and wiring. It is complete even to call letter plate and monitoring loud speaker.

WHY IS GY-48 LESS EXPENSIVE?
Because GY-48 is a planned 250 watt broadcasting plant where each section dovetails together. And, too, Gates manufactures the complete plant — frequency and modulation monitors included.

AND BEST OF ALL — GY-48 is the only completely new equipment of its kind — not a 1945 model.

AS ONE BROADCASTER PUT IT,
"We actually could have started broadcasting within 15 minutes after uncrating. Believe me, in these days of expensive installation costs, that counts."

BRANCH OFFICES
GATES RADIO COMPANY, . . . Warner Bldg.
Washington, D. C. Tel. Metropolitan 0522
CANADA—CANADIAN MARCONI COMPANY
Montreal, Que. Tel. Marquette 7081
EXPORT—ROCKE INTERNATIONAL, 13 Ex., 40th St.
New York City Tel. Murray Hill 9-0200

GATES RADIO COMPANY
Quincy, Illinois . . . . U. S. A.
BAB’s Future?

(Continued from page 24)

ness. As a service, it is argued, BAB should have the benefit of the knowledge and services of other departments, all clearing through the Radio and Television Divisions.

These are the problems that face the three committees at their two-day meeting this week. Interwoven in the whole situation are the inevitable personality and protocol problems that mark any change in an organization’s functioning.

In its brief career BAB has operated with the same size staff as the predecessor Broadcast Advertising Dept., supplemented by one girl employee. It has moved to New York, heart of the advertising agency world, with Maurice B. Mitchell in charge. A list of some of its activities includes:

- Showing of 425 copies of slide film, “How To Turn People Into Customers,” to the advertising salesmen, stopping all showings of the competing newspaper film it was designed to answer. 
- Mail campaigns, with 450,000 pieces mailed to retailers and profit of $2,500 to BAB; promotional piece for national advertisers showing what stations are doing; distribution of “Pitch,” sales promotion service; series of retail information studies covering furniture and jewelry thus far, with laundry, dry cleaning, banks and automotive in the works; and service listing dealer cooperative campaigns, averaging 10 cards a week; sales kits, with the first or last of each coming to be followed soon by others on news, sports and farm programs; new television retailer folder on furniture; personal contacts with leading national advertisers such as Sears, J. C. Penney, Woolworth, Grant, Inter- woven Hosiery, Sunshine Biscuit and others, with direct benefits accruing to stations; trade paper reprints; surveys of what stations are doing in the advertising field; bulletins on standard rate cards and standard contracts for television and All-Radio Presentation about complete with distribution to start in a few weeks; second strip film about completed food wholesalers, manufacturers, agents, and others who prepare national advertising in the planning stage on organization of the sales staff, with selling aids at the local level.

LICENSE FEES

Proposed for Government By Kennedy

CHARGING of government fees for “some of the many important and special functions Uncle Sam now renders free”—including the issuance of FCC licenses—was proposed last week by John A. Kennedy, part owner of WBAZ Huntington, W. Va., and former operator of the West Virginia Network.

Writing in the Jan. 7 issue of the San Diego (Calif.) Journal, of which he is editor and publisher, Mr. Kennedy asked:

“Is there any reason why the FCC should not charge for the valuable franchises it dispenses in the form of licenses every three years to the more than 2,000 broadcasting stations on the air? These broadcasters are in business not only as a ‘public service’ but obviously because radio appeals to them as a pleasant way of earning their bread and butter.”

Mr. Kennedy suggested the application of “common sense” and the following:

- "Time is also in the radio and television business," he continued.
- "Why shouldn’t I pay the government for servicing my various requests which have helped to make my radio business profitable?"
- He proposed the telephone company pay hearing costs when it asks for a rate increase or other facility. Some 80,000 “hams” and 60,000 commercial radio operators get free licenses, he reminded, and could pay $2 to $5 to cover paper work.
- He wanted to know why the government should not charge for the “valuable export licenses the Dept. of Commerce issues to businessmen”; for certificates, charters and inspection services given to interstate motor and freight carriers, and for countless other services “worth hard cash to groups and individuals now receiving them gratuitously.”

Mr. Kennedy maintained that his plan for “cafeteria-style” government service is “in the best tradition of American business” and “might help to take some of the red out of our national bookkeeping.”

FCBA DINNER

Invite McGrath, Matthews

ATTORNEY GENERAL J. Howard McGrath and Navy Secretary Francis P. Matthews are among the dignitaries who have accepted invitations to attend the annual dinner of the Federal Communications Bar Assn., to be held Thursday night (Jan. 12) at the Mayflower Hotel, Washington. Mr. Matthews, part owner of WOW Omaha, is a member of FCBA.

Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee, will be the principal speaker, New officers, to be elected Thursday afternoon, also will be inducted at the dinner. Guests will include FCC Commissioners, key staff members, hearing examiners, and communications experts of Capitol Hill and the State Dept. Guilford Jameson is FCBA’s current presi- dent, with Neville Miller as first vice president.

Baseball Rates

(Continued from page 18)

revisions on grounds of discrimin- ation.

In support of her conclusion, Examiner Smith stated, in part:

“Nothing but a difference in the service offered or in the facilities furnished can justify a difference in the charges exacted from similarly situated customers by a common carrier subject to the provisions of the Communications Act . . . which expressly forbid unreasonable discrimination in charges, classifications, regulations, facilities, or services for or in connection with like communication service, directly or indirectly, by any means or device.”

Here a particular group of users (e.g., sports fans, football fans, baseball fans) is receiving a service at preferential rates, by contrast to the rates charged radio station members of a network for the identical service. This preferential rate cannot be justified on the grounds urged by Western Union.

The greater or lesser inducement to seek such service is not the service. Such consideration is extraneous to the purpose of the charges.

The sixth annual Eastern Regional Religious Radio Workshop will convene all week at New York’s Biblical Seminary and at New York University. The program will include development of major policies for religious broadcasting, broadening of schedules to include many types of programs, and planning for television.

Robert Saudek, ABC vice presi- dent in charge of public affairs, will be the principal speaker at a dinner tonight at Beekman Tower.

Charles V. Rodriguez will act as workshop chairman.

The teaching staff includes:

- Rev. Everett C. Parker, director, Protestant Radio Network; and Rev. Paul Barnouw, Columbia U. head of radio courses; Rudolf Bretz, television con- sultant; and Col. William Carnes, director of talks and religious broadcasts; Albert Green, director of programs; Miss Freda Wood, former Director of Public Responsibility, Protestant Radio Commission; George Croth- er, manager of Public Relations, Catholic Broadcasting; Dorothy Kemble, MBS director of programs; and Frank Papp, NBC producer-direc-

ELECTRONIC MEET

Set for Washington May 9-11

CONFERENCE designed to improve the quality of electronic components will be held in Washington May 9-11 by the Institute of Radio Engineers, American Institute of Electrical Engineers and Radio Mfrs. Assn. Military and govern- ment officials will participate.

“The symposium will pose the problem of achieving the same high degree of dependability and service life in electronic equipment as is now possible in electrical equipment of other types,” said J. G. McInerny, Jr., Bureau of Standards, chairman of the conference program committee.

RELIGIOUS RADIO

Workshop Studies Techniques

TECHNIQUES for use in religious broadcasting and telecasting will be studied this week by ministers and religious educators responsible for such activity in 42 cities of 12 eastern states, in a workshop which will conclude Sunday.

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Guyed Radio
938 feet above the Oklahoma plain, with a General Electric 8-bay circular FM antenna and its beacon, for KOCY-FM, Oklahoma City, Oklahoma.

938 FEET

Above: This Truscon Self-Supporting Tower meets FM and TV needs for WEFV, Richmond, Va. It mounts both a R.C.A. 3-section pylon FM antenna and an R.C.A. 6-section TV unit.

Above: This Truscon Self-Supporting Steel Radio Tower, operated by WMRI-FM, Marion, Indiana, lifts its Collins 8-ring side-mounted antenna 336 feet into the Hoosier sky.

Below: WSAR, Fall River, Mass., uses four Truscon Guyed Steel Radio Towers, each 329 feet high.

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9

Above: This Truscon Self-Supporting Tower meets FM and TV needs for WEFV, Richmond, Va. It mounts both a R.C.A. 3-section pylon FM antenna and an R.C.A. 6-section TV unit.

1220 FEET

Above: Right, Truscon Guyed Radio Tower rises 938 feet above the Oklahoma plain, with a General Electric 8-bay circular FM antenna and its beacon, for KOCY-FM, Oklahoma City, Oklahoma.

1220 FEET

Left: These new 1220-foot Towers, designed and engineered by Truscon, are the world's tallest radio towers.

1220 FEET

Up they go ... more and more
Truscon Radio Towers ... strong, sturdy steel fingers setting new high standards of antenna performance ... reaching far out to serve audio and video broadcasters and their audiences everywhere. The six new towers shown here vary from 329 feet to a lofty 1220 feet, yet all have one characteristic in common—each is designed to meet exactly the particular operating and geographical needs of its specific location. Truscon draws upon a background of world-wide experience to engineer and erect exactly the tower you need—tall or small ... guyed or self-supporting ... tapered or uniform in cross-section ... for AM, FM and TV transmission. Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance. Call or write today.

Broadcasting • Telecasting

January 9, 1950 • Page 27
More than \( \frac{2}{3} \) of all U.S. radio homes are in counties reached by these leading stations*. Does this give you any big ideas. Mr. Spot Advertiser?

*BMB Counties, 10% or more

Free & Peters, Inc.

Pioneer Radio and Television Station Representatives

Since 1932

Atlanta Detroit Ft. Worth Hollywood San Francisco
**EAST, SOUTHEAST**

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**MIDWEST, SOUTHWEST**

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**MOUNTAIN AND WEST**

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What Formula?

IF FCC NEEDS further proof of the folly of its proposal to increase FM’s minimum operating hours [.Broadcasting, Nov. 31, 1949], let it take another look at its own files and the pages of the Dec. 26, Jan. 2, and almost any other issue of Broadcasting.

Even on its current minimum schedule of six hours a day, FM is running at a terrific loss. Though it doesn’t come as startling information to FM operators, this fact was pointed out in round, bleak figures two weeks ago when FCC released its own report on radio’s 1948 finances.

The report showed 77 AM-FM broadcasters spent $2,153,659 operating FM and took in $261,469, for an average loss of almost $200,000 a year. Among FM-only stations, 89 reported $1,156,582 in revenues and $4,185,626 in expenses, for an average loss just short of $35,000.

Admittedly these figures are a year old. But there is no indication that the 1949 picture—or 1950’s—will not again be etched in red ink. Of the FM station managers reporting in Broadcasting’s year-end survey, 42% look for an increase in FM business this year, but a greater number—49%—expect no change and 18% anticipate a decline.

In the face of such uninspiring signs, FCC proposes to promote FM by requiring stations to reach 12 hours a day after two years on the air. Those with AM affiliates would have to add FM.”

We contend FCC is thus likely to “promote” FM out of existence. Some 80 or more FM broadcasters have taken the same general stand, as a matter of FCC record, compared to about a dozen who think FCC’s plan would be helpful.

It would be ironic, as well as tragic, if some man-made disaster overtook FM now, when there are encouraging signs that the medium is beginning to achieve coverage and acceptance.

Most encouraging sign, perhaps, is an NAB survey released 10 days ago indicating an FM listening potential of 13.2% of the homes in the metropolitan Washington area was being tuned by 102,200 persons (7.3% of the population) for an average of 106 minutes a day.

Another welcome sign is that WMCA-FM New York which was scheduled to cease operations Dec. 30 in an economy move, is still on the air pending a possible sale.

More and more, FM is building a name and an audience for itself, with prospects brightest perhaps as a strictly “local” medium. Superior though it is in some respects, however, it must be allowed to grow naturally. Right now it has financial troubles enough, without the extra cost of doubled or tripled hours.

If FCC needs further proof, we recommend another section of these pages, wherein are reported each week the station authorizations which have been deleted. In FM, the number surpassed 200 in 1949—and the minimum schedule then was still six hours a day.

The BATTLE of the network titan broadcasters is the war of wagers, the high road to unIntegrated operation by separating completely its radio and TV functions—except for top policy guidance. CBS now has taken the low road toward full integration, i.e., fusion of its radio and TV operations all down the line. It’s our guess that both will work. Good broadcasters make good telecasts but they can’t differ; it’s still all radio by the American Plan of free competitive enterprise.

Our Respects To—

RALPH NAHM WEIL

EARLY last fall in an impressive ceremony at the Italian consulate in New York, the Consul General of the Republic of Italy bestowed the Stella Della Solidarita, highest Italian honor which can be won by a civilian, on Ralph Nahm Weil, president of WOV New York.

In making this presentation, the Italian Government was adding its official appreciation for Mr. Weil’s and his station’s many activities on behalf of Italy’s postwar reconstruction to the individual thanks of thousands of Americans of Italian descent living in the New York metropolitan area. WOV, a bilingual station—ten of whose hours daily are devoted to programming in Italian—has, under Mr. Weil’s guidance, devoted much time and effort to improving American-Italian relations.

Typical of WOV’s service-across-the-seas is the “Boys’ Town of Italy” project established near Rome by Mons. John Patrick Carroll-Abbing. The station’s efforts to aid this Italian version of the late Father Flanagan’s famed Nebraska community produced thousands of dollars in contributions in the earliest stages of the project and actually launched the radio campaign for it in the USA.

A more recent venture of a somewhat different character reached its climax Christmas Eve, when members of a WOV-sponsored “Pilgrimage to Rome” have in St. Peter’s Cathedral to witness the ceremonies inaugurating the 1950 Holy Year. Diana Baldi, WOV’s women’s commentator, led the group of pilgrims and they were accompanied by a noted New York cleric.

The philosophy underlying such activities was well described by Mr. Weil when he accepted the Star of Italian Solidarity. He said, in part: “We at WOV have always believed that the bonds of friendship which united our two republics are so natural and so deeply rooted that in devoting the better part of our broadcasting to programs in the Italian language we are simultaneously performing a service to our own country.

“We firmly believe that it is our duty to render an ever-improving radio service to the hundreds of thousands of Americans of Italian descent who can hear us,” he continued, “and we are ready to go to Italy itself in our search for better programs in the immortal idiom of Dante. It is for this reason that WOV established its own studios in the heart of the Eternal City itself.”

From its Rome studios, an American radio’s first, WOV receives a variety of program material—special events, documentaries, vari-
Only a combination of stations can cover Georgia's first three markets.

**The Trio Offers Advertisers at One Low Cost:**
- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

— in Georgia's first three markets

Represented, individually and as a group, by

**The Katz Agency, Inc.**

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

January 9, 1950 • Page 31
BOB IRWIN, manager of KCOG Centerville, Iowa, resigns. His future plans have not been announced.

W. WRIGHT ESCH, owner of WMJF Daytona Beach, Fla., appointed member of executive committee of Governor's Safety Council.

Respects

(Continued from page 30)

DRAYTON HASTIE, director and commercial manager of WUSN Charleston, S. C., named general manager of station, replacing B. M. (Bevo) MIDDLETON, who has resigned to form B. M. Middleton & Assoc., with offices in Charleston and Asheville. Firm will specialize as station consultant with primary emphasis on broadcasting advertising. Mr. Middleton founded WUSN after being vice president and radio director of French & Preston, New York. Before that he was assistant to president of Wilder radio stations and former sales manager of WCBS New York. He retains his position as vice president and principal stockholder of WUSN.

JAMES H. MCKNIGHT resigns as manager of WNAW North Adams, Mass., effective Jan. 15. He has been manager of WNAW since its inauguration Aug. 16, 1949. Previously he was commercial manager of WMAW Milwaukee, an WPOR Portland, Me. He also worked as salesman for WIBC Indianapolis, Ind., and WTAG Worchester, Mass. His future plans have not been announced.

COURTNEY, KRIEGER & JORGENSEN, radio law firm, Washington, dissolved effective Dec. 31. SEYMOUR KRIEGER and NORMAN E. JORGENSEN are continuing under new firm name of Krieger & Jorgensen, specializing in broadcast and communications matters. JEREMIAH COURTNEY also remains in general practice but is specializing in non-broadcast radio work. Office address remains 1707 H St., N.W.

Discover, is barren of even a single Italian twig, find himself at the helm of one of radio's most successful Italian-language projects? This question is the typical American situation of one job leading to another.

Born in Milwaukee on June 17, 1906, Ralph Weil attended the city's public schools, then traveled east to the Wharton School of Finance & Commerce at the U. of Pennsylvania, which awarded him a B.S. degree in 1926. After an 18-month period as a flyer in the Navy ("My roommate talked me into it," he says now, "and I still don't understand exactly why I gave in to him"), Mr. Weil returned to Milwaukee and entered the business world as a space salesman for the Wisconsin News.

Not long thereafter he was transferred to the local time sales staff of WISN Milwaukee, the News' station. That was in 1930 and radio was definitely his dish. Soon his beat had expanded to include national as well as local accounts and in 1934 he was made sales manager of the station, which had itself grown from a 250 watt-time operation to fulltime with first 1 kw and then 5 kw.

In 1936 Ralph Weil was again advanced, this time to co-manager of WISN, in charge of all the station's activities except programming and engineering. After two years in that position, he was appointed manager of the Chicago office of Hearst Radio Inc., sales representative for all Hearst stations of which WISN was one.

To New York in 1942

For four years Mr. Weil worked happily and successfully in Chicago. Then, in August 1942, he was appointed Sales Manager by V. Bulova, one half owner of WNEW, and WOV New York, who wanted a manager for the latter station. The offer was too attractive and Weil made his resignation in order to move to New York on what has turned out to be a permanent basis.

After nearly seven years as station manager, last June Ralph Weil, Richard E. O'Dea, a pioneer broadcaster and part owner of WOV, and Arnold B. Hartley, an active radio man for 20 years, through Victory Broadcasting Co., purchased WOV from Arde Bulova, who was required to sell one of his New York stations under the FCC duopoly rule. Mr. Weil is President of Victory Broadcasting Co., and also continues as operating head of WOV.

In addition to his duties at WOV, Mr. Weil has been active in foreign language broadcasting matters on a national scale. During the past five years he served on a committee which worked closely with the Office of Censorship in connection with broadcasts in languages other than those of origin. He has also been temporary chairman of the Foreign Language Quality Network which is being organized as a national sales representative of these stations, and is a director of the All-Radio Presentation Committee.

Ralph Weil resides in the Riverdale section of New York with his wife, Sarah Lewis, and their son Spencer. He belongs to the Advertising Club of New York and to the Radio Executives Club. His favorite hobby, he says, is taking in prewar customs and he's looking forward to the time when he can resume his prewar business.
ANOTHER PROPOSAL which would prohibit alcoholic beverage advertising on radio, television and in other media was urged by Rep. John Rankin (D-Miss.) last week as the nation’s “dry” forces turned their attention to forthcoming hearings on the Langer liquor bill starting this Thursday.

Rep. Rankin’s measure (HR 6604) differs little from legislation he previously introduced in both the 79th and 80th Congress, and is substantially similar to other bills now pending on Capitol Hill.

A measure (S 1847) by Sen. William Langer (R-N.D.) is the subject of this week’s hearings by the Senate Interstate & Foreign Commerce Committee. Both would outlaw advertising in all media engaged in interstate commerce, though not explicitly singling out television in broadcasting provisions.

Hearings before the committee will be held all day Thursday, Friday and Saturday, if necessary, spokesmen said last week. Successive sessions will be devoted to advocates and opponents of the proposed legislation.

Expected Testimony

Officials of the Treasury Dept.’s Internal Revenue Bureau—probably from its Alcohol Tax Unit—will testify in the opening session. Other government agencies or departments are not expected to appear, authorities indicated, inasmuch as they are not directly concerned and the committee already has elicited their comments [BROADCASTING, Jan. 2].

Meanwhile, the Seattle Advertising and Sales Club last Tuesday adopted a resolution “unalterably” opposing the Langer bill as a “serious threat to freedom of the press” and an “unjustified restriction” on radio broadcasts, newspapers and magazines.

Such legislation would prove a dangerous precedent for other commodities, represent unfair discrimination between advertising media and would establish a “ridiculous principle in holding that an article of commerce which legitimately may be sold may not be advertised for sale,” the Seattle group said.

Some legislators, notably Sen. Homer Capehart (R-Ind.), also feel that no legislation can be enacted to prohibit liquor advertising through radio or other media as long as the product is legal and conforms to fair trade regulations [BROADCASTING, Aug. 29, 1949].

Sell Optimism

Tenn. Group Sets Campaign

AIMED at “keeping business booming in Tennessee,” a “Let’s Sell Optimism” campaign has been launched by the Tennessee Assn. of Broadcasters.

Several times a day, the 37 stations affiliated with the association broadcast business announcements of facts and figures supplied to the organization by the Tennessee State Planning Commission, the U. S. Chamber of Commerce and the National Assn. of Manufacturers.

The announcements are in three categories—national copy, State of Tennessee copy and retail selling copy. The “Let’s Sell Optimism” campaign is sponsored by the following stations:

| WLAR, Athens; WAGO, WAPO, WORF, WDDO, WDBR Chattanooga; WJZM Clarksville; WKRM Columbia; WHUB Cookeville; WDSG Dyersburg; WXKR Fayetteville; WHEM Gallatin; WHBT Harriman; WXDI, WJZJ Jackson; WETB, WJFH Johnson City; WHIB, WJEK Knoxville; WJLM Lebanon; WDDA, WHBQ, WHHM, WMC, WMPM, WREC Memphis; WKDA, WLCQ, WMAR, WSIX, WSN Nashville; WATQ Oak Ridge; WFTF Paris; WXRJ Pulaski; WYAL Shelbyville; WENK Union City; WCDT Winchester. |

Only Air Express gives you all these advantages

World’s fastest shipping service. Special door-to-door service at no extra cost. One-carrier responsibility all the way. 1150 cities served direct by air; air-rail to 22,000 off-airline offices. Experienced Air Express has handled over 25 million shipments.

