WOR is not an Albany station

He was rather impatient. He was a manufacturer. The product was a tape for mending clothes, shades, soft goods . . .

(Please be patient and read on — there is some very important meat in this.)

WOR was the only station this man could afford; we mean, big station. And he had — what some people would think — peculiar ideas.

"Sell my product," he said. "Sell it in Albany, N.Y., and Boston, which is in Massachusetts, and Philadelphia — as well as (hold tight) Maryland."

We could try.

WOR jumped this man's Albany sales 190%. In Boston and such surrounding territory as Connecticut, Rhode Island, WOR sold 75% more of this man's product than ever before. Maryland? Up, too. About 100%.

And so the story went — in practically all the 18 great states WOR platters its power down on.

WOR even persuaded 43 department stores which had never handled the product to handle it.

Would you, perhaps, like to have WOR do maybe this kind of job for you? In cities like Paterson, Newark, Trenton, Bridgeport, New Haven, and even — well, maybe Albany, N.Y., or Boston?

our address is WOR — that powerful station, at 1440 Broadway, in New York

NOTE: WOR does not argue the point that each of the cities mentioned is served in a very special way by one or more local stations. Their job is an important and unique one. So, too, we feel is WOR's collective 18-state impact.
What's the 1960 picture?

Will our rockets have reached the moon?
Will the uses of atomic energy be a boon to mankind?
And what about broadcasting? Will radio be a satellite of television? Perhaps a new miracle of air transmission will be exciting the world.
In 1960, as today, you can bank on this: Havens and Martin Stations will be experimenting, pioneering, and programming for the listeners of Virginia.
Half the joy of broadcasting is vision.
Much of the rest is serving.
Watch the First Stations of Virginia in 1950...
WMBG-AM, WCOD-FM, WTVR, The South's first television station, affiliates of N B C.

WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company
GAG RULE SNIPPED

SCOTUS Refuses Review

The generally accepted American standard of free speech in reporting crime news now is established in the state of Maryland as a result of a decision last Monday by the U. S. Supreme Court in the "Baltimore Gag" case.

Invalidating of the Baltimore court principle that broadcasters and newspapers are in contempt for broadcasting and publishing news about an indicted criminal received the highest court's blessing when it refused to review a June 1949 decision by the Maryland Court of Appeals.

The state court had reversed a decision by the Criminal Court of Baltimore, which had held three Baltimore stations and a commentator guilty of contempt [BROADCASTING, June 13, 1949]. Stations affected were WCBM, WBIR and WITI Baltimore along with James P. Connolly, former news editor of WITI.

Two days after the decision, the Maryland Court of Appeals cleared WBAL, Baltimore of similar contempt charges. WBAL had followed a separate course in its appeal. Chief Judge Ogle Marbury, of the state court, issued a brief order freeing WBAL. The WBAL case had never been argued before the state tribunal. Judge Marbury's order merely said that the case was reversed for reasons outlined in the earlier decision reversing the lower court.

Miller Hails Action

Judge Justin Miller, NAB president, hailed the U. S. Supreme Court's action as "one more step in establishing firmly the American concept of free speech, and recognition by one more state of the limitations properly imposed upon the use of the judicial power to interfere with the reporting of news."

"The militant broadcasters and their attorneys who carried this case successfully through the courts merit the warm appreciation not only of all broadcasters, but of the people of our country for the protection of rights guaranteed to them under the First Amendment," Judge Miller explained that the Baltimore contempt ruling was based on the English philosophy of government abridgement of speech and press, which was repudiated by the U. S. Constitution.

The U. S. Supreme Court issued no opinion in refusing to pass on the merits of the Maryland rules.

(Continued on page 45)
THE FORD MOTOR Co., which has been out of AM network radio all this season, has returned with a new idea in media purchasing that implies a possible revolution in time purchasing.

Through its agency, the Detroit office of J. Walter Thompson Co., Ford bought eight CBS sustaining shows and 12 of Mutual’s sustainers, for the month of January only.

Thus, for the first time, with the exception of special events, the auto firm bought proven package shows without having to tie itself up to a long term contract. The entertainment is of every type, ranging from news broadcasts to variety shows, subsequently both the agency and the sponsors expect they will be able to bracket all segments of the population with their sales message.

These placements on AM plus sponsorship on TV, cost the Ford Co. an estimated half million dollars.

Origination of the plan stems from the Detroit office of the