Because of these advantages, regular use of Air Express pays. It’s your best air shipping buy. For fastest shipping action, phone Air Express Division, Railway Express Agency. (Many low commodity rates in effect. Investigate.)
WMT holds the fort in Garrison [IOWA]

FRANCIS J. WOODS, executive vice president of Burnet-Kuhn Advertising Co., Chicago, for past 10 years, elected president of the agency succeeding PAUL R. KUHN who becomes chairman of the board.

MYRON A. MAHLER, copy director for Emil Mogul Co., New York, appointed vice president in charge of creative departments for agency. SETH D. TOBIAS named vice president and chairman of plans board, and RINO C. NEGRi appointed vice president heading agency's foreign language division.

JOHN JAMESON, former vice president in charge of copy for McCann-Erickson, Chicago, joins Tatham-Laird, same city, as copy chief after retiring from advertising two years ago. He was also chairman of McCann-Erickson's planning committee.

DICK LONG, former assistant advertising manager and copy chief at J. L. Hudson Co., joins Zimmer-Keller Inc., Detroit, as assistant account executive.

KENNETH B. AARRINGTON, formerly marketing director of The Caples Co., New York, appointed vice president in charge of new Foods Div. of agency. He will headquarter in Omaha office.

CURTIS BERRIEN, formerly with Tatham-Laird Inc., Chicago, joins copy department of Kenyon & Eckhardt, New York, as a copy supervisor. He was previously with copy department of BBDO, New York, Lennen & Mitchell and McCann-Erickson.

JACK BUKER, account executive with Long Adv. Service office in San Jose, transferred to agency's San Francisco office. EVERETT DOTEN, formerly with Gardner Adv., Washington, replaces Mr. Buker in San Jose office.

K. R. WILBERT named service manager at M. Glen Miller Adv., Chicago.


ROSS ROY Inc., Detroit, merges with C. C. Fogarty Co., Chicago, forming Ross Roy-Fogarty Inc. Offices will continue in Bell Bldg., 307 N. Michigan Ave. ROSS ROY is president of new agency and JACK FOGARTY is vice president in charge of Chicago operations.

HAROLD KEMP transferred from New York office of William Esty Co. to Hollywood as agency contact and West Coast television director, with assignment on Ed Wynn Show sponsored by Camel Cigarettes on CBS-TV.

GEORGE SANDLER joins Robert Kahn & Assoc., Chicago, as account executive. He has been with financial and real estate firms.


MAXON INC. on Jan. 3 moved its New York offices to its own building, 12 East 53 St. Building is still in the process of renovations. Agency was located for many years at 370 Lexington Ave.


FRED FADELL

New Ad Firm Names Staff

A STAFF of 10 men and women has been appointed to the newly organized advertising and public relations firm of Fred Fadell & Assoc. Inc., Minneapolis, according to an announcement by Fred Fadell, president. The firm has engaged in the public relations business for the past four months since entered advertising as of Jan. 1. Offices are located at 615 Minnesota Federal Bldg.

The staff includes the following:

Fred Fadell, formerly with BBDO and WOR New York and operator of his own agency, named head of the radio and TV department; Eben M. Grundy, formerly with McCann-Erickson and Knox-Reeves, appointed account executive; George F. Lalla, during recent months engaged as a freelance artist and previously with Griggs, Cooper & Co., head of the art and promotion department; Rolf K. Mills, formerly associated with Minneapolis newspapers, director of the public relations division; Norman J. Harris, lately with Johnny Pikala Advertising, named account executive.

Also, William S. Wheeler, formerly with Johnny Pikala Advertising, named account executive; Aloyce Bahnmann, Lorraine Friedl, Betty Pearson and Mrs. Helen Schub, office personnel.

Page 34 • January 9, 1950
SOURCE OF FM TROUBLES

Five 'Conspirators' Are Cited by Bivins

By John F. Bivins
Bivins & Caldwell
Manufacturers Representative
High Point, N.C.

YOUR editorial in the Dec. 19 issue of Broadcasting, entitled "FM's Love Life," is justified in many respects, but your continued reference to FM's unprofitable state is beginning to become a little irksome. [EDITOR'S NOTE: We would like to report that FM is making money, but our function, as we see it, is to chronicle the facts and not indulge in wishful fantasies.]

Basicall, with many AM-FM stations, the reason for the assertion that the FM operation is unprofitable, is the fact that broadcasters are unwilling to assign the proper amount of credit to their FM coverage and FM listening audience.

In many a locality, FM is carrying the coverage load of the AM stations whose nighttime directional pattern, foreign interference, static, and what not, precludes holding a decent percentage of the available listening audience. It is easy, for competitive reasons and tax purposes, to deny the fact that FM is anything but a total loss.

Certainly, some FM installations are losing money; so are some AM installations. In many cases, poor thought was given to the erection of FM facilities and the initial cost was too high.

Just why has FM reached its present state? The answers are generally known, but here are five of the conspirators who have given it a kick, at one time or another:

1. The networks, who have millions invested in AM facilities, TV research and patents, have not been able to see further than the outskirts of the metropolitan areas, as far as broadcasting is concerned.

2. Advertising agencies, being technically uninformed, or willfully blind, are still prone to accept coverage claims of networks and indi-

Rival to Rival

A GOOD promotion stunt that backfired has been getting attention in radio circles in the nation's capital. In accordance with custom, the Washington Advertising Club included at its "Flowering Bowl" shindig a grand drawing for 139 door prizes. One of the prizes donated by WTOP General Manager John S. Hayes, was a free spot announcement to be broadcast during WTOP's Class A time. The winner? Norman Reed, program director of WWDC. Mr. Reed immediately announced to the 329 admonish present that WWDC would ask for time at 7:30 p.m. Sunday.

This clothing and a number of unsolicited checks were contributed by Tulsans during a 3 day KTUL drive to aid University of Oklahoma students who lost their belongings in the recent dormitory fire. RESULTS? These same generous Tulsans also BUY! They respond equally to our sales messages. See an Avery-Knodel man...and get RESULTS over KTUL, Tulsa, Oklahoma.

Staff Duties

NABUG Probes L. A. Stations

FOLLOWING hints of practice by networks and stations in Los Angeles in assigning more duties to staff members than their salaries pay for, Radio Writers Guild, Radio & Television Directors Guild and American Federation of Radio Artists are currently conducting an investigation in that city through the National Assn. of Broadcast Unions and Guilds.

It is suspected, for instance, that announcers are used as actors while receiving remuneration only for announcing chores. If such practices should be found, according to Claud McCue, executive secretary of AFTRA and president of the Hollywood Council of NABUG, one of whose main functions is exchange of information, the group will attempt to correct the situation jointly.
"Vic" Diehm says:

IT TAKES ALL KINDS OF HEADS to keep the Sponsor Happy at WAZL.

KINDS OF BLONDIES

Kitty

Shirley

KINDS OF BRUNETTES

Eve

Jean

KINDS OF REDHEADS

Marie

Stasia

KINDS OF NUDES!

for further Enlightenment write to Vic Diehm 910

WAZL HAZLETON, PENNA.

Representatives:
Robert Melvin Associates
521 Fifth Avenue, New York City 17, N. Y.

Page 36 • January 9, 1950

Feature of the Week

IN Grand Junction, Col., the name Howell is synonymous with KFXJ. It got that way because, paraphrasing the Caesars, all Howells lead to radio.

This month marks the 20th anniversary of the station's operation in the Colorado city. And KFXJ also is celebrating a unique distinction of being a three generation, family affair.

Most recent Howell to join the ownership tangle at KFXJ is 20-year-old Ruth Howell, daughter of Rex Howell, who started the station in Denver in 1926. The Denver U. Junior, who naturally is majoring in radio and television, was made a minority stockholder in a change from partnership to corporation.

Her grandfather, Charles Howell, says:

CHARLES HOWELL

Ruth Howell, Rex Howell's daughter, entered the business in 1930 when the station was moved from Denver to Grand Junction on Colorado's western slope. KFXJ then was operated as a partnership of Rex Howell and his father doing business as the Western Slope Broadcasting Co.

On All Accounts

CLAIMANT to the title "youngest station manager in the country," 22-year-old Generoso (Gene) Pope Jr., executive vice president and general manager of WHYN in New York, is recognized as an authority on the foreign language broadcasting field.

Figuratively groomed in the cradle for his present post, young Pope asserted active interest in his future audience while still a student at M. I. T. There he spent his summers and his off-hours learning the needs and interests of the Italian speaking population in New York by working on II Progresso, the family newspaper. At 21 he was named vice president and editor of the publication.

Since taking over at WHYN, Mr. Pope has widened his knowledge to include a comprehension of all foreign language groups, meanwhile raising his station to the status of one of the most successful multi-lingual outlets in the country.

Mr. Pope, who still maintains an association with II Progresso, succeeded to his present job last September when his brother, Fortune Pope, left to take over an executive position with the Colonial Sand & Stone Co.

Among the innovations effected by Gene Pope at WHYN are a citizenship class conducted at the station in cooperation with the New York City Board of Education, and a signally successful safety series. He currently is processing a foreign language amateur hour.

In addition to his duties at the station and the newspaper, Mr. Pope still has found time to attend New York Law School where he is taking courses preparatory to a possible political career.

He is a member of the New York City Mayor's Committee on Unity, the Columbus Day Citizen Committee and co-chairman of the special groups Committee of the March of Dimes. In addition he belongs to the New York Athletic Club, Westchester Country Club and the Grand Street Boys Assn.

Mr. Pope is unmarried and makes his home with his parents in Manhattan. The family has acquired WINS New York, subject to FCC approval, in which case Mr. Pope would relinquish the WHYN managership for that of WINS. But his knowledge of foreign language broadcasting would not be wasted, for the family proposes to make WINS a foreign-language outlet under their ownership.

RMA Sales

SALES of radio transmitting apparatus, radar and other communications equipment to the government totaled $25,489,237 in the third quarter of 1949, according to Radio Mfrs. Assn. Of this total $23,914,281 consisted of radar equipment. The total third-quarter sales compared to $40,140,986 in the second quarter of 1949, according to RMA.

HUNTINGTON, W. VA.

Huntington's only clear channel AM station

For availabilities, rates and other information, wire, write or phone

PACE-WILES, INC.,

ADVERTISING

Huntington, West Virginia

BROADCASTING • Telecasting
SOCIETY OF MOTOR MFRS. & TRADERS, Great Britain, appoints Grant Adv., New York, as its agency in United States. Campaign of advertising, promotion and publicity for the account will be placed for British Automobile Exhibition at Grand Central Palace, in New York on April 15-23.

KEVO PRODUCTS Co., Azusa, Calif. (Kevo, Kevettes, Why—food supplements), appoints Lidderard Adv., Glendale, Calif., to handle advertising. National spot radio will be used.

FILENE'S, Boston (department store), radio and television advertiser, appoints Dorland Inc., New York, to handle its advertising.


LIQUID GLAZE Inc., Lansing, Mich. (Liquid Glaze protective coating for automobiles), names George N. Kahn Co. to handle its advertising. Television will be used.

PLYMOUTH TEXTILES, New York (cotton textiles), appoints New York office of Wilson, Haight & Welch Inc., as its advertising counsel.

Network Accounts • • •


NORWICH PHARMACAL Co., through Benton & Bowles, New York, renews for 52 weeks ABC broadcasts of The Fat Men. Firm has sponsored show since Feb. 14, 1947, and programs are aired Friday, 8-8:30 p.m.

KNOMARK MFG. Co., Brooklyn (Esquire shoe polish), starting March 16, will sponsor 26-station ABC-TV telecasts of Blind Date, featuring Arlene Francis as mistress of ceremonies. Program, to be aired Thursday, 9-9:30 p.m., was purchased through Emil Mogul Co., New York.

CARTER'S PRODUCTS Inc., for Carter's Little Liver Pills, renews its spot contract for all seven Alaska Broadcasting System stations through Ted Bates & Co. At the same time, Ted Bates Agency renews contract for Kool Cigarettes announcements on KFQD Anchorage and KFMB Fairbanks. All contracts are for 1950.

Adpeople • • •

WALTER N. HILLER Jr. placed in charge of radio for Toni Co., Chicago, in new administrative setup in firm's advertising department. Production department is being expanded under direction of ELDRIDGE G. LUSTMAN. FRED KLEIN will continue to head creme shampoo, creme rinse, and new product advertising division.

FREDERICK W. LUTTMANN, premium promotion manager, Post Cereals Division of General Foods Corp., New York, appointed product merchandising manager for Grape-Nuts, Grape-Nuts Flakes and Wheat Meal. He will be succeeded in his former post by WILLIAM P. DUNHAM, previously assistant.

CLYDE E. RAPP appointed advertising director of Theo. Hamm Brewing Co., St. Paul, Minn. He was formerly with J. Walter Thompson Co., New York.

HY FREEDMAN, for three years on general sales staff, named assistant merchandising manager and publicity director of Hunt Foods Inc., Los Angeles.


datum
Open Mike

Post-lude

Mr. Philip L. Graham
The Washington Post

Dear Phil:

I thought I saw a familiar face on page 24 of the current issue of BROADCASTING magazine, but the caption under the picture read "Mr. Peabody." Have you got a double or could it be that my good friend, Sol Taishoff, made such a glaring error.

* * *

Note to Editor, BROADCASTING: I hope you don't mind the rib, Sol.

I got quite a kick out of it, and at least it shows I read your magazine.

Incidentally, I wish you would have your mailing list changed to show my correct home address which is:

South Finley Ave.
Basking Ridge, N. J.

[EDITOR'S NOTE: Don't mind the rib at all, as you said. Home address changed. Thanks.]

* * *

Production

EDITOR, BROADCASTING:

Three hours ago the doctor informed my wife that on or about Jan. 30 she will give birth to not one, but two children. Twins.

As anyone can see from our ads in BROADCASTING, WTOP's campaign this year is built around the fact that "Business Is Always Better In Washington." This is now doubly proven.

Cody Pfanstiehl
Dir., Promotion and Press Information
WTOP Washington . . . and production

[EDITOR'S NOTE: Where! And con- gratulations on practicing what you preach.]

* * *

Managers' Textbook

EDITOR, BROADCASTING:

"Talk, think and act like radio-men!" That's what we’ve been telling students for four years.

And to accomplish this purpose we not only use BROADCASTING-TELECASTING as required reading, we give tests covering pertinent material in each issue.

Does it pay off? Well, after four years’ operation we've placed 450 graduates in radio-TV, or allied jobs. Eleven students who cut their electronic teeth on BROADCASTING are now managing stations!

Elbert (Bert) Haling
Institute of Radio Broadcasting
Dallas

[EDITOR'S NOTE: Delighted to learn embryo managers as well as active managers find BROADCASTING helpful.]

* * *

Frowns at Smile

EDITOR, BROADCASTING:

I do not understand your editorial entitled "Smile When You Say That!" Judge Conger's ruling in the Bentley case does not "broaden the body of law which has placed the sound broadcaster in what was once described the 'dilemma of self-destruction.'" It was favorable to broadcasters because it held defamation by televi-
sion to be slander and not libel. Slander is actionable only if "special damages" are shown; this showing is not necessary in libel.

(Continued on page 46)

Ale Tasting, a Vanishing Profession

- One of England's old and envied professions —that of official ale-conner (taster) has virtually disappeared from the scene, a victim of the march of science and mechanization.

Great Britain's ale and beer tasters date their calling from William the Conqueror, who created the office as a means of controlling the quality of the nation's favorite beverage. Tasters were invested with authority to set prices based on their palate's judgment and even to exact penalties if the beverage fell below the minimum standard.

In recent years, however, the profession was reduced to being an honorary one, bound up chiefly with ceremonial occasions.

The ancient profession has about disappeared because there no longer is any need for it, as one of the few surviving ale-conners recently explained. Today all beer is good beer.

Brewing is subject to laboratory control from the time the malt is ground until the finished product is packaged in keg, bottle or can. Nothing is left to chance. Temperatures for boiling or chilling are kept under perfect control. Air is sterilized in the fermenting cellar. Yeast kept in pure culture apparatus supplies the fermenting agent. And the entire process is under the watchful eyes of master brewers schooled in all sciences relating to brewing. They are the official tasters of today, insuring the uniform quality of America's beverage of moderation.

UNITED STATES BREWERS FOUNDATION

21 East 40th Street, New York 16, N. Y.
**NLRB ORDERS**

**WTAO, WXHR(FM) Election**

Broadcast technicians and engineers at WTAO and WXHR (FM) Cambridge, Mass., licensed to Middlesex Broadcasting Corp., were directed last Wednesday by the National Labor Relations Board to hold an election. The board found that the unit constitutes a unit sufficient for collective bargaining sought by IBEW (AFL) Local 1228.

The order includes the assistant chief engineer but excludes announcers, chief engineer, and clerical, maintenance and administrative employees. NLRB ruled that "minor technical duties" performed by five announcers are "incidental" and should be excluded from the unit, contrary to requests of Middlesex Broadcasting Corp. NLRB also ruled out inclusion of an assistant chief engineer as supervisor, contending he has no such supervisory authority.

**GIFFORD RETIRES**

Walter S. Gifford, for the past two years AT&T board chairman, retired from that office at year's end. Mr. Gifford, who will be the company's compulsory retirement age of 65 on Jan. 10, was elevated to board chairmanship after 25 years as president. Leroy Wilson, who succeeded him in his latter post, is expected to preside as president hereafter at board meetings.

Mr. Gifford, simultaneous with his resignation from the chairmanship, also resigned his membership of the board. He will continue, however, as honorary chairman and will be available for consultation, the company said. He has taken a New York office not far from his old headquarters, "just to have a place to receive my mail and my friends," he said.

**SPOT announcements by movie personalities on 54-second commercial transcriptions over local stations will be used by RCA Victor this month promoting Screen Directors Playhouse on NBC.**

**Allied Arts**

John Baker of WLS Chicago, named chief of Production & Marketing Assn. Chicago Information Office. He previously was assistant director of information for radio with U.S. Department of Agriculture, and extension radio specialist.

Norman J. Sitzensatter, newcomer to broadcasting industry, joins Branch Radio & Television Productions, New York, as account executive. He was previously with New York financial firms in advertising and underwriting capacities.

King-TV Seattle and KFMB-TV San Diego added to list of Telemos-INS daily newsreel clients.

G. T. LaBonne Jr., formerly supervise of Storecast Corp. of America, merchandising activities in Southern New England, promoted to Southern New England Division manager of Storecast system.

Roger Brown Inc., New York, formed as industrial public relations firm to succeed Earl Ferris Co. Mr. Brown, former president of Ferris Co., becomes president of new firm, and Earl Ferris, former owner, becomes chairman of the board.

**Equipment**

David Davis, formerly corporate radio and television manager for R. H. Macy stores, appointed merchandising coordinator for radio and television receivers in General Electric Co.'s Electronics Dept., Syracuse, N.Y.

Graybar Electric Co., New York, splits its Southwestern District into two separate units with old offices in Dallas and office of new unit, Gulf Coast District, in Houston. Both will continue to operate under supervision of G. T. Marchmont. J. E. FOUNTAIN, present Houston manager, named assistant district manager in charge of new district.

Samuel Olcahk, commercial service manager of Air King Products Co., Brooklyn, manufacturer of radios, wire recorders and TV sets, named advertising and sales promotion manager for company.


Alfred S. Backus, plant superintendent of Mycalex Corp., of America, appointed plant manager with full responsibility for all plant operations.

Gray Research & Development Co., Hartford, Conn., announces development of new viscous-damping principle utilized in its Gray transcription arm. New arm virtually eliminates tone arm resonances, is automatically adjustable to different speed records and will play even badly warped discs, firm claims.


RCA Power Tubes, such as the famous 833-A, are noted for their Long Service Life in AM Transmitters.

- RCA tubes for all types of broadcast service are available from your local RCA Tube Distributor or directly from RCA.

The Fountainhead of Modern Tube Development is RCA.
GRAND CENTRAL
Ceases Terminal Programs

PUBLIC ADDRESS system broadcasts in Grand Central Terminal, New York, were discontinued by the terminal management Jan. 2 after New York's Public Service Commission had heard protests that the system violated citizens' rights.

In an announcement of the discontinuance, E. B. Moorhouse, terminal manager for the New York Central and New Haven railroads, joint users of the terminal, said that although "substantial majorities of our passengers favored the programs, there were enough who sincerely opposed them that we have decided to discontinue the experiment."

A spokesman for Terminal Broadcasting Co., which operated the system of broadcasts—music, brief news summaries, weather reports and commercial announcements—pointed out that the broadcasts had been stopped despite the fact that "no verdict had been reached by the Public Service Commission."

CIVIL DEFENSE
C. of C. Preparing Booklet

SPECIFIC recommendations on civil defense planning will be offered in a forthcoming booklet being compiled by the U. S. Chamber of Commerce. Pamphlets will follow up two others issued last year—"Where We Stand on National Defense" and "A Blueprint for Industrial Preparedness."

The chamber had urged that the executive and legislative branches review the program continuously and take necessary steps to provide for minimum stockpile requirements including electronic and communications equipment under functions of the Munitions Board. Only 40% of minimum needs had been met as of June 30, 1949, the chamber noted, adding that the program would require seven or more years to complete if the rate were not accelerated. It also expressed concern over failure to provide adequate funds for stocks of essential materials.

WYVE Wins Award

WYVE Wytheville, Va., has been awarded first prize in the National Research Bureau Inc.'s sixth bi-monthly Radio Ideas Contest. Idea that topped the $50 award for WYVE was "Your Radio Tourist Guide" program which is directed to tourist trade. The Bureau said the program "was judged best because of its approach to a universal radio problem and the successful solution you have found for that problem." Story of WYVE's program, sponsored by the Wayne County Chamber of Commerce, was in the Nov. 28, 1949, Broadcasting.

In Cold Alaska

THAT radio can sell cold tablets successfully in cold Alaska has been proved by KFQD Anchorage. The station aired two spot announcements on Anahist anti-histamine pills for the local Rexall drug store, resulting in delivery of 400 packages within two hours after broadcast time. William Abel, store's general manager, advised the station that he "was mighty pleased" with such fast results.

WMCA BUSINESS
$100,000 Signed for 1950

NEW contracts and renewals for 1950 amounting to more than $100,000 have been signed by WMCA Newport, Conn., for Charles M. Boggs, general manager, has announced.


K. Arakelian Inc. (Mission Be Wine), through Young & Rubicam, has renewed its 52-week spot announcement campaign for the sixth consecutive year on WMCA starting Jan. 2.

Other WMCA renewals effective Jan. 2 include American Home Products (G. Washington Coffee) through Ted Bates Inc. with a 26-week spot schedule; Paiment Foods through Doyle, Dane, Berbach Inc. with a 13-week spot program; Chase National Bank through Albert Frank-Guenther Law Inc. for announcements; Pie's Beer through William Esty & Co. Inc. for 52-weeks of spots; two contracts with R. J. Reynolds Tobacco Co. for Camel cigarettes and Cavalier cigarettes for full-year spot campaigns through William Esty & Co.

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A SHOW which heats up like a churning tea kettle with the appropriate letting-off steam is claimed as a Georgia way. A copyrighted gameway, The Silver Dollar Man Program, weds interview, phone-a-number format into a compact selling feature, according to the handling agency, Snowden & Stewart Inc., Atlanta.

Program’s start came as a tryout of R. A. (Bob) Perrotto’s (manager, Dr. Pepper Bottling Co. of Brunswick, Ga.), brainchild based 18 years of experience in beverage merchandising. Test city was Brunswick where the program was based on WGIQ over a period of eight months, six days a week. Result was overwhelming, with Dr. Perrotto realizing a 357% increase in sales the first two weeks and a 300% average increase over the entire period.

No Direct Commercials

The style of the program and its unique full 15 minutes is claimed as commercial script, which elicits without any interruption for a direct commercial announcement, with phone numbers underlined. W. E. Snowden Jr., of Snowden & Stewart.

Program series are preceded by a spot promotion over radio, and in newspapers, coupled with selling company and retail display. Program itself gets off to a fast start and is carried along on a momentum. Against a background of sound effects including sirens, “calling all cars” relay, the staccato delivery of a sports announcer’s run the program. A number of “picket words” with the phone numbers tuned into the station are contacted over the air by the announcer, who at the same time places a telephone call. He tells the person called that the dollar man is on the way to shell out with the dollars. When the dollar man arrives, he counts the number of Dr. Peppers in the refrigerator and duplicates the number in silver dollars.

Following the initial Brunswick campaign, Mr. Perrotto discontinued the program for 60 days and now is returning to the air on the basis of three nights per week, average three calls a night, with the cost, according to Mr. Snowden, showing a probable return of three to four times.

In Savannah, where the program was placed for the Dr. Pepper bottler in that city, the plant had been operating at a loss. At the end of the first week, a profit of $160 was shown, by the second week it had increased to $300 and the third week turned up over $1,800. There, the show was on three nights a week with an average of one to two giveaways per night. Similar success has been met in Harrisburg and Reading, Pa.

Allen Burke, WGIQ manager, found the program “one of the most astounding and forceful programs” in the history of the station, according to the agency. Requests of bottlers deluged Mr. Perrotto, who packaged the program and copyrighted it to insulate the investment of bottlers who tie in on the merchandising plan.

**ADIRAL CORP.**

Buys General Mills Plant

Admiral Corp., radio, television and appliance manufacturer, has purchased the 64,000-square-foot General Mills plant in Bloomington, Ill., according to an announcement by John B. Huarisa, executive vice president of Admiral.

Of brick construction and situated on an 11-acre plot, the factory was the property of Colonial Radio Corp. and was taken over by General Mills in January 1948. Admiral plans call for eventual employment of 1,200 people in the plant, Mr. Huarisa said, to be used first in the manufacture of radios and later television receivers.

From an original capital of $3,400 in 1934, Admiral’s gross sales volume has grown to $116 million in 1940, Mr. Huarisa stated.

**WIBG-FM TESTS**

Muzak by FM Cited Success

USE of FM radio as a substitute for leased telephone lines in the distribution of music programs has been found satisfactory after exhaustive tests of several months conducted over facilities of WIBG-FM Philadelphia.

John B. Kelly Sr., chairman of the board of WIBG-FM, president of Muse Art Corp., licensed distributor in Philadelphia for Muzak wired music service, said his engineers believe with certain important modifications, is able to replace the wired music firm’s leased lines. No final decision will be made until tests and kits are satisfactorily completed. Mr. Kelly said that FM radio waves would be given additional tests to prove that FM broadcasts could provide satisfactory service.

**Technical**

Gordon W. Olive, formerly chief engineer of NBC ofiliate Broadcasting Corp., with headquarters at Montreal, named director-engineering services. Alphonse Ouimet has been named chief engineer of CBC. Mr. Olive has been with CBC since 1935, starting in radio in 1927 as amateur. Mr. Ouimet has been with CBC since 1934, and has in past few years been specializing in television development prior to CBC setting up its first stations.

William Sloat, assistant chief engineer at WPIX (TV) New York, resigns to become chief engineer of KEYL (TV) San Antonio. He joined KEYL in February 1948, moving from WEW-AM-FM St. Louis. Previously he was with CBS-TV in New York for five years.

Ted C. Kenny, chief engineer of KDKA Pittsburgh, honored by Duquesne U., that city, for his contribution to the university’s new station, WDQJ (FM).

Joseph Kline, technician at WTVJ (TV) Miami, Fla., named supervisor of technical operations for station under supervision of Jack Shay, WTVJ’s technical director.

RCA Victor, Camden, N. J., announces production of new lightweight boom stand for standard microphone positioning in broadcast and television studios. Stand, Type BS-28, is designed particularly for programs where best microphone placement cannot be achieved with conventional floor stand and where larger boom is impractical. Stand is collapsible.

**Peerless Electrical Products**

Div of Altex Lamp Corp.-Hollywood, distributing new transformer catalogue containing new models and complete line of transformers for television and radio.

RCA Engineering Products Dept., Camden, N. J., announces battery container and cover for portable RCA Type EN-2A radio remote amplifier which carries standard “A” and “B” batteries in one case and serves as conversion kit to facilitate switching from "A" to battery operation.

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**Silver Dollar Man**

Bottlers Give Away But Make More Dollars

**Silver Dollar Man** Bottlers Give Away But Make More Dollars

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**WCHS**

Charleston, W. Va.

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**LWILLIUSVILLE'S**

WEET FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FREE & PESO FRE
All Radio Film
(Continued from page 11)

sidering a request that NAB lend it the services of C. E. Arney Jr., NAB executive secretary, for a month to assist in the organization of the big premiere. Tentative plans for the first showing are on a grand scale. It is proposed that it be held in the Waldorf-Astoria’s Grand Ballroom. The showing will be preceded by a cocktail party, a lavish dinner, and entertainment by top network stars. A thousand guests—top advertisers and agency men predominating—will be invited.

As preparations were proceeding for the New York premiere, the All-Radio Presentation Committee reported that 545 subscriptions to the promotion project had been received.

Three of the subscribers are ABC, CBS and NBC which have contributed a total of $50,000, five are national station representatives—Avery Knodell, The Kats Agency, Edward Petry & Co. Inc., Weed & Co. and The Brannon Co.—and the rest are individual stations. Total subscriptions to date amount to $135,000, Mr. Mitchell said Thursday.

Subscription fees are based on station income and range from $25 to $1,000.

The final cost of the promotion film, made by the Independent Motion Picture Producers Society, cannot be exactly calculated. The contract price for the finished picture with one 35mm print is $85,000, but additional 35mm and 16mm prints will cost extra.

Subscribers may obtain the film in either 35mm or 16mm size. The film when finally edited is expected to run 45 minutes showing time. Shorter versions will also be made for special local purposes.

Mr. Mitchell pointed out that the All-Radio committee will make arrangements for the projection of the picture at subscribers’ requests.

Two Firms Retained

Two film companies, The Jam Handy Co. and Modern Talking Pictures Inc., have been retained. They will provide projection equipment and operators anywhere the pictures are shown, Mr. Mitchell said. No subscriber needs projection equipment of his own to display the film.

The 45-minute film is described as a documentary, with all members of the cast acting themselves, except for a professional actor who appears in one sequence.

Four radio sales successes are the backbone of the film, it was said. They pertain to local radio campaigns of a department store in Columbus, Ga., a chain of super-markets in Cedar Rapids, Iowa, a dairy in San Jose, Calif., and a network show.

No call letters are used in the film, it was reported. The advertisers involved, however, are identified.

The Columbus case was a campaign on a local station by a jewelry concession in the Davidson’s Department Store. After a history of unsuccessful advertising in newspapers, the jeweler turned to radio with such prodigious success that the entire store undertook a campaign on radio. What’s more the campaign encouraged R. H. Macy Co., owner of Davidson’s and other stores in the South, to use radio.

The film documents the original placement of the radio campaign, shows actual customers, prompted by the commercials, buying diamonds at the store—all scenes enacted by the actual people.

In Cedar Rapids, the Me-Too super-markets cooperated with the film producers by running a special radio campaign to sell a carload of peaches—a duplication of a success story that had occurred earlier. The film shows customers flocking to buy the peaches.

San Jose Case

In the San Jose segment the film shows how the Marin Dell Dairy, with headquarters in nearby San Francisco, achieved distribution in local stores through its use of radio.

The network program covered in the film is the Jack Eber Show, sponsored by Prudential Life Insurance [Broadcasting, Oct. 31, 1949]. The film illustrates how a Prudential salesman is welcomed by a housewife who has been made Prudential-minded by the program.

Another sequence in the picture shows a bull session of agency men and Mr. Mitchell at the Poor Richard Club of Philadelphia. In the course of the discussion, Mr. Mitchell manages to get across his now famous “Mitch’s Pitch.”

Mr. Mitchell said that some newspaper-owned stations, prospective subscribers, had inquired whether the promotion film was too competitive as regards other media for them to show locally to the embarrassment of their newspaper associations. He said he believes this is not so.

The All-Radio Presentation Committee is preparing full instructions on the mechanics of showing the film as well as complete publicity and promotion kits, which will be distributed to all subscribers.

Officers of the committee are Gordon Gray, WIP Philadelphia, chairman; Mr. Mitchell, secretary; Herbert L. Krueger, WTAG Worcester, treasurer; Eugene S. Thomas, WCIR Washington, assistant treasurer.

Vicor Ratner, former vice president of CBS and now a vice president of R. H. Macy Co., New York, was producer of the film.

DEC. PULSE
Benny, Lux, Winchell Lea.
Jack Benny, Lux Radio Theatre and Walter Winchell continued to hold the first three places among evening programs in the December combined Pulse report on the radio audience, released for Boston, New York, Chicago, Philadelphia, Washington, Cincinnati and L.A.

Top Ten Evening and Daytime Shows

Evening

Program Average Rating

COMPETITIVE SHOWS

Fred Allen 8.3

NOV. SEPT. OCT.

John Abbott 6.7

19.1 19.6

Bing Crosby 8.2

18.5 15.3

Walter Winchell 13.7 11.1

Al Jolson 15.0

0.0 0.0

Dean Martin 13.8 12.5

Bob Hope 13.5

9.0 9.0

Perry Como 12.8

0.0 0.0

Susan Hayward 12.7

0.0 0.0

My Friend Irma 11.2

11.6

Fibber McGee & Molly 11.2

11.6

DAYTIME—FIVE A WEEK

Program Average Rating

Arthur Godfrey 7.9

10.0 8.4

Grand Slam 7.3

8.4 7.8

Edwin Clendening 7.6

8.3 7.6

Big Jule 7.9 7.7

Mellen Trent 7.6 7.5

Moe Perkins 7.6 7.5

Our Gal Sunday 7.5 7.7

Walt Bogdanoff 7.4 7.9

Aunt Jenny 7.4 7.1

Young Doctor Malone 7.3 7.1

ABC signs American Arts Orchestra, under baton of Karl Krueger, for series of Tuesday concerts, scheduled for 10:15 p.m. Group of exceeding 35 players, will specialize in presenting American orchestral music.

KMBC Kansas City, Mo.

Uses

Konica

Engineered by the World’s Oldest and Largest Manufacturers of Professional Magnetic Recorders.

Magne recorder

Magne recorder, Inc. 330 N. Michigan, Chicago, Ill.

PT-6

A portable, combination record-play back recorder ampli-

Pulse recorder.

Exceptional fidelity for use with PT-6 recorder.
FORCED LISTENING

Fly Cites Need for Policy

By JAMES LAWRENCE FLY

"HE Grand Central Terminal has abandoned its broadcasts in the interest of good will. The problem, however, will arise again and again, and the radio industry must be prepared for a decision on policy. The action of the Grand central based upon considerations of institutional good will is worthy of note.

On the legal and philosophical level I have argued against forced listening. In a speech before the Advertising Club of Boston on Sept. 28, 1943, I urged an international principle of "Freedom to listen," laying heavy emphasis upon the forced feeding laws of the dictator countries. This principle was preserved in the draft of peace treaty. The right to listen necessarily includes the right of selectivity and the right not to listen.

Every other form of broadcasting or advertising leaves an avenue of escape, the newspaper, the magazine, the car-card, the billboard and the radio. Even the loud speaker is a sometime thing, and normally the avenue of escape at the moment. The whole idea of forced listening to one particular thing has seemed to me without precedent in a free country and to smack too much of arbitrary power. A man's right to be left alone stems from the deep well of our legal lore.

But let us take a selfish approach. Warren Moscove in the New York Times says: "When the railroads came to balance the amount they spent on institutional advertising the cultivation of institutional good will against the revenue from the project [$90,000 per annum] that was apparently 'sterling ill will' there was nothing to do but give in."

The resentment was more and more consistent than can easily be imagined. My recent contacts, largely social, have included (believe it or not) numbers of the Westchester and Park Avenue groups, business and professional men, bankers, advertising men and radio officials and lawyers. Comment was spontaneous, forceful and, with rare consistency, critical. One could not avoid the conclusion that the quick easy dollar wrung from captive audiences is, in the long run, too dear a cost.

But there are further implications. We may be at the threshold of an extensive development. Only a small portion of the actual and potential broadcasts come from radio. My industry friends agree that conceivably these captive operations may move into every salient point where masses of people must gather or pass. Routinized, the job can be done simply and at small expense. Once the principle is established, it may happen to the local advertising of the radio stations? It may well be shortsighted when broadcast stations contribute to a service which, charged and expanded, may turn to devour.

I submit for mature reflection the proposition that in its own intellectual self-interest the industry should stick to the free and competitive system which has nurtured its growth. This better becomes the mightiest of the free services to the greatest of all free peoples.

RMA CONFERENCE
Committee Meets Jan. 18-19

INDUSTRIAL relations problems in the radio and television industry will be discussed at a conference to be held Jan. 18-19 at the Statler Hotel, New York, by the Industrial Relations Committee of Radio Mfrs. Assn.

Title: "The Search for Security," the conference is being arranged by a subcommittee headed by Harvey T. Stephens, International Resistance Co. Informal discussions and talks will be taken up on a workshop basis, covering such topics as pensions and social security programs for the industry.

Speakers will include Richard A. Lester, Princeton U.; Dr. Paul R. Beall, Penn State; Gerry E. Morse, Sylvan Electric Products; John D. Washburn, Sprague Electric Co.; A. P. Watters, RCA Victor Division; Godfrey P. Schmidt, New York attorney. Mr. Watters will discuss personnel problems as they relate to the economic future of the radio and television industry.

ACTIVE in radio for more than a decade, James Lawrence Fly is a partner in the New York law firm of Fly, Fitts & Shuebrick. He became FCC Chairman Sept. 1, 1939, serving five years. Prior to that time he had been general counsel of the Tennessee Valley Authority. The "captive audience" problem has been subjected to public hearings in Washington, where transit radio was given official approval. In New York, Grand Central Terminal stopped its service after a trial period.

Canada Marine Meet

FCC COMRS. E. M. Webster and George E. Sterling, accompanied by two top staff executives, will attend the annual meeting of the Canadian Dominion Marine Assn. Jan. 17-19 at the Seigniory Club, Quebec. Staff executives who will attend are william N. Krebs, assistant chief engineer in charge of the Marine Radio & Safety Division, and A. L. McIntosh, chief of the Frequency Allocation & Treaty Division. Discussions will center on common problems and objectives of the U. S. and Canada in the Great Lakes regions.

We do not cover all of Connecticut, but we DO cover* NORTWICH and most of New London county . . . 1948 retail sales $129,364,000.00.

Have you been bypassing this market? Remember you can BUY IT on a station that has ONE rate both day and night

BROADCASTING • Telecting
December 30 Applications . . .

ACCEPTED FOR FILING

AM—900 kc
Richard O'Connor, Saratoga Springs, N. Y.—New AM station 900 kc w/ d AMENDED to request change of name from Richard O'Connor to SPA Broadcasters, Inc.

AM—1480 kc
KKNM Bakersfield, Calif.—CP change from 1480 kc 1 kw un. to 1480 kc 0 kw un.

License Renewals

January 4 Decisions . . .

By Commissioner Jones

Hico Beers, Jonesville, Mich.—Petition to dismiss application without prejudice referred to full Commission.

FCC General Counsel— Granted extension of time to file exceptions to initial decision in proceeding upon applications of Models Broadcasting Corp, Tauton, Mass. to 1-10-50.

George F. Haddad, Detroit, Calif.—Granted extension of time to 1-27-50 to file exceptions to initial decision in proceeding.

FCC General Counsel— Granted extension of time to 1-2-50 to file exceptions to initial decision in proceeding in applications of Kansas City Bestg. Co., Inc., Kansas City, Mo. and Columbus Dispatch Newspapers, Inc. and Sandusky Ohio— Granted continued hearing from 1-2-50 to 3-2-50 in this proceeding.

Teletronics Inc., Waycross, Ga.—Denied petitions of compromise and granting leave to T. W. Scott, et al./C. W. Bestg. Co. to take depositions; granted in so far as r. petitionists have already taken these depositions be extended to 1-7-50.


Walker Newspapers Inc., Fremont, Neb.— Granted motion to take depositions.

Binghamton Bestg. Inc., Binghamton, N. Y.—Granted request to amend application so to revise DA area proposed for operation of WJZ to a radius of 7 miles from WJZ, San Antonio, Tex.; and dismissed petition for further hearing.

WWHG Horrell, N. Y.—Waived four exceptions in proceeding re applications.

Tulsa Bestg. Co., Tulsa, Tex.—Granted continuance of proceeding from 1-4-50 to 2-4-50 in Washington, D. C.

Commercial Radio Monitoring Co., successor of COMMERCIAL RADIO EQUIPT. CO.

PRECISION FREQUENCY MEASUREMENTS

Engineer On: Duty All Night Every Night

PHONE LOGAN 8211

Porter Bldg. Kansas City, Mo.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1359 Wisconsin Ave., N. W.
Washington, D. C.
Adaams 2414
Member AFCCE

GEORGE C. DAVIS
501-314 Munsey Bldg.—Sterling 9111
Washington 4, D. C.
Member AFCCE

McNARY & WRATHALL
McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D. C. Santa Cruz, Cal.
Member AFCCE

Gautney, Ray & Price
(succeeded to John Barron)
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

Commercial Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1339
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Republic 3984
Member AFCCE

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave. MI. 4151
DALLAS, TEXAS
1728 Wood St. Riverside 3611
Member AFCCE

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. Triangle 4400
CHICAGO 19, ILLINOIS

KEAR & KENNEDY
1703 K St., N. W.
STERLING 7932
WASHINGTON, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

William E. Benns, Jr.
& ASSOCIATES
3731 Kanawha St., N. W.
OHDway 8071
Washington, D. C.

ROBERT V. B tter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

William E. Benns, Jr.
& ASSOCIATES
3731 Kanawha St., N. W.
OHDway 8071
Washington, D. C.

SILLIMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

LYNNE C. SMEBY
“Registered Professional Engineer”
820 13th St., N. W.
EX. 8073
Washington 5, D. C.

William E. Benns, Jr.
& ASSOCIATES
3731 Kanawha St., N. W.
OHDway 8071
Washington, D. C.

GUY C. HUTCHESON
1100 W. ABBRAM ST.
AR 4-8721
ARLINGTON, TEXAS

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Executive office: 40 East Ave.
Laboratory: 171 Northgate Rd.
Riverside, Ill. — Riverside 6653
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
750 Milton Road, Rye, N. Y. RYE 7-1413

GUY C. HUTCHESON
1100 W. ABBRAM ST.
AR 4-8721
ARLINGTON, TEXAS

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 3851 1833 M STREET, N. W.
Executive 1230 WASHINGTON 6, D. C.

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Executive 3851 1833 M STREET, N. W.
Executive 1230 WASHINGTON 6, D. C.

Member AFCCE

Januarv 9, 1950 • Page 45
Open Mike

(Continued from page 38)

In the particular case, Judge Con- ger did hold the defamation to be slander per se, and hence within the exception to the rule requiring proof of special damage, but that charge and had nothing to do with was because of the nature of the its having been televised.

Of course, the case had nothing to do with political broadcasts either.

The courts have not held that radio is exempt from state law insofar as liability for defamation is concerned. A dozen states have passed legislation in this field. Whether Congress could constitutionally legislate on the matter of defamation by radio or television is not clear.

John W. Willis
Fischer, Willis & Fausser
Dupont Circle Blvd.
Washington

[EDITOR'S NOTE: Our attorneys tell us that Barrister Willis is probably correct in his opinion that there is no cause of action under the laws of slander and libel, but rather to point out the need for uniform legislation which would safeguard the broadcaster and telecaster. Whether Congress can constitutionally legislate in this field ultimately must be deter- mined by Congress and the Supreme Court.]

11 11 11

Doodle Contest

EDITOR, BROADCASTING:

... The idea occurred to us that there are many exceptional doodler in this vast radio field. So,

The winning “doodle” in a contest conducted by WBOA.

why not give these frustrated “Daliart” a chance to compete in what could be a very enjoyable contest... 

Elliot Warren
Promotion Director
WBOA Evansville, Ind.

... Mr. Oberlin and his bale of hay-age, and has been embroiled with volunteer fire departments of Jeff-erson County since it was estab-lished. The volunteers have proven efficient enough, as a matter of fact, to win fire insurance rate reductions. Pretty sizable ones.

So, the next day at noon there was delivered to my office a bale of hay with this note attached:

"This is the bale of hay you said the County Fire Department didn’t save. And there is still more for you. You can use this hay to feed that bull you put on the radio every morning."

It was signed, "Mr. Tax Payer’s (sic)."

After discussing the care and feeding of other hay bulls with Farm Coordinator Frank Cooley the following morning, the hay was put out to pasture.

Richard Oberlin
News Director
WHL Evansville

11 11 11

TV’s ‘Hurting’ Power

EDITOR, BROADCASTING:

Television hurts AM.

Television hurts FM.

Television hurts movies.

Television hurts legitimate theatre.

Television hurts baseball.

Television hurts football.

Television hurts basketball.

Television hurts wrestling.

Television hurts boxing.

Television hurts the family dinner.

Television hurts the pocket-book.

Television hurts the eyes (and sometimes the ears).

And now television hurts the trolley car business! (local trans-port company cites television as reason for decreased patronage and losses in seeking to increase rates!).

Why in blazes do you and Arthur Godwin persist in promoting tele-vision? You’re driving the country to the dogs faster than the Com- mies.

H. Charles Kaetel
Chief Engineer
WAXY Waukeeha, Wis.

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

GDNIA LINES

Justice Replies to O’Conor

REQUEST of a Congressional sub-committee that the Justice Dept. investigate radio propaganda ac-tivities of the Gdynia America Shipping Lines drew a mildly re- sponsive reply from a high depart- ment official Dec. 29.

Peyton Ford, assistant to the Attorney General, wrote Sen. Herbert R. O’Conor (D-Md.), chairman of a Senate Judiciary Immi-gration subcommittee, that the shipping line and Dr. Zenon Kosidowski, who prepared and edited radio scripts for Polish programs, are registered under the Foreign Agents Registration Act. Dr. Kosidowski is an agent of the Polish research and information service.

Sen. O’Conor’s group charged that the line has used facilities of American stations “for the pur-pose of engaging in Communist propaganda ... far beyond the scope of legitimate business enter prise” and called on Justice Dept. and FCC to probe its activities.

Programs were aired on WHBI Newark, N. J., and Wedc Chi- cago [BROADCASTING, Dec. 26, 1949]. No reply has been received from FCC, spokenmen said. Mean-while WHBI has dropped the broadcasts.

The Justice Dept. made no mention of initiating a probe, and pointed out that registration state- ments and exhibits are recorded in the public file. Included is a de- tailed statement on the shipline’s activities and descriptions of the broadcasts, it added.

ABERLE STORY

KELS Uses Local Sense

KELS Kelso, Wash., only eight-weeks old, was out in front with the news that 16-year-old Ruth Aberle, lost four days in a densely- wooded area, was safe. Credited with sound reasoning which won the day for KELS, is Manager Claire Banks.

Mr. Banks, already faced with problems typical to a brand new 250 w independent outlet, used some fast thinking and knowledge of the local scene to compete with the area’s major newspapers and stations. He reasoned that since the long search had not brought results, the teen-age girl probably would be found away from the concentrated search area. His hunch proved to be correct when Ruth was found by ranchers 11 miles from the combed region.

Break for KELS came when the sheriff’s secretary, who received the first call of the news, remem- bered the station’s staff members who had kept in close contact. She telephoned Announcer Russ Conrad,

who in turn signaled Chief Engi-neer Johnny Holmes to put the telephone conversation on the transmitter. Later, interviews with Ruth and the ranchers were re-corded. At noon the next day, the whole town turned out to hear "The Abery Story," half-hour show made up from highlights of the week’s tapes, and picked-up by receivers in Kelso’s radio shops.

SESAC Inc. New York, has recorded large number of selections by Trinity- choir of St. Paul’s Chapel, New York. Discs will be distributed to SESAC subscribers.

Fomerly heard on WJR Detroit for period of I4 years, The Hermit’s Case returns to station, Sunday, 10:30- 11 p.m.

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BROADCASTING • Telecasting
programs like these—and newspaper promotion like this—are some of the things that are making WOR-tv... one of America's great television stations on channel 9, in New York
What's New in Television? Take a Look at WPTZ!

The Story of the Popcorn that didn’t pop!

You've probably heard of the Handy Man show on WPTZ. Sponsored by Gimbel Brothers, it’s the oldest commercial television program on the air anywhere.

In any case, a few Friday nights ago the Handy Man demonstrated among other things a new electric corn popper. That is, he tried to, but instead of exploding into a fluffy white mass, the kernels neither snapped nor popped as they did in rehearsal... they just lay there and sneered.

It was a nightmarish situation even for as seasoned a performer as the Handy Man. Finally he called a halt to the demonstration and bluntly told the television audience not to buy the popper until he could show them that it worked and worked right.

As a result, two things happened—first, quite a few people disregarded the Handy Man's advice and bought the popper anyway. Second, the makers of Seazo Popcorn Oil called up after the show and suggested their product as the solution to the Handy Man's troubles.

The following show the Handy Man tried the demonstration again and it worked like a charm. The next day, Gimbel Brothers sold over 300 of the poppers at $8.35 each! Moreover, 75% of the shoppers demanded the Seazo Popcorn Oil!

Everybody was very happy, particularly the Seazo Popcorn Oil people. Here is what Adrian Bauer, advertising agency for Seazo, had to say about it: "What makes this remarkable is... the fact that an adjunct to the main article being sold was so carefully watched by the viewing audience that they demanded the popcorn oil right along with the popper."

That gets us down to the point of this story: Philadelphians, who make up the second largest television audience in the country (over 300,000 sets), watch WPTZ programs with an eagle eye. If you would like them to give equal attention to your product or service, call us or get in touch with your nearest NBC Spot Sales representative.

Philco Television Broadcasting Corporation
1800 Architects Building • Philadelphia 3, Penna.
Telephone: LOCust 4-2244

WPTZ First in Television in Philadelphia

This advertisement appears in Television Magazine—December, 1949 and Broadcasting—December 26, 1949
LARSON SUCCEEDS COE

G. BENNETT LARSON, vice president in charge of television at WCAU-TV Philadelphia, has been appointed manager of WPIX (TV) New York, station of the New York Daily News, effective Jan. 16 [CLOSED CIRCUIT, Jan. 2].

He succeeds Robert L. Coe, who resigned as vice president and station manager of WPIX last Wednesday, but who will remain with the station until Mr. Larson takes over.

A radio veteran who first entered broadcasting 23 years ago at KDYL Salt Lake City, Mr. Larson joined NBC in New York in 1929 as a producer and director, handling such outstanding programs as Texaco Theatre with Ed Wynn, Fleischman Hour with Rudy Vallee and Chase and Sanborn Hour with Eddie Cantor.

With Agencies

From 1934 to 1942 Mr. Larson served with the radio departments of Joseph Katz Co., Ruthrauff & Ryan and Young & Rubicam as director and producer. At Y & R he supervised daytime programs. With the advent of television, he experimented in this new medium by putting some of his radio shows before the camera.

In 1942 Mr. Larson became general manager and part owner of WWDC Washington, staying there until 1946 when he was appointed general manager of WPEN Philadelphia, when it was acquired by the Bulletin. Two years later, he became vice president of WCAU-TV, which the Bulletin purchased.

Mr. Coe joined WPIX on Jan. 2, 1948, directing the design and construction of the new station, which went on the air June 15 that year. He developed the present organization of WPIX and had supervised its operation since its inception. Before coming to WPIX, Mr. Coe had been for 23 years with the broadcasting stations of the St. Louis Post-Dispatch, except for the was period when he served with the Army Air Forces. At the time of his resignation to join WPIX, he was director of technical operations of KSD-AM-FM-TV.

In announcing Mr. Coe's resignation, F. M. Flynn, president of WPX and the of New York Daily News, said:

"Bob Coe performed near miracles in putting WPIX on the air on schedule. He and his staff have done amazing things in guiding the station through its early days, handicapped in many ways and confronted with the toughest competition in the country.

"Coe's decision to leave WPIX is a matter of personal regret to me," Mr. Flynn added. "All of us here are confident he will make further records in television. We wish him the very best." Mr. Coe said:

"As a local non-network television network, WPIX is proud of the quality of its programming," Mr. Coe said. "I have been honored to work with such fine people as my colleagues in management and our technical staff."

KTLA CONTROL

Transfer Bid Tendered

TRANSFER of control of KTLA (TV) Hollywood from Paramount Pictures Corp. to New Pictures Corp., Paramount Pictures successor under court-ordered reorganization, is sought in an application tendered for filing at FCC last week. Earlier requests had been filed for disposal of other Paramount properties, including WBKB (TV) and WBIK (FM) Chicago and WSMB-AM-FM New Orleans [BROADCASTING, Jan. 2].

Under the Paramount reorganization arrangement required by the anti-trust decree of the U. S. District Court for the Southern District of New York, the theatre-operating activities of Paramount Pictures are to be placed under a new firm called United Paramount Theatres Inc., with the picture-production and distribution activities going to New Pictures Corp.

WBKB and WSMB-AM-FM are proposed to be transferred to United Paramount Theatres, while KTLA, under permit to Paramount Television Productions Inc., a subsidiary of Paramount Pictures, would be transferred to New Pictures Corp. Paramount's 29% interest in Allen B. DuMont Labs, likewise would follow KTLA into New Pictures Corp.

Principal officers of New Pictures Corp. were reported to FCC as: Barney Balaban, president; Y. Frank Freeman, vice president; Arthur Griffin, chairman of the executive committee; Austin C. Kingsley, counsel and secretary; Fred Mohrhardt, treasurer; Paul Rabin, vice president; Adolph Zukor, chairman of the board; Harry Cohn, vice president.
CUSTOM - TAILED programming has lime-lighted WNBQ (TV) Chicago nationally in a single year of operation. Fourth TV outlet in Chicago, and fourth in NBC's O&O chain, WNBQ celebrated its first birthday Jan. 7.

Among several glowing plaudits on its TV cake, one appears to be brightest—the recent sale of the Chicago-created Garroway at Large network show to Congoleum-Nairn Inc. for a reported $5,000 weekly. As prime example of the program theories evolved by WNBQ's top personnel, the show has consistently won plaudits of expert as well as uninitiated—but it remained sustaining eight months. Proof is now in the taste as well as the looks of the pudding.

During its first year, WNBQ has telecast local and network shows made-to-order for the type of talent available in Chicago. Initial goals set up by Central Division Vice President E. J. Showerman (also manager of WNBQ and WMQJ-AM), TV Operations Director Jules Herbuveaux and Program Manager Ted Mills were: (1) attain quality in everything, down to station breaks, and (2) put Chicago on the map. Two NBC Chicago shows, Garroway at Large and Kukla, Fran & Ollie, have re-converted hordes of pallbearers who thought they buried Chicago as a broadcasting center years ago.

Means to these ambitious ends were set by Mr. Herbuveaux, a veteran showman, who insists on teamwork backed up by responsibility of all his staff. The staff, in turn, is given complete authority, so that responsibility is more practice and than theory.

Mr. Herbuveaux studied engineering, then switched to music and led his first Chicago dance band in 1921. He broadcast shows, recorded songs and played the first network program out of Chicago—NBC's National Farm and Home Hour. Producer of vaudeville and stage shows, he organized the Central Division music staff for NBC, produced radio shows there from 1935 until 1938, and worked as division program manager until 1948.

His kinship with talent, in addition to his management experience, was the background for his original ideas on TV, which took over as chief of video operations. Because he had hired and developed personalities like Dave Rose, Benny Goodman, Garry Moore and Johnny Johnston, the step to TV and encouragement of video talent such as Dave Garroway was natural.

HIS concept of television—and it weaves throughout all WNBQ programming activities—is that (1) no artist or anyone with a creative mind can be encumbered with business. Producer of vaudeville and the new field, and persons need to be given a full scope for creative work.

"We want no imitation of anything. We're in Chicago, and Chicago is different from any other place," he says. "We still have to and want to use talent on hand, which is excellent but very limited. We started building original shows without big names and big budgets, building typically Chicago shows designed for one medium—television."

Mr. Herbuveaux, in a business where professionals admit confusion, confesses "I am most often confused. TV is the most honest thing in the world, and there's no fakery in it. Be honest, put on a good show and the camera will take care of the rest."

The simplicity of his formula belies hard work that goes into 16 hours of live programming each weekly, of which eight are network feeds.

A natural approach, with a show constructed around talent rather than vice versa, is followed by Ted Mills. Named program manager four months before the station began operations, Mr. Mills realized even then that, to compete with New York, WNBQ had to develop talented non-name stars, with emphasis on originality, creativity and skill, and concentrate equally on behind-the-camera techniques and personnel. He is a former Army movie producer and TV producer at NBC New York.

A devotee of practical experimentalism, he created both the Garroway show and Crisis, a half-hour weekly "comedy of situation" with professionals enacting roles from case histories related by laymen.

Other network shows originating in Chicago are Kukla, Fran & Ollie (Seasame Street, BCA Victor), Quiz Kids (Miles Labs.), Wayne King Show (Standard Oil of Ind.), Studs' Place, Chicago Jazz, Cactus Jim (participation) and Portrait of America. The last, which has been on the air only a month, is a weekly half-hour re-mote documentary of a family at home, with film clips for variety. It is produced by Ben Park, who has been cited nationally for his other documentaries, Report Unexplained and It's Your Life, both Chicago AM originations.

WNBQ telecasts Monday through Friday from 5 to 11 p.m., Saturday from 8:30 to 2:30 p.m. and Sunday from 3:30 to 9:30 p.m., totalling about 4½ hours weekly. This does not include Project Call, which contains news pictures and bulletins, time and weather and a standing advertiser's message for about five hours weekly.

SPECIFIC programming rules set before the station began fulltime commercial operations are still in effect—"No show can have drapery backgrounds, because interesting sets are no more expensive than sets. You have a design; never stage a scene in a living room unless it is in a dramatic program; light must be plotted for every show; cameras..."

MANAGEMENT-LEVEL men at NBC's Central Division include (to r) Paul Mccluer, chief of AM network sales; who headed the TV sales staff also until six weeks ago; Division Vice President E. J. (Chick) Showerman, who works as general manager of WNBQ (TV) and WMAQ (AM); and Eugene Hoge, recently named head of TV network sales. John McPartlin heads the local TV sales staff.

must work for us instead of just reciting what they see, as they are creative instead of reportorial; cameramen are encouraged to get their own shots." These are day-to-day rules for Mr. Mills and his staff.

The first live programming produced by WNBQ was a heavy stent by Newsmen Clifton Utley and Jim Hurlbut Nov. 2, 1946, when Presi
dent Truman was elected. The men gave five-minute news summaries every half-hour for 12 hours and 27 minutes on the six-station Midwestern network. Bill Ray, chief of the news and special events staff, directed the entire telecast.

WNBQ's history dates back to June 1947 when call letters of WNBY were tentatively assigned by the FCC. At the same time the network leased for 10 years three floors of the Civic Opera Bidg., half-mile away from its Merchandise Mart headquarters, for PM and TV transmitting equipment. In September 1947 the station stringing an insulated cable link for intra-city TV between the Mart and the central terminal of the Illinois Bell Telephone Co. The cable, first to be installed by a Chicago video station, also is used for audio program transmission. It contains 12 video and 186 audio circuits.

In March 1948 the call letters were changed to WNBQ because of WNBY's phonetic similarity to WMBI (AM), Chicago's Moody Bible Institute station. Call letters WNBQ had been assigned years previously to the NBC Chicago engineering department for its 25 watt relay transmitter. FCC granted a switch, and the station became WNBQ, retaining the de
definitive letters of NB held by NBC O&O TV stations. The new call also was favored because of the similarity to WMAQ, its AM sister.

WNBQ test pattern was put on the air experimentally Sept. 10, 1948, and 10 days later the station participated in the three-hour opening of NBC's Midwest network with WBEN-TV Buffalo, WSPD-TV Toledo, WWJ-TV Detroit.
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select and develop fresh talent, he chats here

ome WNBQ stars who appear in formats designed

especially for them. They are (l to r) Singer Jack Haskell,

Dave Garway, Iaconic m.c. of Garway at Large; Connie Russell,

who sings, dances and acts, and Pianist

Herbie Mintz, long-time radio star who now recalls old-

time musical favorites on TV.

programming was added in March, increasing air
time to 35 hours weekly, seven days a week. In March also, telecast of the

nternational Kennel Club Dog Show from the International Am-

itheatre was sponsored by the Ken-L-Ration Division of Quaker

In May 1949 programming time was upped to about 40 hours per

week, with four hours of transmis-
sion Saturday and Sunday and

til 10:50 p.m. weekdays. A daily hour of Projectall newscasts was

signed last May, from 3:30 to 4

p.m., Monday through Friday, and another hour of afternoon pro-

gramming was added in Septem-

ber. On Dec. 1 the schedule called

for 41 hours weekly: Sunday, 3:30
to 9:35 p.m.; Monday and Friday, 2:45 to 11 p.m.; Tuesday, Wednes-

day and Thursday, 3:15 to 11 p.m.,

and Saturday, 6:30 to 9:30 p.m.

The most farsighted planning in

the station's history, however, took place back in 1929 when there

was barely a Central Division. At

that time, with network studios un-
der construction in the Merchandise

Mart, a few NBC technicians de-
cided TV would be coming along

one day. They wired a major

studio with heavy-duty cables and

provided outlets for TV lights. It
took 20 years for fulfillment, but both installations are being used now.

Last January when the station was still experimenting with new

show ideas, program personnel

originated what is thought to be

the first network daytime TV se-

rial, These Are My Children.

Written by Irna Phillips, the show

was staged daily, five times weekly.

Never sponsored, it was finally

dropped in March when Mr. Show-

erman learned American Telephone

and Telegraph was cancelling all

east-bound TV shows before 6

p.m. because of long-distance cable

requirements.

It was also in March that pro-

gram staffers started telecasting

experiments in children's dramatic

education from suburban Evans-

ton, 15 miles north along the lake.

Erection of a microwave tower

atop a school enabled transmission

of a weekly half-hour series in

which a teacher outlined a story

theme with children acting it out.

The format, similar to the

cartoon Our Miss Brooks on the network,
called for interpretation, with a

maximum of imagination and a

minimum of props and costumes.

ONE of the few TV executives who is admittedly "un-
confused" by television is Jules Herboudeaux (r), chief of

TV operations at the Central Division. Known for his

ability to select and develop fresh talent, he chats here

with some WNBQ stars who appear in formats designed

especially for them. They are (l to r) Singer Jack Haskell,

Dave Garway, Iaconic m.c. of Garway at Large; Connie Russell,

who sings, dances and acts, and Pianist

Herbie Mintz, long-time radio star who now recalls old-
time musical favorites on TV.

PROGRAM MANAGER Ted Mills, who was an Army information and

education section movie producer for years and who joined NBC New

York as a video producer in 1948, confers with Howard Luttgens (l),

chief engineer at NBC's Central Divi-

sion, and Paul Moore (r) television

operations supervisor. Mr. Mills

created the Garway at Large net-

work show, which was purchased

recently by Congoleum-Nairn for a

reported $5,000 weekly.

* * *
WILL TELEVISION follow radio's pattern of delivering programs—and their sponsors' commercials—to the home audience on a regular basis of same time, same station, every week or more often?

Some say yes, noting that much of radio's success as an advertising medium stems from this regular delivery of the sponsor's message, to the listening public and believing that the same will be true of TV.

Others say no, pointing to the much higher costs of video programs as a deterrent to any general slavish following of the radio pattern. These individuals also cite the many statements of TV proponents as to the unequalled impact of this new medium and comment that if monthly ads in magazines have been profitable an every-other-week TV schedule should also pay off for its sponsor.

Donald W. Stewart, advertising manager of the Texas Co., whose Tuesday night TV series starring Milton Berle has for more than a year been television's most popular show, told last fall's AAAA convention that one-hour shows do not need to be seen more than twice a month.

"If your show is good, there will be no audience loss because there is a one-week lapse between shows," he declared. He noted that with such a schedule there would be more time to rehearse each program and less chance of a star, such as Berle, "burning out too soon" and that it would permit year-round broadcasting without the customary summer lay-offs.

"It will be pretty hard to justify spending as much as $75,000 every week for 39 weeks when you can accomplish some of the same results in 28 weeks at a saving of about $1 million," he averred.

The additional time provided for production is one of the major reasons for the present every-other-week schedule of the Ford TV Theatre, seen alternate Fridays, 9-10 p.m., on the CBS-TV Network. William A. Chalmers, vice president and radio-TV director of Kenyon & Eckhardt, New York, agency in charge of this program, told TELECASTING:

"The Ford TV Theatre proves that good, well-libbing and risk can be eliminated from commercial television. With the success of the Ford Theatre, there is no longer an excuse for slapshod production, especially in dramatic shows. For our series has shown that long range planning, careful production, fastidious attention to detail, and allotment of time to each effort, pays off in the kind of programming which makes TV an adult medium.

"Let's take a look at what's happened, in case my adjectives seem too overwhelming to prove.

"Three years ago, Ford Theatre was launched on a long range plan. The basis of the plan was simply to provide the best possible radio dramatic fare. Last year, after two successful seasons, it was decided that television offered the most rewarding long range possibilities in terms of impact and audience. The plan was switched to television with the same objectives in mind as originally outlined two years prior to the decision.

"That plan called for the most careful selection of properties, cast and most importantly, production staff. Especially in television, it is our feeling that the producer and his staff must be a harmonious, skilled unit, which has the talent to act with unimpaired authority. The chain of our TV command is not kinked with all types of supervision. The show goes on as the production staff feels it should, without interference by outside elements.

"We felt that once a week operation would be impossible under the circumstances. It would tend to violate our ideas about the most careful preparation in presenting our shows. Here we began with a monthly presentation and now are on an every other week basis. This schedule, under our current setup, enables a potent commercial punch to be felt, as well as providing program impact upon TV viewers.

"If we were to go on a weekly program schedule, our plan would be to set up dual production units, each responsible for two shows per month. In that manner, our production values would never be hurried or strained. At this stage of TV, we believe it is impractical for one production staff to handle the manifold difficulties of a weekly hour dramatic series.

"There is no secret about our objective. We want to have the number one dramatic show on television. If planning, preparation and allowing creative talent a chance to create will do the trick, we should achieve our goal.

"Certainly, the client has shown himself to be sympathetic towards the aims which we have in common. Critics, too, have expressed themselves in emphatic terms as to the production and staging of the Ford series.

"We're pretty happy about the fact that actors on the Ford show have time before they go on to get a bite to eat, have a cigarette and relax. Not many other shows can boast of that atmosphere at rehearsal time."

THE every-other-week formula has also been adopted by another automobile manufacturer, Chevrolet Division of General Motors, for its Inside U.S.A. With Chevrolet, CBS-TV, alternate Thursday, 8:30-9 p.m. Three major motives prompted the decision to adopt and maintain this schedule, according to Winslow H. Case, senior vice president of Campbell-Ewald Co., Chevrolet agency, who continued:

"If television's impact is as powerful as we believe it to be, and sponsor identification surveys on top programs have shown some amazing results, it would be wasteful to rigidly follow radio's weekly formula. Each advertising medium must develop a frequency pattern of its own.

"Production-wise, too, a musical revue as complicated as Inside U.S.A., with its split-second timing, and many transitions, demands two weeks of concentrated rehearsal. Budget, in relation to the total possible audience, is the third factor.

"One effective way to maintain audience for a particular time segment would be to alternate two top ranking shows on an every-other-week schedule. It is yet to be tried but I think this system may prove to be one of the most workable and satisfactory solutions to the frequency problem.

"Obviously, there can be no certain answer to the question of which yields a better return: every week, every other week, every three weeks or even once a month. Television's philosophy is still in the formative stage. If our own research and industry studies reveal a definite and significant trend, we will move to take advantage of it."

UNWILLING to be quoted directly, TV network executives told TELECASTING that the advantages of every-other-week TV programming from the standpoint of scripts, rehearsals and production are more than offset by the difficulties of time clearance. With too few stations in broadcast cities to provide each video network with exclusive affiliates, the networks are competing with each other and with local advertisers for station time, and a weekly show will always get...
DuMONT RAPS NBC

Calling for an investigation and an antitrust suit, FCC, Allen B. DuMont Labs. charged last week that NBC-TV’s proposed 2½-hour Saturday night series [TELECASTING, Jan. 2] “is a manifest attempt to freeze out” competition.

A viewer of the DuMont TV Network and three owned stations, accused NBC-TV of “monopolistic and unfair trade practices.” It asked FCC to take “immediate action” to restrain these practices pending ultimate formal action by the Commission.

FCC officials said they would ask NBC to answer the complaint, which is customary procedure in such cases, and that the Commission would then decide what action should be taken. FCC will be required to issue a formal decision, since a formal complaint is involved.

DuMont’s complaint was directed primarily against NBC-TV’s request to affilites to clear 2½ hours on Saturday nights for 13 weeks starting Feb. 4, for a show to be sponsored by several advertisers.

The complaint contended that the offer specifies no particular programs and contains “no provision for the right of DuMont, or any other broadcast station, accepting the offer, to reject or refuse network programs believed to be unsatisfactory or unsuitable or contrary to the public interest.”

DuMont’s complaint

DuMont asserted, “the offer requires that any accepting television broadcasting licensee must clear the 2½-hour period for the 13 weeks completely to carry the show, regardless of established programs of commercials would be committed; and without regard to whether or not any portion of the time is sold by NBC.” NBC-TV would pay its affiliates at their regular half-hour network rates for five half-hours weekly (8 to 10:30 p.m.). The 2½-hour show would be sold to several advertisers, whose commercials would be integrated with the cast on a rotating basis. Each half-hour would contain three one-minute commercials, followed by a second station's break.

At least 15 affiliates must accept the program, NBC stipulated.

DuMont, which “immediately” rejected the offer, cited the “high cost” and “inadequacy” of existing network facilities and their effects upon network operations.

The complaint continued:

It follows that a contract by a single network for its use of any large competitive opportunity to advertisers and networks for the viewer market in such intermediate metropolitan areas.” Further, DuMont claimed, NBC has a “preference and larger allocation of desirable time” on the intercity cable and relay facilities.

DuMont said it has developed programs “which have attracted great public interest,” and that some of them are in the 2½-hour period that NBC wishes to clear.

The complaint mentioned Cavalcade of Stars in particular, pointing out the present series ends Feb. 4, “and would be renewed as of that date.”

The complaint charged that the NBC has “been affected by restrictions upon potential affiliates through the block booking of programs and combination offers for standard broadcasts, frequency modulation and television network time.”

Cancellations Claimed

DuMont said it “has evidence of cancellation of desirable and important programs,” and the rejection of renewal efforts of programs produced and distributed by DuMont Network, which were subsequently accepted at higher cost from NBC.

It pointed DuMont is unable to produce written evidence of the agreements involved in the present bulk purchases of time by NBC, or of the underlying agreements for restraint of free competition for the use of the facilities of licensed broadcasters.”

On the basis that “the rules of the Commission require the filing with the Commission of any such agreements,” however, DuMont asked FCC to “institute an inquiry on its own motion,” with the following procedures included:

1. The immediate issuance of an announcement expressing the Commission’s disapproval of monopolistic and unfair practices in violation of the provisions of the Communications Act, the Report on Chain Broadcasting, and the rules of the Commission.

2. To investigate all agreements, written, oral or implied, limiting freedom in contracting television licenses, whether implemented by written agreements, financial inducements, threat of loss of television or other broadcast facilities, or otherwise directly or indirectly.

3. To inquire as to restrictive agreements for the supply or use of television broadcasting equipment conditioned upon the availability of television broadcast programs, talent or literary rights.

4. To determine whether extraordinary control of facilities, advertising outlets, long-term contracts for talent, or other devices being employed in unfair competition under the present temporary circumstances restricting the number of television stations.

5. To determine the participation of NBC and its parent company, RCA, including its licensed television or standard broadcasting stations, in practices in violation of, or designed to procure or compel violations by others of the Commission’s rules and regulations, or contrary to the public interest and the spirit and intent of the Commission’s network regulations and its Report on Chain Broadcasting.

The complaint carried a copy of a telegram from Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television, outlining plans for the Saturday night show and asking for acceptance. Specific programming, the telegram said, will be disclosed in mid-January.

"... we are convinced that this is the best immediate solution to gaining new gross income for you and yourselves by attracting advertisers who cannot afford program advertising," the telegram said. The value of this advertising (Continued on Telecasting 18)
ARThUR GODFREY’S Lipton Tea commercial topped all others, with a 23 point spread between viewers and non-viewers of the commercial, according to an analysis of the Starch TV reports released last week.

Other leaders, according to the analysis by Daniel Starch & Staff, New York, include Molly Goldberg’s Sanka commercial with 16 points, Ivory Soap and International Silver with 15 points.

The point spread is the number of percentage points difference between viewers and non-viewers of a commercial who originally selected the brand advertised when offered a choice from among several products.

On the “liking” score, Mr. Godfrey’s Lipton commercial moved into first place ahead of Denver Star Theatre’s Sid Stone Hawker commercial. The latter, the report revealed, while very high, has been dropping steadily in listener popularity each month.

In a report by the television section of Advertest Research, Bulova, who revealed they had achieved the highest impact rating of any TV spot in the New York area for November. The Bulova rating was 48.25.

Following it were Lucky Strike, 37.50; Hi-V, 307; Chevrolet, 302.76, and Philip Morris, 294.25, according to Advertest.

Ratings are based on a perfect score of 2,800 points as maximum impact for the week and are a weighted compilation of the number of respondents who watch the spot and can describe a sample. The sample included 1,200 persons interviewed during the week of Nov. 5-11.

The Los Angeles Area Telecouncil has released another type survey on TV commercials. The research firm reported that during December the five top commercials “liked in order of their preference” were Log Cabin Bread, Texaco, Lucky Strike, Old Gold and Sun-sweet Prunes.

**Video News Programs Covered in Survey**

NEWS PROGRAMS are viewed regularly by 73.5% of TV set owners, with three of the top four shows aired between 7 and 8 p.m., according to Advertest Research.

When respondents to the Advertest survey were asked whether they would rather watch a newsreader the news on television or hear the program on the radio, almost six times as many people said they would rather watch the television newsreader. Although a preference was shown for the greater number of stories carried on radio newscasts, respondents said they preferred the types of stories covered on television.

Radio news programs still are listened to regularly in 63.6% of the television homes in the New York area, how Advertest found. Of the top 10 radio news programs still listened to, only one is presented after 7 p.m. and that one at 11 p.m. according to the survey. Over 17% listen to this late program after turning off their television set.

Daily newspapers were noted by over 50% of those interviewed as their principal source of news. Advertest reports. Television was named second and radio third.

For those who feel television is having a detrimental effect on education, Advertest reports that children take a major interest in video news programs. The report states that in almost 50% of the TV homes, the TV is on when children, under 14, were regular viewers of news telecasts.

The report covered 525 homes in the New York television reception area and was made in December.

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**Weekly Television Summary**

Based on Jan. 9, 1950, Telecasting Survey

<table>
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<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Number Sets</th>
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**KNBH (TV) Rates To Increase**

WITH SOME 302,835 TV set owners in the Los Angeles area, KNBH (TV) Hollywood hourly rates for Class A time will be increased from $500 to $750, effective Feb. 7. backlighting and鮮名叫出等在 same class will be increased to $125 from $100. Increases were announced by Harold J. Beck, television manager of NBC Western Network. Beck said that Class B and C rates will be adjusted accordingly.

He advised that orders accepted (Continued on Telecasting 10)

BROADCASTING • Page 54
BALTIMORE Leads the Nation

TV SHARE OF TOTAL BROADCAST AUDIENCE
OCTOBER–NOVEMBER, 1949
SUN. THRU SAT. EVE • 6:00-10:00 P.M. LOCAL TIME

*Based on C. E. Hooper's "TV Audience Index and TV Trends" for Oct.-Nov., 1949

WMAR-TV LEADS in BALTIMORE*

WMAR-TV's share of
6-10:30 P.M.
TV audience 43.1%*

IN MARYLAND
MOST PEOPLE WATCH

CHANEL-2 WMAR-TV BALTIMORE
TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by
THE KATZ AGENCY, INC.
NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES
COLOR TESTS

SPONSORS of the three principal systems competing in FCC's color television hearings accelerated their test operations last week, with the proponents of a fourth system seeking admittance to the proceedings.

RCA, developer of one of the rival systems, disclosed simultaneously that its work on single-tube color has reached a point where it may be demonstrated to FCC within 90 days.

"We are encouraged by our progress and believe that the demonstration will provide helpful information to the Commission," E. W. Enstrom, vice president in charge of research, RCA Labs Division, said in a progress report to the FCC.

He said the demonstration "will indicate the status of the advances we have made on the single-tube work" since RCA's color system, employing three tubes, was demonstrated last October [TELECASTING, Oct. 17, 1949].

In the meantime, CBS commenced "public demonstrations" of its own color system, which are slated to extend throughout this month in Washington and New York and subsequently in Philadelphia. RCA began transmissions in Washington last Tuesday for observations on automatic color phasing; established a receiver laboratory for test and development work in Silver Spring, Md., just outside of Washington, and planned regular color transmissions for a month starting Jan. 16. Color Television Inc., sponsor of the third color system, said it was starting regular transmissions last week in San Francisco and Los Angeles.

"Bid for recognition of a fourth color method came from Theodore A. Wetzel, of Milwaukee, who said his system was completely compatible with existing black-and-white standards and that existing sets and camera equipment could be converted at "very low cost."

Mr. Wetzel said that, in his color system, "standard tubes used for black-and-white television systems are employed"; "use of mirrors or reflecting surfaces need not be employed"; "no motion of the color filters is required, yet complete color coverage is achieved"; "only slight modification of the existing camera equipment is required, and that at very low cost"; "no change whatsoever is required of the television transmission station equipment."

System Possibilities

He told FCC that "the invention may be applied to effect a field color sequence color television, line color sequence television, or dot color sequence television, depending on initial choice." Further, he said, "receivers may be constructed to selectively receive from any of different transmitters, each employing different styles of color sequence television transmission."

CBS, opening a month of intensive testing in Washington and New York, planned to demonstrate "every phase of television programming." In Washington, CBS color sets were installed in the studio set since the seven FCC Commissioners, C. E. Frieda B. Henckel declined the offer. By this week the network hoped to have color receivers set up in one New York and two Washington stations, to get public reaction. In all, CBS told the Commission, the network would have some 39 receivers available at the outset.

Among last week's CBS color shows was a pickup of Golden Gloves Boxing matches at Turner Arena in Washington last Thursday night.

In Cincinnati, CBS is using the WCIC [TV] transmitter and the studio facilities of WTOP. In New York, the colorcasts are on WCBS-TV and WOR-TV, while in Philadelphia the facilities of WCAU-TV will be used.

RCA's test plans were outlined in a voluminous report which included a series of technical studies and papers and co- and adjacent-channel interference, chromaticity, and other suitable color filters and color signals; UHF television, and color operations.

Dr. Engstrom reported on work at RCA's experimental UHF television and the studio facilities of WTOP. In New York, the colorcasts are on WCBS-TV and WOR-TV, while in Philadelphia the facilities of WCAU-TV will be used.

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HARRY WAYNE McMahan

IT takes a lot of courage and fortitude to succeed in the fast-moving television industry, and these traits are the heritage of Harry Wayne McMahan. As a country doctor, his father had the courage to accept the post of local medical in a Texas border town where his predecessor had been killed.

Today, the hardy McMahan offspring heads Five Star Productions in Hollywood, producer of theatrical and television films. The firm’s clients include Coca-Cola, Dr. Pepper, Ford, Halliburton Luggage, Log Cabin Bread, May Co., Powerhouse Candy, Philipco Dealers, Sunkist, Whitman’s Sampler (candy), among others.

All told, it is estimated that Five Star currently possesses about 40% of the regional TV film spot clients buying time on Los Angeles stations.

Reporter, editor, agency man, radio producer-writer, publicist and film writer-producer, Harry has led a full life since April 29, 1908, when he was born in Earl Park, Ind. At the age of four he moved to Chicago with his family and a year later the McMahans headed for South Texas, where the elder McMahan hung out his shingle in Mineral, Tex. In 1924 the family moved again—this time to Beaverton, also in the big state.

Formal schooling and work were intermingled through most of Harry’s career with the result that at 16 he already had progressed from the backshop through reporting to city editor of the Beeville Picayune. At 17 he left newspapering to head publicity and advertising for a nine theatre circuit. By 1929 he was called to Dallas to serve as publicity-advertising manager of one of the Publix Circuit theatres there.

Forsaking publicity and advertising in 1930, Harry next undertook a split shift between the Dallas News and Journal and more formal study at Southern Methodist U. On the papers he served variously as amusement editor of the now defunct Journal, assistant amusement editor of the News, Journal sports desk, features and news.

At school, Harry not only responded to his teachers but one of them, Edith Clark responded to him. They were married June 24, 1933.

Meanwhile, Harry forsook “Big D” (known to non-Texans as Dallas) in 1931 to resume advertising and publicity for the Texas Theatre in San Antonio. Returning to “Big D” in the spring of 1933, he became radio director of Roy Cowan Inc., a local agency. In 1943 he joined with Tracy-Locke-Dawson, Dallas, as radio director. While with the agency, he evolved a radio format for Dr. Pepper Uppers and the half-hour variety show had a special Dixie network extending through 24 states.

In 1938 Harry took to freelance writing and began to sell some material to the movies. A year later he moved to Hollywood and started producing theatre film spots beginning with Dr. Pepper as a client. His first firm was known as U. S. Motion Pictures which evolved into Five Star Productions in 1946. All told Harry has turned out more than 1,250 theatre and television film spots.

Essentially a writer, Harry has nevertheless learned production, editing, cutting and the other facets of film production during his 10 years in the film field. He has built several TV film shows on an experimental basis but does not feel the economic time for production has yet arrived. Meanwhile, the production of film spots keeps his firm rolling.

DuMont Meet

The first convention of DuMont television receiver distributors will meet this Wednesday (Jan. 11) at Chicago’s Drake Hotel. Ernest A. Marx, general manager, Receiver Sales Division, Allen B. DuMont Labs, Inc.; DuMont’s national sales manager, Walter L. Stickel, and Advertising Manager Henry R. Geyerlin will discuss with the group in a one-day, two-session program, DuMont’s 1950 sales, service, promotion, advertising and merchandising policies. The program was worked out by Joseph H. Moss, Midwestern regional sales manager.
NBC LAST WEDNESDAY began experimental operation of its new ultra-violet television station near Bridgeport, Conn., designed to test the effectiveness of UHF video operation and the practicability of "satellite" TV station services.

With the experimental call, KC2XAK, the station will retransmit in the 529-535 mc video band, together with WNIT (TV) New York, key NBC TV station, for reception by special receivers and by regular sets equipped with converters, located in the area within 25 miles of the station.

KC2XAK is housed in a Cape Cod cottage at Stratford, Conn., on Success Hill, one of the five hills overlooking Bridgeport. The station was licensed by the FCC May 4, 1949. The building was completed Nov. 15. The tower, a four-cornered, self-supporting structure 210 feet high, was built the next week and the antenna, projecting 40 feet above the tower, was installed Dec. 21. Designed to have a gain of 55, the transmitting antenna is expected to increase the transmitter's 1 kw output to 15 to 20 kw of effective radiated power.

The experimental transmitting equipment was built by the Engineering Products Dept. of RCA-Victor Div. of RCA, under the direction of V. E. Trouant. After a testing period until Jan. 15, while TV engineers are adjusting the station and antenna, NBC will install the special UHF receivers, designed by the Home Instrument Dept. of RCA-Victor under the direction of D. D. Cole.

Hanson, Guy Direct

In announcing this project, Joseph H. McConnell, NBC president, said it is being conducted under the supervision of O. B. Hanson, NBC vice president and chief engineer, with Raymond F. Guy, NBC radio and allocations engineer, in charge of the detailed work.

The tests will continue for two or three months, including observations at homes throughout the Bridgeport area at distances and under conditions which will determine the extent of such a station's service. Various types of receiving antennas will be tested, shadow areas and multipath problems investigated, field intensity measurements made and tropospheric transmission observed, using mobile as well as the fixed receivers.

Tervating the proposed experiment a major step toward the solution of the broadcasting and receiving problems of UHF television, Mr. McConnell said: "We are confident that the operation of this UHF station will demonstrate the feasibility of broadcasting in the upper reaches of the spectrum. Reviewing the progress of DuMont's manufacturing facilities, Dr. DuMont pointed to the activity, opening of two new manufacturing plants, the East Paterson N. J., plant, for electronics assembly, and the new cathode-ray tube plant in Allwood, N. J.

Predicts 25% Increase

DuMont, he said, is looking forward to a 25% increase in dollar volume in products manufactured by electronic instruments developed by the firm's Instrument Division. The Transmitter Division, however, he observed, has been handicapped by the "freeze" but is now busy handling industrial applications of transmitting equipment and planning other improvements in equipment. Further expansion is expected in the Electronic Parts Division, whose output in 1948 has doubled its number of employees.

Increased production schedules for both the Cathode-Ray and Television Receiver Divisions are already in operation, Dr. DuMont said. It is quite the contrary, DuMont concluded, "that the growth of the DuMont organization has been unusually rapid, we feel that we are moving carefully in order to avoid a rate of growth that might endanger either our financial position or the quality of our products."

**Open Ike**

**Johns Hopkins' Policy**

**EDITOR, TELECASTING:** I have just read with interest your editorial of August 23, "Man Who Ordered Apple Pie." Negotiations at this point indicate that the play will be given network production this winter.

This year's attitude toward television—we welcome it as an important adjunct to our amateur athletic program, and I don't use the term generically.

I read *Broadcasting* each week and find it stimulating and worthwhile. My congratulations to you on your excellent work.

*Ezra Poule*  
Director of Public Relations  
Johns Hopkins U.  
Baltimore

**NBC Opens Test Station**

**Dr. DuMont**

DuMont's forward march can be expected to maintain its momentum through 1950 in both the telecasting and manufacturing fields. Dr. Allen B. DuMont, president of Allen B. DuMont Labs., said Wednesday.

In a year end statement, Dr. DuMont paid particular attention to the marked increases in the dollar volume of sales in the DuMont organization and predicted these gains would continue, "The final figures are still to be tallied," he said, "but we anticipate that sales will reach the 45 million mark, almost double the 1948 figure. During 1950 we expect sales to reach the 70 million figure for the entire company," he said.

Looking back to the "extensive" progress made by DuMont Television Network in 1949, Dr. DuMont cited the affiliation of 51 stations in the network at the year's end. These stations, he said, carry programs "live" or by the firm's Telemaster service.

"Television's march of progress during 1949 leaves no doubt that the medium has taken its place among the leading industries in the country. Figures prove it to be one of the fastest growing," he continued.

The new year, Dr. DuMont forecast, will see a decided increase in industrial and commercial applications of television. "It will also mark a trend to two television homes, with extra sets being used in children's rooms, maid's rooms and rumpus rooms. This year should also see a vast improvement in programming, as budgets increase in line with the added circulation. The trend to large direct view screens should also continue," he added.

Dr. DuMont voiced the same opinion given recently by Commr. Mortimer W. Loewi, director of the dustry in the present space log-jam for television channels. If the experiment is successful it will show the way to opening up vast new channels for hundreds of additional television outlets in this country."
GOOD OR BAD?

Cousins, Capp Debate TV

AL. CAPP, comic-strip artist creator of "Lil Abner" and in the past, outspoken critic of radio, took the opposite line in defense of television last Tuesday night on the ABC Town Hall Meeting of the Air program.

Mr. Capp, in a discussion of "Television 1950—is it Good or Bad?," took to task Norman Cousins, editor of The Saturday Review of Literature, for his "vague generalization of his overall damning" of the medium.

Mr. Cousins, who referred to television as the potential victim of "a case of impending murder," decried video's practice of "talking down" to its viewers.

"You know the theory," Mr. Cousins said. "It's the idea that the average American has the mentality of a 12-year-old child, and you've got to spoon-feed him with entertainment that makes no demands on his supposedly limited intellectual equipment."

Decrees Theory

Labelling the theory as "idiot's fallacy programming," more burden, he charged it had already come close to putting the skids under Hollywood, had devitalized and disfigured much of radio, and wrecked some of the largest pulp magazines in America.

He warned that television was repeating the blunder and that he feared for television.

Mr. Cousins charged video with compounding a mobilized attack on intelligence and a massed invasion against good taste. "There are millions of dollars for perfecting television mechanically," he declared, "but only pennies, comparatively, for programs. Expensive research and equipment will make television possible within a year or two, but a Grade C program in technicolor is still a Grade C program," he went on. "What television needs right now is better programming, more respect for the intelligence of the average American, more imagination, more originality, more of the pioneering spirit that was behind much of TV's best work 20 years ago," Mr. Cousins emphasized.

Pointing out that TV doesn't lack for people qualified to make television an "art of its own and not the visual extension of radio," he called for front-office backing of such people. He urged that viewers write to such programs as Kukla, Fran & Ollie, The Nature of Man, Who Are They? and Others, which he singled out as exemplifying the promise of television—and tell them of their approval.

Stressing that he was not arguing for highbrowism or a video extension of the classroom, but for entertainment, Mr. Cousins concluded that he expected the medium to live up to its billings as the supreme triumph of invention, "not an endless procession of murder gang wars, horror and horror acts, sub-standard variety shows and wrestling matches."

Capp's Rebuttal

As the debate's champion of television, Mr. Capp countered that Mr. Cousins' "beef" was substandard and mediocre. "I've done research," he said. "I've gone into this thing fully. It took me three seconds. I clipped out tonight's television programs. It proves that anyone who takes the trouble to get up off his couch, back long nights and turn a knob can get from television tonight and any night, the most fabulous, imaginative, varied entertainment, delightful entertainment ever offered by man to man."

Mr. Capp then outlined Tuesday night's program schedule, which encompassed three kiddie shows for "good little kids who have finished reading Lil Abner," a scientific film, news, comedy and "the most beloved funny-man of our time, Milton Berle—and with a little help from the famous Munsters"—debut, music, drama and sports. "What do you want, Mr. Cousins?" he asked, "an egg in your beer?"

"The record shows us," Mr. Capp concluded, "that television will give you whatever you want. If you want delight, and entertainment and information, television will give it to you. If you just want to grippe about it, you can, by carefully manipulating your dials so that you bypass all the wonderful gifts of television—you find murder and horror and ugliness."

DuMont Raps (Continued from Telecasting?)

A HANDS-OFF POLICY was adopted by FCC last week with respect to Radio Mfrs. Assn.'s proposal to form a new, industry-wide "National Television Systems Committee" to work out proposed color standards [TELECASTING, Nov. 21, 1949].

Unlike the Commission of 1940, which shared in the formation of the original NTSC to settle possible black-and-white standards, today's FCC "feels that it should not take any position on the question." If and when it does, FCC says it will "welcome" its participation in the color TV hearing.

The RMA Television Committee meanwhile scheduled a meeting for Jan. 17 at the Portal Hotel in New York to map its future course. The committee is under the chairmanship of Max F. Balcom of Sylvania Electric Products, a former RMA president.

FCC disclosed its position in a letter from Chairman Wayne Coy to Dr. W. R. G. Baker of General Electric Co., who has been named by RMA as a new NTSC and who conferred with the Commissioners individually on that point a few weeks ago.

Mr. Coy's letter, released Tuesday:

This is with reference to our recent conversation in my office concerning the question of forming a national television systems committee as proposed by the RMA Mfrs. Assn., for the purpose of arriving at standards for color television that might be generally acceptable to the Commission and the industry.

As I indicated at our meeting, I have asked the other members of the Commission to confer individually with you at a meeting at which you might appear before the Commission and present your ideas on this subject. In connection with the discussion which followed my request, it became quite clear that the Commission does not believe that the formation of a national television systems committee should be dependent upon the Commission's approval.

As a matter of fact the Commission feels that it should not take any position on the question of the proposed committee, but that the matter should be entirely in the hands of the industry inasmuch as the committee, as proposed, is designed to serve the industry and to aid the industry in organizing itself for the selection of all material available to the Commission in connection with the consideration of television proposals. The Commission's position is dictated by its desire to avoid any implication that a national television systems committee, such as you propose, is to be reaped as an advisory committee named by the Commission...

In the event that such a committee should be formed, and it is prepared to present testimony at the forthcoming television hearing on behalf of the interests it represents, the Commission will welcome its participation in that hearing.

Under RMA's proposal, the committee would not be limited to RMA members, but would include representatives of the Institute of Radio Engineers, networks, engineers, and others. The committee not only would work on color standards but also would collect and present data with respect to UHF allocations and the lifting of the VHF freeze.

Proposal that such a group be formed was advanced by RMA witnesses early in FCC's color proceedings last fall. The hearing currently is in recess but resumes Feb. 20.
Telefile
(Continued from Telecasting 5)

AN SRO throng. Entries totaled 6,944.

Another one-time offer brought 5,447 responses for a trio of packages given by the National Livestock and Meat Board in a 15-minute cooking and cutting demonstration in a 90-minute telecast during National Livestock Show Nov. 29. Booklets on meat carving, pork and meat recipes were given free to anyone writing in. The demonstration, which had no advance promotion, was planned by Paul Visser of NBC Chicago's agricultural staff. Allis-Chalmers Manufacturing Co. was the sponsor.

Clintwn Youle, The Weatherman, gives daily reports on current and projected weather conditions in an informal manner. Although he'd had no previous air work, he was drafted from Bill Ray's news staff when it was found he had meteorology training in service. His wife, Janet, non-professional, gives down-to-kitchen-commercial for Ceresota Flour. The sponsor, Standard Milling, from Oct. 17 through 31 (11 shows) offered a savings of $1.00 per pound in 50 cent and proof-of-purchase label. Twelve days after the offer, 2,181 persons had mailed their money to a specific post office box number.

SIMILAR response was recorded after another one-timer on the first sponsored telecast of Walt's Workshop. Walt Dunbabin, a high school vocational instructor, demonstrates how to make simple household gadgets from wood. Edward Hines Lumber Co. offered free to anyone writing in a set of simple plans on a bird feeder, an item with a very limited appeal. In five days the station received 691 requests for plans, an estimated selling in 50 cents and a proof-of-purchase label. Twenty days after the offer, 2,181 persons had mailed their money to a specific post office box number.

Because of advance planning and teamwork, WNBQ shows are put on the air as if the station were a network and would normally be expected. The Garroway show, for example, considered by the trade a complicated production, is the result of one three-hour story conference. Produced by Mr. Mills and written by Charles Andrews of Needham, Louis & Brorby, Chicago, the show was custom-made for Dave Garroway. An AM and TV local and network star now, he returned to his staff announcing job at the division after the war and couldn't get a sponsor. "He couldn't be sold because he doesn't have a phonny sell. It's as simple as that," says Mr. Mills.

A few of the new movie stars have come into their own as a result of appearances on the Garroway show. Among them are Singers Jack Haskell, Connie Russell and Beulah Charles; comedians Bessie Brorby and Dancers Margaret Gibson and Charles Tate.

Meticuloius production plans require that everyone be a quarterback—from producers to cameramen and electricians. Some stress on behind-the-camera techniques and personnel, camera operators are called in on conferences with set designers, choreographers and directors. Each director is hired specifically for the category in which he has had the most experience—music, drama, special events, variety. The specialist director can therefore dance from a ballet score.

Ted Mills, working directly under Jules Herbeuex and yet on his own, coordinates other production and facilities. George Heinemann, operations manager, is responsible for films, spots, station breaks and everything that goes on off the program. Fellton head production, handing all shows. He works with Producers Don Moier, Bill Hobin and Reinald Werrenrath Jr., who also heads the field crew. Tom Horan, facilities manager, is in charge of art, design, construction, stage hands, props and studies.

The complete authority for hiring rests on the program manager. Of about 100 applicants per week, 20 are selected to come in for personal interviews. No final hiring rites place until Mr. Mills has seen five-man production panel screen each interviewee. Ninety-two persons are employed by WNBQ, and 165 others at the division work jointly on AM and TV programming. There are 34 in engineering; 10, transmitter; 5, executive and business offices; 2, program administration; 15, production and direction; 18, program production (operations); 18, production facilities; 3, network sales, and 1, local sales.

AM and TV staff members include 14 in general offices; 3, executive; 4, continuity acceptance; 5, local sales; 10, national spot sales; 9, promotion and advertising; 7, mail room; 18, night manager and grossing office; 4, news; 4, wire; 4, foreign; 4, wire; 4, transcription; 5, program; 15, service; 5, studio setup; 8, news and special events, and, 8, central steno.

STUDIO facilities, which the division is quickly outgrowing, are assigned to the year. The complete unit probably is that used by Burt Tilstrom and his Kubla, Fraue & Olle gang. Built at an estimated cost of $100,000, the section includes a 39-by-14-foot studio designed especially for the puppet show. Equipped with ultra-modern lighting and production facilities, it has shelves for props and puppets for puppet costumes. The Kuklapalooza Players also have a suite of three offices, a kitchen, reception room and dressing rooms for Mr. Tilstrom and Fraue.

The Mart TV plant consists of five studio systems in all—three for live shows, a film studio and a

three RCA field camera chains, lighting equipment and microwave relay gear. Field crew includes seven engineers in addition to the supervisor. The picture from Mart studios is transmitted over wide band 7 mg coax circuits to the 42d floor of the Civic Opera Bldg. and sets are finished with a rated power of 22.8 kw on Channel 5.

All sound and TV broadcasting studios and offices are air conditioned, and 425 tons of air conditioning equipment was needed because of the high heat load of TV lights and equipment. Although no official figures on plant and equipment investment are available, it is estimated that the total is well in excess of $1 million.

Despite the fact that the investment is admittedly heavy, "We are very optimistic, and the station is running at a profit," says Mr. Shoverman. "Present operations and business indicate a profit operation in the not distant future."

Discussing how a TV station can make money, Mr. Shoverman said that NBC offered a subsidy to build up a volume in chain breaks and spots. "It's harder to sell live and film shows. We are doing well, and we have and have also sold several local origination." He cited Herbive Mintz's But Not Forgotten and Cactus Jim, a western film, as successful originations for Projectall which also termed sale of the Projectall "profitable." It is usually sponsored for about five hours weekly.

WNBQ expects to build additional local network origination, he said, but will also concentrate heavily on local programs. "We have many plans for daytime television, none of which has been set definitely. We do feel, though, that daytime TV must be just as interesting and absorbing as radio's daytime serials. Any new programming we begin will start before 6 p.m. rates begin. The idea of this will be along the public service line, in which we plan to remain strong." One idea for the daytime show are shopping shows for women which would emanate from a Loop department store.

"Programming, as always, is the thinnest in television," Mr. Shoverman asserts. For this reason,"Our main rule is simple: Give TV program men their heads and let them know their budget limitations."

Mr. Shoverman looks for a rate increase soon, because Chicago's TV rates are now from $2,000 a set a year to an estimated $25,000 a set as of Jan. 1. An NBC study shows this to be in the greatest increase—525 percent—in any city where NBC network 15 stations, an O & station. New York, according went up 190 percent in a year, Hollywood, 236 percent. Rates will not be increased proportionately, but a few increases from the station viewings would have been absorbed.

The Jan. 8, 1949, Rate Card No. 1 calls for $500 per hour for Class 15.
John McPartlin as the personality was spotted Federated staff for NBC Chicago.

Mr. Showerman, who has been with NBC 20 years and Central Division vice president since July 1947, late last month succeeded John McPartlin as the station's sales manager. A member of the NBC Chicago national spot sales staff for the past six years, Mr. McPartlin,plement of the AM local sales staff, Eugene Hoge heads up network TV sales.

In its second place, WB buffered four first places and one honorable mention in the annual Chicago Federated Advertising Clubs awards competition. First places went to WBBQ in Chicago, various Morris Jr., formerly of the AM local sales staff. Eugene Hoge heads up network TV sales.

For its promotion of Who Said That? in the Crosley-Benton & Bowles Inc. competition, WBBQ and Promotion Director Charley Cotte earned second place. Mr. Smith was spotted third for creation of a promotion film announcement for Martin Kane, Private Eye in a contest conducted by the Kunde Agency and U. S. Tobasco. Only personality to be cited nationally is Dave Garwood, recently given the third annual award of the Junior Advertising Club of Philadelphia.

Mr. Smith, in intra-station promotion, recently cited a widespread audience response to Clifton Utley, who for four days asked viewers to give their opinions on whether they wanted more or less in straight news, analysis, photographs, maps, charts and guest interviews. "No prizes, premiums and no contest," Utley repeatedly totals 669-420 from Chicago. Promotion personnel made an economic breakdown of letters, based on 1946 rent for each district, to determine Mr. Utley's appeal to all levels. They found:

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Mr. Smith sends bi-monthly reports to all TV clients and their agencies with detailed information on promotional and advertising mentions, publicity releases, newspaper and magazine clippings and picture reprints. He also has simplified the matter of agency program presentations by submitting a folder outlining briefly the availability, talent biography, program format, adjacencies, competition, audience response, current and past sponsors, success stories and sponsor testimonials, cost, types of commercials accepted and type of audience to whom the show appeals.

His department, and all others, attempts to form a single team to justify and extend the primary theme of the operation —delegation of authority along with responsibility all down the line.

Holcombe Parkes, vice president in charge of public relations of National Assn. of Manufacturers, New York, will resign from that position to become chief vice president of Apex Film Corp., Los Angeles. Mr. Parkes will have offices in both Los Angeles and New York. He will be responsible for public relations and production of industrial and public relations films for Apex.

Parkes, formerly film editor for NBC-TV news film operations, has joined staff of William J. Ganza Co., New York, motion picture production company, as TV consultant in charge of production. Mr. Alley, prior to joining NBC, had been script writer and commentator for Paramount newsreel and MGM "News of the Day." During last year's "The United Newsreel," film version of The Voice of America.

Capitol Records, Hollywood, preparing series of TV films based on firm's Bozo the clown character. According to firm, series will cost approximately $100,000 and will be ready for release in two months through its distributing outlets. Elmo Williams, head of TV division for Capitol, is producing series, Les Goodwin directs.

Bozo the clown, and Tom Sawyer, Hollywood, has secured exclusive rights to approximately 200 British Government films. Deal was signed last week in Hollywood by Sir Thomas Hodges, head of British Film Service; Noel Madison of Herold Productions and William (Scotty) Brown, film distributor, who formed TV firm. TV stations are being contacted throughout country for leasing films which include features and short subjects. Tom Corrion heads firm which is located at 1535 Crossroads of the World.

CBC Meet Feb. 9-10

FEBRUARY meeting of the board of governors of Canadian Broadcasting Corp. is to be held at Ottawa Feb. 9-10, and it is expected that TV station applications for Toronto and Montreal stations, will be discussed. CBC recently was granted a $4,500,000 loan by the government for TV stations and studios at Toronto and Montreal. Four applications are in for two other Toronto TV channels, as CPRB and CKEY Toronto; Famous Players Corp. Toronto; and Al Lear, Toronto. Two applications are on file for three TV channels at Montreal, by CFCF and CKAC Montreal.

Tuchman Named

RALPH G. TUCHMAN, former Hollywood news editor of Broadcast-Casting, has joined KTTV (TV) Los Angeles, CBS TV outlet, as news service coordinator. He has been with the magazine for more than five years in Washington as well as in Hollywood.

Streaming: "Stuckbornly holds synchronism.

NOW! MAGNETIC SPROCKETS hold standard 1/4" tape in sync for Television and Motion Pictures

NOW! MAGNETIC SPROCKETS hold standard 1/4" tape in sync for Television and Motion Pictures

NOW! MAGNETIC SPROCKETS hold standard 1/4" tape in sync for Television and Motion Pictures

BUILT FOR CBS-TV

- Automatically compensates for tape stretch.
- Adjustable speed for "framing" Advance-retard by push button.
- Immediate lock-in for sync control.
- Stubbornly holds synchronism.

WRITE FOR ILLUSTRATED LITERATURE

TELECASTING - Page 15

SOCIETY of Motion Picture Engineers has changed its name to Society of Motion Picture and Television Engineers, President Earl 1. True announced last week. The change was effective Jan. 1.

Approved by an overwhelming majority of balloting members, the change was effected because of the increasing mutual interests of technical people in both motion pictures and television, as well as the Society's active participation in the development of new video techniques. In addition, SMPTE has filed an FCC brief proposing specifications for a nationwide television television system.

Speaking of the decision, Mr. Sponable said: "I cordially extend an invitation to all television engineers to join us so that we may share with them, and together, to meet the expanding technical knowledge we have gained concerning motion pictures over a period of 33 years. I am confident that the art of motion pictures and the art of television can reap benefits from one another and jointly contribute to the perpetuation and improvement of existing standards in the pictorial rendition of action."

Video Medical Aid

ANOTHER video development as an aid for training in the medical profession has been announced by Remington Rand Inc., manufacturer of Vericon, system of closed-circuit TV. Visual images of various internal organs of the human body now can be telecast for group study without resort to surgery as a result of a new technique worked out by William L. Norvell, manager of the firm's television department. A special optical link is interposed between eye piece of a standard stomachoscope and the pick-up tube of the camera. Telecast, demonstrated Dec. 6 during the annual convention of the AMA in Washington, D. C., permits large groups simultaneously to study conditions inside the body.
16th in a distinguished series...

1950

The Broadcasting Yearbook
and your business . . .

the only single source book of radio-tv information, facts, and figures . . .

How much do advertisers spend for spot, network, regional and local campaigns—who handles the account?
The top radio-tv agencies—personnel and gross billings?
You'll find the answers—and many, many more hard-to-get facts—plus these exclusive features in the 1950 BROADCASTING • TELECASTING YEARBOOK.

Gross network billings by advertisers, by agencies, by product classifications, by months ★ Comparative radio costs vs. newspapers, magazines ★ Year's top ratings, program trends, awards ★ National and regional advertisers-agencies ★ More than fifty directories covering AM FM TV stations, executive personnel; networks; equipment mfrs.; representatives; film, transcription and related services.

These and a thousand facts/charts more are the 1950 YEARBOOK, classified under easy-to-find headings; indexed for quick reference.

There's nothing like this 3½ lb. YEARBOOK for radio-active agencies, advertisers or any radio-connected business. It's your indispensable year round tool.

The Yearbook comes free to BROADCASTING • TELECASTING subscribers as of February 1. A limited supply of copies will be available at $5 each.

$7 pays for 52 weekly issues and includes the 1950 Yearbook.

BROADCASTING • TELECASTING
National Press Building
Washington 4, D. C.

Please enter my BROADCASTING subscription immediately and be sure to send the 1950 Yearbook, free of charge, as part of this order.

☐ I enclose $7.00 ☐ Please bill me

Name ___________________________

Company _________________________

Street ___________________________

City ___________________________ Zone ______ State ________
NEW series of programs designed to acquaint listeners in Kansas with Wichita manufacturing enterprise inaugurated by KFH Wichita. Programs are conducted in various manufacturing plants and, by means of wire recorder, aired each Sunday afternoon. Series, entitled Let's Go Plafting, is designed to tell background story of industry, factual information about growth and development and includes interviews with employees. Ken Davis, KFH evening news editor, conducts series, outline of which is worked out jointly by Wichita Chamber of Commerce and KFH news bureau.

WBZ Programs

WIDE coverage of activities ushering New Year presented by WBZ-AM-TV Boston and WBZA Springfield. In addition to carrying New Year's Eve celebrations and football games the nation over, Westinghouse outlets also covered inauguration of John Hynes as Boston's new mayor. Mayor Hynes' inaugural talk after swearing-in ceremonies also was carried. Another highlight was presentation of TV show of Dr. Billy Graham, evangelist.

New Faces On WRC

SOME new faces have been introduced on WRC Washington's Saturday afternoon lineup. Covering four-hour period, performers in this category include Connie B. Gay with new hill-billy program, The Connie B. Gay Show; Stuart Colborne in Capitol Scrapbook program, featuring transcribed music, comments by Mr. Finley on Washington lore and news reports; also, Teen-Y's, half-hour forum on teen age problems planned and presented by student members of Washington Y-Teen Clubs at nine local high schools with cooperation of TWCA.

Documentary By WOSI

PROGRAM, Then and Now, documentary broadcast, aired Jan. 1 by WOSI Columbus, Ind. One and one-half hour show featured excerpts from important historical developments between 1932 and 1946. Program also featured address by member of British Intelligence Service. Station sent promotion to program to all schools in Southern Indiana. Show was sponsored by Arvin Radio Co.

'Forgotten Man' Remembered

COMMUNITY druggist, sometimes called medicine's forgotten man, had his inning Dec. 17, from 8:30-9 p.m. when WNAC-TV Boston presented telecast in his honor. Show was in form of special druggists' roundtable built around The Contribution of the Druggist to the Community, and featured as speakers distinguished representatives of drug and drug fields including Linux Travers, executive vice president and general manager of Yankee Network, who originally conceived idea. Added highlight was showing of drug store's prescription book, pharmacist's scale, graduates, mortars, pestles and other appurtenances of druggist's vocation.

Mr. Prime Minister

OPEN LETTERS to the Canadian Prime Minister being aired weekly on CBL Toronto and Trans-Canada network. Program, entitled Mr. Prime Minister, was suggested by Canadian Premier Louis St. Laurent when he asked women voters interested in welfare to write to him letters. Show is quarter-hour feature, with prominent Canadian women making recommendations on various topics. First few weeks were devoted to old age, pensions, immigration, education, employment, health, finance, consumer and minority topics.

News of 1949

STORIES that made headlines during past year, filmed by Telenews, made up A Year's Review of the News of 1949 over WMAL-TV Washington last week. Stories for one-hour show were selected, edited and narrated by Bryan Nash, special features director for WMAL and WMAL-TV. Important news seen on special program included crash of the DC-4 at National Airport that killed 55 people and complete sports review including World Series.

Legislative Coverage

OLDEST legislative body in the nation—General Assembly of Commonwealth of Virginia—will get thorough coverage by WMBQ Richmond and its FM affiliate WQCD from Jan. 18 when, new governor, John S. Battle, takes office. Stations have arranged to present daily 15-minute programs direct from House of Delegates at Capitol. Day's business will be reviewed and guest interviews will be conducted with legislators from all sections of state. This marks third session stations have covered.

WNBW's Junior Review

WNBW (TV) Washington starts New Year with new hour-long TV variety show, Year Junior Review, sponsored by Home Appliance Co. Featuring talented Washington children, show is anchored by Sylvia Devee who is using amateur program talent from local schools and teachers. Show includes performances of local, interviews and interview by Miss Devee each week with younger from one Washington school or another. Program is handled for sponsor by Robert J. Andrews, Adv.

WORLD BROADCASTING

9 New Clients, 13 Renewals

WORLD Broadcasting System, New York, has announced renewals and extensions of contracts by 13 stations for continued use of the firm's transcribed library service, and addition of nine stations to its subscribers.

Associated Adds 18

ASSOCIATED Program Service has announced 18 additional radio and television stations have contracted for its transcribed library and program service. The new lists taking the service are: KDKL Truro, N. S.; WMNU Greenville, S. C.; WFNC Fayetteville, N. C.; WOGH Marion, Ill.; WJAC-TV Johnstown, Pa.; WMFM Pullman, Ala.; CKAC Montreal; KCSJ Pueblo, Colo.; KRON-TV San Francisco; WEZB Breton, Ala.; KGAN Garden City, Kan.; KJBE Palo Alto, Calif.; WCDU Cleveland; WDTV(TV) Pittsburgh; WCHI Chambersburg, Pa.; KXOC Chico, Calif.; WRGB (TV) Schenectady, N. Y.; WXEL (TV) Cleveland, Ohio.

WOI-FM Sells FM

EVERY radio dealer in Ames, Iowa (population 30,000), sold out of FM sets in a short time when WOI-FM, Iowa State College station, announced that for the first time all college basketball games would be broadcast by the new FM outlet. Station adds that WOI-FM is carrying high school games, cooperating with KASI Ames, daylight AM outlet.

DISC JOCKEY Ken Ash of WHAV Haverhill, Mass., finds he must keep both ears to the groundstone to make a success of his job as conductor of the station's Saturday night All Request Dancing Party. As proof of his success, the local phone company complained that WHAV was tying up phone lines every Saturday night, and an automatic counter was put on the station's two trunk lines to check on uncompleted calls. During one two-and-a-half-hour show, Mr. Ash managed, along with other duties, to answer 117 calls, but the automatic check showed that 1,765 uncompleted calls came to the station during the show. WHAV salesmen now refer prospective clients to phone company records for proof of the station's audience.

All of U. of Pittsburgh's home basketball games will be aired by WCAE Pittsburgh this season.
Experienced first phone transmitter engineer seeks position anywhere. Minimum salary two hundred dollars, monies more desirable. Weekend notice. Box 578D, BROADCASTING.

Engineer, young, single, first phone, second Federal, has experience but willing to learn. Box 331D, BROADCASTING.

Engineer, 2 years transmitter and receiver. 3 years Army radar experience. Graduate leading radio school. Box 37D, BROADCASTING.

Experienced engineer, AM-FM. First phone, transmitter, console, remote. Experienced construction, installation, maintenance. Employed. Box 621D, BROADCASTING.

First class radio telephone operator license. Graduate AM and FM broadcasting and television. Working Entire All Positions. Desires position in broadcasting. 24 yrs of marriage, unmarried and free to travel. Box 94D, BROADCASTING.

Engineer, married, 24 years old, have car, radio telephone first class license. Two years broadcast experience in studio, transmitter, recordings and reports. Available immediately. Box 643D, BROADCASTING.

Chief engineer seeking better boss. While assuming control of systems in AM or FM including any direction and any network. Also desires location and when. Experience since crystal set days. 20 yrs. Of experience. Box 664B, BROADCASTING.

Chief engineer seeking better boss. While assuming control of systems in AM or FM including any direction and any network. Also desires location and when. Experience since crystal set days. 20 yrs. Of experience. Box 664B, BROADCASTING.

First phone license, experienced transmitter, console, remote. Married, car, available in one month. Combination experience. Reference. Box 659D, BROADCASTING.

First phone, 3 years broadcasting experience. Seeking job as combo man. Require immediate position and a salary to send disc, photographs. Must have $60. Box 659D, BROADCASTING.

Broadcast engineer—1 year broadcast experience; all phases, 18 months AM, FM and TV. Prompt opening for position. Write Box 670D, BROADCASTING.

Control operator, 3 years clear channel experience. Prefer midwest area. Box 675D, BROADCASTING.

Immediately available—First class licensed engineer with over 4 years experience. Starting salary secondary. Good references. Age 25. Replies: Box 1, Reading, Pa. Case 4, N. Y.

Single man with first phone desire location, not expected to be employed. Very reliable, will go anywhere. W. D. McKee, Dalhart, Texas, or South Dakota.

First class license, radio school graduate, no experience. Charles R. McNeely, R. R. 1, Box 11, Twin Falls, Idaho.

Former chief engineer, WOOF, Dothan, Ala. Some announcing. Sober, dependable with references. Box 681D, BROADCASTING.


Engineer, first class phone amateur. RCA graduate. O'Brien, Green Bay, Wis. Considered F. Syndula, 227 Kingland Ave. Brooklyn 12, N. Y.

Production—Programming, others

Radio news pays off—NARNO Report. New edition. Only $1.00; bulk rates new or established outlet. Heavy on sports. References, business and personal furnished. Box 570D, BROADCASTING.

She'll make her own place in your area. More and more young women and children's programs and record library. Unusual background and training. Voice and disc or interview on request. Box 585D, BROADCASTING.

Continuity writer, thoroughly trained, preferably a female. Commercial copy, Box 817D, BROADCASTING.

Farms director with above average record. Will accept any position of importance available immediately. Better terms. Box 818D, BROADCASTING.

Six years experience gathering, writing, broadcasting news. Excellent vocal college, newspaper, magazine background. Special events. Can table, take complete charge any type radio newsmans. Thoroughly experienced. Must be stable and newsroom is successful. Will double task promotion-public relations man. Top references. Box 666D, BROADCASTING.

Experienced, well-qualified continuity director desires position with a future. Young woman; bachelor degree. Previous experience. Box 680D, BROADCASTING.

Experienced bookkeeper desires permanent position with up and coming radio station. Capable of preparing finished background. Desires position in live commercials or production in television stations. Box 695D, BROADCASTING.

Radio, television films, advertising copy. Excellent writing and editing ability. Personable, References. Person who is interested in the future of radio and television. Box 696D, BROADCASTING.

Television

Salesman

Sales service and salesman, college graduate. Nine years experience in national radio and television accounts. Box 671D, BROADCASTING.

Production—Programming, others

Television producer—Experience live-dual-package director pioneers. Desires affiliation station, agency or realistic producing company. Specializes in low-cost programs, commercials, television, 250 feet black ink, feet-on-the-ground type. Available now. Box 697D, BROADCASTING.

Television films, live experience, writing, producing, selling. Excellent advertising, sales ability. Desires position in television stations. Box 698D, BROADCASTING.

For Sale

Stations

Interested buying local or regional if right. Reply in confidence to experienced broadcaster. Box 672D, BROADCASTING.

Equipment, etc.

Wanted—Post war 250 watt AM transmitter, frequency and modulation monitor. Must be reasonable. Box 670D, BROADCASTING.

Wanted—Recent model 250 or 1000 watt transmitter, frequency and modulation monitor. Available immediately. Box 885D, BROADCASTING.

Wanted to buy—3 kw, FM transmitter preferably RCA, Collins or GE. Can use frequency, monoblock generators, etc. Box 682D, BROADCASTING.

Wanted for new 250 watt, 1500 kw station. Will buy, sell, trade, Collins, Western Electric, General Electric or Raytheon transmitter, recording equipment, frequency monitors. Console, 2000 ohms remotes, transmitter, amplifier, recorder, 5 kw monitoring amplifier, turn tables, pickup arm, pickup head, good monitors, antenna tuning unit, 200 ft. tower, CAA lights, 15 kw coaxial cable. Reply to Box 972, Altoona, Pennsylvania. No telephone calls.

Help Wanted

Managerial

Wanted: Commercial Manager 1 kw midwest fulltime station. Only station servicing the territory. Earning power can reach five figures. Only top men need apply. Permanent position; drawing account against commissions in rest. Give details, experience in television stations and include photo. Box 684D, BROADCASTING.

Situations Wanted

Managerial

Southern California regional network position with West Coast markets. Owner run. Excellent offices, facilities, etc. Terms. Owner run. Interested parties should specify above qualifications and include references. Box 691D, BROADCASTING.

For sale—Eastern seaboard network station. Desires selling interest in 250000 cash. First year showed 88350 gross net profit. Box 693D, BROADCASTING.

Independent 250 watt daytime 1000 watt FM for sale in exclusive midwestern town of 15,000. Any reasonable offer considered. Box 695D, BROADCASTING.

Equipment, etc.

For sale a complete Presto latitude recording set including 39-A 3-channel unit, 3 Presto latitude amplifier and 6-N recording turning with 3,000 feet of Presto 39-A film. Grid, General, Collins, RCA, Fairchild, etc. Used with little use. Make us offer. KOSF, Nacogdoches, Texas.


For Sale—Two type 122-3 Collin amplifiers, excellent condition. $725 each shipped collect. WZP, Covington, Kentucky.

One 355 foot Ieder lower 30 pound self supporting, 280 feet to pre-fab. Will sell. $600. Box 647D, BROADCASTING.

FM Communications flange 1% and new 1% coaxial cable. All new. Will offer dismount and ship. RCA 1 kw FM, console, turntables, etc. 2809 West 3rd Street, Cleveland, Ohio. Prospect 3188.

Radio wanted—Recording lathe, Nichils (W.E.-type) needling some work, bargain. 16 inch Martin scale recorder with Audahl H-S cutter. Good as new. 500-ohm. Will sell W.E. cutting head, also W.E. lateral. Vacuum thread removing system identical with model 1; or any one of several. Want to buy. Accessories. 250-3750. Box 698B, BROADCASTING.

WANTED—Recordings. Equipment, music, etc. ADAM RONALD RECORDING STUDIOS, INC., 310 MIDGAP BUILDINGS, KANSAS CITY, MISSOURI.

Radio wanted—Professional recording equipment. Payment in cash. Box 696D, BROADCASTING.

Are you looking for... WANTED TO BUY FM STATION OR BROADCASTING BUSINESS Complete with transmitter, power plant, consumer and studio. Must be in city of 100,000 population at least. Will entertain reasonable offers. Box 700B, BROADCASTING.


Schools

WANTED—20 brazers and 1 operator. Will operate and maintain Radio and Television and Broadcasting equipment. Graduates are employed by many of the best known TV and Radio-Electronic concerns across the nation. Write, phone or wire.

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DEFOREST'S TRAINING, INC. 3223 N. Addison Ave., Chicago, 14, Illinois Phone Lincro 9-7260
AFRA vs. WSTV
Murdoch Files Dissent

A DISSENTING opinion, contending that Valley Broadcasting Co. (WSTV Steubenville, Ohio) did not refuse to bargain with the Pittsburgh local of AFRA has been issued by W.R. Murdoch, member of National Labor Relations Board.

The board had upheld a recommendation of a trial examiner that WSTV “ citing unfair and dishonest certain alleged unfair labor practices in bargaining relations with the AFRA local [BROADCASTING, Jan. 2]. Mr. Murdoch said he disagreed with that part of the majority’s finding because the licensee was not presented with a “clear and unequivocal” bargaining demand and therefore was under no obligation to recognize and deal with the union.

WKMH RINGS BELL
One Spot Ties Up Phone Lines

ACTION speaks louder than words in Detroit. WKMH Disc Jockey Bob (“Robin”) Seymour announced on a 5:10 p.m. broadcast that the first 50 people who called a certain number would receive five gallons of gasoline absolutely free, with no strings attached.

No sooner did he speak the words than the Michigan Bell Telephone System added grey hairs. Four Detroit exchanges were drowned, blocking incoming and outgoing calls and tying up every inter-exchange trunking system in the city. The condition spurred Mr. Seymour to appeal for listeners to stop calling. Next day, Michigan Bell requested it not happen again.

Detroit’s telephone nightmare happened when a WKMH salesman asked and obtained permission to convince a prospective advertiser, who was buying time on a competing station, that WKMH could produce the results. Prospect agreed to the trial one-time announcement over Mr. Seymour’s program. Incidentally, the prospect, WKMH says, bought a quarter-tone across the board on the Bobbin’ with Robin program.

Carolinas

Fulltime network facility. Well established, profitable and in an important growing market.

$75,000.00

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON, D. C.
James W. Blackburn
133 N. Michigan Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
123 N. Michigan Ave.
Randolph 6-4559

S AN FRANCISCO
Ray V. Hamilton
213 California Bldg.
Exobrook 2-5672

Florida

The only station in one of Florida’s greatest growth markets. Profitable fulltime. An outstanding opportunity.

$75,000.00

REACHING 4,000,000 PEOPLE

KWKW
Pasadena - Los Angeles

NATIONAL REP. FOR J.

BROADCASTING • Telecasting

Page 66 • January 9, 1950

AFRA to Announce National Promotion

Promotion

ORANGE and grey folder sent to dealers by KSTP St. Paul explains hard-hitting promotion given by station to one of its sponsors, Grennan Cakes. Dealers are 100% in favor. “There’s Money In Green.” Over this announcement is taped a penny. Next to it is picture of cake. Inside of folder tells grocers that housewives are prepared to buy these cakes thanks to spots on KSTP.

Hammer Makes Hit

METAL hammer, only 5 inches in length, a small instrument sent to trade by WWSW Pittsburgh. Head acts as tap, bell peen hammer and bottle opener, and handle unscrews into large and small screwdrivers and puncher. Piece mailed to national agency timbemakers accompanied by letter describing various uses to which hammer may be put, for example, “It will keep papers in place in winds up to 30 miles an hour. Inserting handle are call letters, location and power of WWSW.

Mail Irrigation

WORKING good neighbor policy into studio promotion was project of WRTS and WTTV (TV) Bloomington, Ind. City, which has undergone heavy rains this fall and winter, eyed its overflowing reservoir and thought of New York’s bathless and shavelose Fridays. Accordingly, five gallon jug was filled with city’s water works and sent air express to Mayor Dwyer of New York City. Letter which accompanied water concluded, “Still water runs deep. Maybe this will start it rolling again into New York.”

Station’s Goodwill

GOODWILL of WCSC Charleston, S. C., was exhibited by ceremony in its studio where it presented railroad and show tickets for finals of Horace Heidt Youth Opportunity Program in Washington. Mirror, a student from a South Carolina finalist, who won the contest. Presentation was made by WCSCC’s owner, John M. Rivers.

Seasonal Promotion

ATTRACTIVELY printed pages of 13 Christmas Carols distributed by KYW Philadelphia to local business and social groups throughout city. Top and bottom of sheets carried call letters and dial position of KYW. Sheets were especially designed for distributing to firms where they would be sung at office parties. Memo attached to carols concludes, “P.S. You know of the new advertising who use big, power-packed, 60,000-watt KYW singing a happy song of success and contentment all year long.” Additional promotion, timed to arrive on timebuyers’ desks Jan. 3 was sheet showing bottles and glasses covered with confetti and pictures of man and woman suffering from hangovers. Piece remarks, in part, “Sales headaches vanish like magic when in-the-know timebuyers select big, power-packed KYW to deliver their sales message throughout the heart of the rich Middle Atlantic Area.”

Hot Notice

REVIEW of The Les Malloy Show on KGO-TV San Francisco by San Francisco Examiner radio columnist Dwight Newman reprinted in two small mail promotion piece advising prospective sponsors of low cost participations. Piece urges, “Listeners who are in touch with KGO-TV’s sales manager Vince Francis right away on this one—it’s HOT!”

WNXW Sponsorship

BACKING by WNXW Yankeon, S. D., of Five State Bowling Tournament has as subject of two promotion sheets by station. Copies of first piece, explaining elimination of competition, teams and prizes, were mailed to station, were sent to newspapers in Iowa, Nebraska, North Dakota, South Dakota and Minnesota. States have been divided into 13 districts and 8,000 bowling enthusiasts are expected to compete during February, March and April. Approximately 900 copies of second piece were sent to American Bowling Congress with posters giving particulars information. Tournament will be given tournament on Today in the World of Sports show, commented by WNXW sports director, Les Davis.

Miniature TV Sets

CERAMIC ash trays modeled after miniature television sets sent to trade by KDYL-TV Salt Lake City. Set holds pack of cigarettes and carries wording, “KDYL-TV, Channel 4, Salt Lake City.”

Special Announcements

SMALL white cards sent to listeners and trade by KFRO Longview, Tex., drawing attention to station’s special New Year’s program. Card read in part, “The Longview National Bank...”, with the words “listening ‘Longview—East Texas— 1949.’” Time of broadcast and KFRO’s dial position were added.

Personnel

WEAY Plattsburg and WENT Gloversville, N. Y., appoint Henner Advertising Agency, Inc., their advertising.

IRVING M. LICHENSTEIN named public relations and sales promotion director of WWDC-AM-FM Washing-
ten. He joined station’s news staff, year ago and assumed public relations duties in July.

BOB TOPKINS, news editor of WFLN North Chicago, named promotion and publicity manager. He replaces JAC K HALLA-
DAY, resigned to become promoti-
manager of Daytona Beach (Fla). Chamber of Commerce.

BILL TURNER, former merchandise manager of Chicago Herald-American, added to sales promotion staff at WLS Chicago. He will specialize in sales presentations and merchandising tips.

WPCF STAFF
DuKate Heads New Outlet

WPCF PANAMA CITY, Fla., new ABC 250 w fulltime outlet on 1400 kc, has announced completion of its staff. Elbert DuKate Jr., formerly of WLS Chicago, is part owner, general manager and sales manager. Eleanor Whitelaw, formerly with WABB Mobile, Ala., is program director and is in charge of all women’s programs and also is a sales representative. Mrs. Whitelaw has three sponsored programs five days a week and reports initial success in listener response.

Elizaif Giraudo has joined WPCF as traffic manager. Ray Hardin, announcer and sports, former with WGY Greenville, Ala.; Jim Lott and Leon Hance, announcer-engineer, also formerly WGY, and Carl Howrigan, announcer from WTY Marriana, Fla., round out the staff.

Station took to the air Dec. 11. It is owned and operated by Bay County Broadcasting Co. Programming stress is on local show, with women’s programs highlighting the schedule.

Senator Lauds WHBI

VOLUNTARY suspension by WHBI Newark, N. J., of Polish program, Commu-
inspired by Senate Judiciary Immigration subcommittee, drew praise Dec. 30 from Chairman Henrietta C. Ferguson (D.-Md.). Said, complimented the station for its “cooperation” with the subcommittee in probing propaganda activities of Gdynia-American Steamship Line [Broadcasting, Dec. 26, 1949]. WHBI notified the group it had discarded the broadcast effective Dec. 25 because “as a result of the open foreign-language program carried—according to William Masi, program director.”

NINE basketball games of New Brun-
wick High School signed for sponsor-
Dec 5 Business

WJR BUSINESS
1949 Biggest Year—Wizer

WITH gross sales of approximately 3,000,000 in 1949, WJR Detroit completed the biggest business year in the station's history, according to General Manager Harry Wizer. Pointing out that gross sales figure for 1949 represents a 32 per cent increase over the station record of $3,136,000 set in 1948. Predicting an even greater year for WJR in 1950, Mr. Wizer said: "With recent sales higher than ever before and an increased number of stations operating in the area firmly established, plus a fine public service record, WJR is better able than ever before to serve its community and its clients."

Ward Dinner Postponed

RST Radio and Television and Dinner, originally scheduled to be held in New York Jan. 13, has been postponed to March 5, according to a representative of the Ward Industries, Inc., area manager last week.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio and Television engineering and training Radio and Television technicians and engineers. The RCA Institutes, Inc., New York, Boston, Los Angeles, San Francisco.

Address inquiries to Placement Director
RCA Institutes, Inc., 339 West 40th Street, New York 18, N.Y.

FCC Actions

(Continued from page 44)

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Docket Actions...

FCC Actions (Continued from page 67)

WHAS-FM and WHAS-TV as well as WHAS.

January 5 Applications

Application Returned

Lone Wolf Best, Co., Colorado, City, Tenn. Application for new AM station 1400 kHz, 500 w. D.
augmented to cover conditional grant for Class B station, Ch. 246 (97.1 mc), 2.5 kw, kw.

Following FM stations Jan. 5, granted modification of permits as in

New Applications

AM applications...

FCC Roundup

Summary of Authorizations, Stations

Box Score

Class

Total

Licensed

Con'd

Stations

In

AM Stations

2,085

2,201

187

155

FM Stations

733

478

36

27

Total

2,818

2,679

223

282

New Transfers

KRLK, Kirkland, Wash—Assignment of license from L. Thurlby to W. A. Gorden, amb by W. E. Conklin, and L. N. Ostrander by W. E. Ostrander, 6% of stockholders of latter firm individually Ewing B. Hawkins, 40%.

WILM, Wilmington, Del.—Transfer of control of Delaware Best, Co. from W. E. Conklin to Bryan, 40%. Stockholders of latter firm individually are: Ewing B. Hawkins, 40%; Harry A. Conklin, 20%; and Mr. Ostrander, 40%

KWHK, Kirkland, Wash.—Change of owners.

Commercial Transitions

KWHK, Kirkland, Wash.—Change of ownership.

Special Report

WFMX-MP, FMP, WMVA, WDSM...New stations from Antelope Valley Best, Co.

FCC Meanings

New Transfers, Changes, Applications

January

Summary to January

The New York Times

BROADCASTING • Telac:

BROADCASTING, INC.

580 Fifth Avenue

New York, N. Y.

Page 68 • January 9, 1950

New Transfers, Changes, Applications

Columbus, Ohio—Sky Way Best Corp., 1500 kw, 1 day, direction and ownership excepting license of WYKO (FMC) Columbus is affiliated in ownership with WKO, Emily and WOONE Dayton, Ohio. Group of stockholders in question is Raymond Hirsch, president and 11.5% owner, W. L. Hurn, applicant for 11.5%, granted. WMAB, 900, Ohio, in hearing. Filed Jan. 5.

J. K. Bremner, Chicago—For

WJKB Columbus, Neb. Filed Dec. 3.

WONQ, Cleveland, Ohio—For

WJKB Columbus, Neb. Filed Dec. 3.

WJKB Columbus, Ohio—For

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WONQ, Cleveland, Ohio—For

WJKB Columbus, Neb. Filed Dec. 3.
Robert L. Fidlar, commercial manager for WIOD Miami, Fla., completed 20 years in the radio industry. He started with WBOW erre Haute, Ind., as announcer in 1929, moving to WIZO alamoo, Mich. two years later. He served WHIO Dayton Ohio as an announcer and continuity writer until 1943 when he assumed program management duties at WIOD. He was named commercial manager of WIOD in 1946.

- **WEWS (TV)** Cleveland celebrated its second birthday last week. Station began telecasting to about 50 sets, most of them in dealers’ showrooms, and now reaches an audience of more than 120,000 receivers. Staff of more than 70 people is headed by James C. Hanrahan, vice president of Scripps-Howard Radio Inc., owner of WEWS.

- First birthday of WNN1 (FM) Wabash, Ind., was celebrated Dec. 20.

- A special anniversary program Dec. 24 marked the completion of ten years of broadcasting by KVFD Ft. Dodge, Iowa.

- **WKY’s HOLIDAY** Records Xmas Day Schedule

WKYW Louisville became a one-man station for six continuous hours on Christmas Day. Thanks to a new wide tape recorder, the entire station staff from executive to salesman, enjoyed the holiday at home with the exception of Chief Engineer Nolan Ponthrigh who stayed at the controls.

All that Mr. Ponthrich had to do, according to WKYK, was simply patch in the recorder and let the machine play six hours of continuous programming with time-out for only one reel change. Entire Christmas Day schedule was recorded in advance by using the machine developed by Louis Anderson, vice president, Point-Of-Sale Inc., Louisville, who designed it primarily for continuous music in airplanes and trains. It permitted up to six hours of programming on one roll of tape.

While the machine allows three program channels to be recorded simultaneously, WKYW used two channels to produce a day’s programming, complete with time signals, call letter announcements and commercials. According to the station, Mr. Anderson, tape recorder specialist, is working on the program department on modifying the machine to meet radio broadcasting needs.

Mr. Ponthrich estimates the machine could be put into commercial production, priced at under $1,000.

**CELEBRATING** their 25th wedding anniversary at New York’s Stork Club were Mr. and Mrs. William J. Wagner (center). Mr. Wagner is general manager of the Alaska Broadcasting System. With them are Roy Smith (1), account executive for Alaska Spot Sales, and Charles (Bud) Soden, Alaska Network sales manager.

**LAST COMMAND**

**AFRS Series Concluded**

SWAN SONG of one of Armed Forces Radio Service’s most ambitious projects was sung last month when Command Performance transcribed its 415th and final live show. On hand to help bow out were Danny Kaye, Dorothy Shay and Ken Carpenter, assumed program management duties at WIOD.

Mr. KOA’ Retires

CLARENCE C. MOORE, known as “Mr. KOA” throughout the Rocky Mountain region, retired from the staff of KOA Denver Dec. 31 after 21 years with the station and NBC, the last 15 years as KOA program director. Mr. Moore will enter private business. On Dec. 30 — Mr. Moore’s last day at KOA — staff members with more than 10 years service gathered in General Manager Lloyd E. Yoder’s office to bid the radio veteran farewell and to present him with a set of luggage.

Racine Grant

REVISED initial decision was issued by FCC last week reaffirming earlier action to grant a new station on 1460 kc with 500 w day at Racine, Wis., to Belle City Broadcasting Co., associated in ownership with WMIL Milwaukee [BROADCASTING, Oct. 24, 1949]. New initial ruling further denied as in default the competitive bid of Metropolitan Broadcasting Co. for 500 w daytime on 1470 kc at Milwaukee, not considered in the earlier action. Metropolitan failed to present evidence at hearing, FCC found.

Mr. Ponthrich (center), with Program Director Dave Wilburn (1) observing, operates console. Mr. Anderson turns a dial of his six channel recorder. On top is the portable type playback used.

**VARIATION of “local boy makes good” theme was recounted in Fremont, Neb., Dec. 23 when Bill Baldwin, KFGT station manager, received a birthday cake on occasion of station’s tenth anniversary. Mr. Baldwin started as an engineer-announcer in 1939 when the station began broadcasting as KORN. In 1946, after returning from service with Armed Forces Radio networks in South Pacific (he was chief engineer at WYTR and WFTS), he was named commercial manager. Call letters were changed from KORN to KFGT last March when Walker Newspapers Inc. bought the station from Ireland Broadcasting Co. Mr. Baldwin accepts cake, adorned with replica of station tower, from Pat Jensen, script writer.

Ra-Tel for WPTR

RA-TEL Representatives Inc., New York, has been appointed national representative for the 50 kw WPTR Albany, N. Y. The appointment became effective Jan. 1, according to Fred R. Ripley, general manager of the station.

**BASKET FULL**

Two Games Aired Together

A NEW idea in broadcasting basketball—a sort of “two for the price of one” arrangement—has been originated in Philadelphia by Sports Broadcast Network. Starting last Saturday (Jan. 7), Sports Broadcast arranged to have announcer-engineer teams air two games at the same time.

Covering Temple, Villanova, Penn, St. Joseph’s and La Salle games for the current season, the network inaugurated the service by televising the Temple-Syracuse and La Salle-Bowling Green games from Convention Hall and the Penn-Lafayette and Villanova-Valparaiso contests from the Palestra. Programs from both spots were fed into WPEN Philadelphia.

At a master control panel in WPEN, a sports announcer monitored the games, shifting back and forth from one game to the other as the play waxed and waned. Broadcasts of this type also are scheduled for Jan. 14 and 29 and Feb. 18. Jack Rensel, network general manager, helped develop the idea.

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FCC ORDERS HEARING ON LIMA CHARGES

HEARING on year-old charges that Northwestern Ohio Broadcasting Corp., at Lima, was trying to sell its WIMA-AM-FM Lima, Ohio, to a new AM station [BROADCASTING, Nov. 22, 1948] was ordered by FCC last Friday. Hearing was set for Feb. 28 at Lima.

Sky Way Broadcasting Corp. of Columbus, Northwestern's rival in AM case, had claimed it received a higher bid under a representation agreement with Sky Way and General Electric Co. But Sky Way President Gustav Hirsch on Nov. 11, 1948, was granted an ex parte ruling and had authorized sale of AM and FM properties, with asking price $585,000.

FCC, which investigated, said it "appeared" newer Northwestern or Sky Way had been "entirely candid and truthful," and set matter down for hearing. Involved are WIMA license application; petition of Sky Way for revocation proceeding against WIMA (1150 kc, 1 kw) and for reinstatement of its own application (1150 kc, 5 kw, 1 kw, 1 kw) and replies by Northwestern.

ORAL ARGUMENTS HELD IN THREE CASES

ORAL ARGUMENTS held Friday before FCC en banc on proposals to deny extension of completion dates for WSB-BF (TV) New Orleans, to grant WILK Wilkes-Barre, Pa., improved assignment, and to set aside earlier revocation order for WIBS Santurce, P. R.

FCC took under advisement WRTV motion to dismiss or withdraw new application without prejudice to refiling when TV rules are settled. WRTV counsel said WRTV offered to join in merging Co.'s interest in TV station in fact store is largest local TV sponsor. WILK-SFB proposal to grant switch from 500 kw to 1500 kw to 5 kw in air in 500 kw in drive, 1 kw night on 900 kc, directional, 30,000 people who would get first service. WRTV Troy, N. Y., opposed change because of interference with two sisters WRTV and WBN

W.E. del Valle said cleared of charges of misrepresentation to FCC. Proposed action censured FCC last summer [BROADCASTING, Aug. 1, 28, Sept. 12, 1948].

WOULD DENY WFCF SWITCH

DENIAL of request by WFEC Miami, Fla., to switch from 250 w day on 1220 kc to 250 w fulltime on 1200 kc recommended Friday in initial decision by FCC Hearing Examiner J. Frank Johnson Jr. Decision cited delays in presenting evidence and said "record presents a disturbing indication of a disposition to trifle with the processes of the Commission." Bid was filed in 1947.

ZENITH HEARING DEFERRED

HEARING scheduled Jan. 16 on Zenith Radio Corp.'s proposal for "Phonovision" tests was postponed indefinitely by FCC Friday, pending action on Zenith's petition for authority to proceed without hearing. Zenith contends questions which FCC raised for consideration in hearing can be answered after tests are conducted, not before [TELECASTING, Jan. 2]. Company seeks three-month Chicago-area test of its subscription television system, with authority to charge "subscribers" $1 for each Phonovision program viewed.

PROCTOR TO CHIRURG

JOSEPH A. PROCTOR, with Lever Bros. 30 years and Spry advertising manager since 1936, named vice president in charge of merchandising at Lever Bros. Chemical Co., Boston, and New York agency. He has been active in introduction and advertising of nearly all Lever products.

PREFERENCE FOR LARGER TV PICTURES MOUNTING

PUBLIC demand for large-size TV pictures continues to rise, according to November figures of Radio Mfrs. Assn. Of 463,593 picture tubes sold to set-manufacturing firms, 58% were for tubes 12-13.9 inches; 19% for tubes 14 inches and up; 7.5% for tubes 9-11.9 inches; 3.9% for tubes 6-8.9 inches.

Total sales of picture tubes in November, including manufacturers, distributors, export and exchange outlets, amounted to 485,312 units valued at $12,516,077. This compares to 456,375 tubes values at $11,719,674 for October.

Sales of radio receiving tubes in November dropped below October but surpassed November 1948 figure, according to RMA. November sales amounted to 23,911,820 tubes compared to 24,363,631 in October and 21,118,874 in November 1948. December sales totaled 174,946,014 tubes for first 11 months of year compared to 185,450,214 in same 1948 period. Of November sales, 18,602,851 tubes were for new equipment, 4,956,237 for replacements, 697,280 for export and 125,947 for government agencies.

SWEZEE TO SPEAK AT NATIONAL TV MEET

ROBERT D. SWEZEE, general manager of WDSU-TV New Orleans, will follow keynote speaker at opening of second annual National Television Association Television Council at Palmer House, March 6-8. He will discuss "Buying, Selling and Paying for TV."

Members of creating, writing and direction panel include Beulah Zachary, producer of "Kukla, Fran & Ollie," and Ted Mills, producer of "Garrison at Large" and program director at WNBQ-NBC Chicago. Chicago production panelists will be Monte Fasnacht of ABC-TV; Fred Freeland, Ruthrauff & Ryan; Norman Lindquist, Malcolm-Howard Agency; Joseph Betzer, Sarra Inc., and Jerry Campbell, Campbell-Cahill Studio.

Eugene Thomas, general manager, WOIC (TV) Washington, is slated to discuss station management, and Robert H. O'Brien, secretary-treasurer of United Paramount Theatres, will outline theatre TV.

TRANSIT SALES SESSION

TWO-DAY convention of Transit Radio Inc. sales managers will be held today and tomorrow (Jan. 9-10) at Roosevelt Hotel, New York. Twenty-five stations will be represented, including those now affiliated with Transit Radio system and six others about to join. Company's board of directors meets Jan. 12 in New York.

SETH GETS POST

WILLIAM R. SETH, formerly with Munzak Corp., as advertising and promotion manager, has joined O'Brien & Dorrance, New York, as radio and television director. Mr. Seth is 10-year veteran in radio and recording. He was formerly president of two divisions of NBC, account executive of W. B. Donor Agency and held management posts at stations.

NBC ANTENNA PROJECT

NBC and Empire State Bldg., New York, expected to reach agreement on new TV antenna atop building early this week. NBC relinquishing exclusive use of location, held since 1931, to share with ABC.

Closed Circuit (Continued from page 1)

day games. Games telecast last season on WTIT (TV) Washington.

PRESSURE being built up to get FCC to return clear-channel decision prior to further NABRA negotiations, on theory that U. S. negotiators are in precarious position so long as U. S. position is uncertain: Broadcaster being told it's better to have clear-channel decision, even if they don't like it, than to have none at all. NABRA negotiations now slated to resume Feb. 1 with U. S. delegation.

APPARENTLY mindful of Pillsbury Mills successful big cooking promotion that culminated at New York's Waldorf-Astoria last month, General Mills, through its agency, Dancer-Fitzgerald-Sample, New York, reportedly planning nationwide promotion which will include radio.

WNEW NEW YORK is resigning from NBA as of Feb. 28, according to authoritative quarters. This move throws monkey-wrench into NBA ownership position since Ted Cott, WNEW vice president, had been planel to continue as chairman of the NBA Unaffiliated Stations Committee.

While high cost of TV operations is accepted throughout advertisingland, it is significantly underscored in NBC's case as scenery, production and painting of sets and backdrops. Item reached $2 million in 1949 with additional $300,000 for trucking and movement of scenery to various theatre locations.

Also proving big headache for TV network operators is slow expansion of facilities and new markets occasioned by FCC's television freeze. Networks need more affiliates and more circulation which could absorb programming and production costs, and it's feared that undue delays might bring some stagnation in network TV sales.

McCORMICK & CO., Baltimore (tea), through Sullivan, Stauffer, Colwell & Bayles, New York, its agency, preparing limited test spot announcement campaign to start Jan. 30.

IMPORTANT State Dept. post earmarked it: upcoming State Dept. reorganization for Forney Funk, NAB's government relations director and former department, later may be reorganized. Announcement due inside fortnight. Assistant Secretary Willard L. Thorp, for Economic Affairs, has taken over jurisdiction of Telecommunication Dept. and its presumed assignment will be that office.

PRICE involved in proposed sale of WMCA-FM New York to syndicate of unidentified buyers reportedly slightly more than $20,000 (story page 18).

FITCH SHAMPOO, through its agency, Harry B. Cohen, New York, preparing spring spot announcement radio campaign to start about mid-March.

INDIANA NEWS CLINIC

NAB Radio News Clinic for state of Indiana will be held Sunday, Feb. 19, at Indianapolis, according to Harry M. Bittner Jr., WGBM Indianapolis, NAB District 8 director. Bill Way, owner of WSBV-TV, Hammond, Ind., is general clinic chairman. Arthur C. Stringer, staff director, will participate for NAB. Site of clinic has not been picked.

ZITZ JOINS CHICAGO AGENCY

MARTIN ZITZ, advertising manager of Elgin American, Elgin, Ill, resigns and will join Henri, Hurst & McDonald, Chicago, Feb. 1.
The KMBC-KFRM Team fulfills a vital daily need in thousands of rural homes in Missouri, Kansas and surrounding states.

The Team maintains a full-time Farm Service department, under the direction of Phil Evans, nationally known expert. Innumerable experiments and developmental projects conducted on the thousand-acre KMBC-KFRM Service Farms, are passed on to rural listeners.

Evans is ably assisted by Ken Parsons, well known agronomist. Together, these two experts, with their up-to-the-minute daily reports, keep rural listeners informed on latest developments in this important business of farming and agriculture.

Third member of this trio is Bob Riley, full-time marketcaster, who spends his entire working day at the Stockyards. He presents the market news several times each day direct from the Kansas City Livestock Exchange.

Other program features are presented by The Team specifically for the farm audience. As a result, The KMBC-KFRM Team is a welcome guest in the homes of those who live in the great Kansas City Trade territory.

The Team has the largest and finest group of artists ever developed by any Midwestern radio station. Pictured here is Hiram Higsby, master of ceremonies and entertainment star, heard on the nationally famous Brush Creek Follies, Dinnerbell and Western Roundup...just a few of the top-notch entertainment programs that are a daily feature of The KMBC-KFRM Team.

The KMBC-KFRM Team Serves 3,659,828* People

* 1940 Census

7th Oldest CBS Affiliate

Represented Nationally by

FREE & PETERS, INC.

Programmed from Kansas City

For Kansas Farm Coverage

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY
New RCA electron tube gives today's amazing computing machines an indispensable memory.

**Tube with a memory keeps answers on file**

So complex are present scientific studies—such as in atomic research—that just working out the "arithmetic" could take all of our scientists' time.

A short cut is found in huge electronic computers, capable of adding or multiplying numbers as large as one thousand billions in millions of a second. But such speed is valueless unless—with comparable speed—the results of countless computations can be kept "on file" and taken out again.

Such a "file" now exists in a "memory" tube, developed at RCA Laboratories. Electronically it retains figures fed into calculating machines, stores them, memorizes new ones—saves intelligent solutions through mazes of mathematics.

Uses of RCA's "memory" tube are many. It will help atomic scientists acquire new and needed knowledge...provide new information on supersonic flight...even help make rapid weather predictions! It is an invaluable instrument in the scientist's campaign to penetrate the unknown.

For your benefit:
Development of the "memory" tube is just one example of the many basic advances pioneered at RCA Laboratories. Continued leadership in science and engineering adds value beyond price to any product or service of RCA and RCA Victor.
Examples of the newest advances in radio, television, and electronics—in action—may be seen at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, Radio City, N. Y. 20.

RCA
Radio Corporation of America
World Leader in Radio—First in Television.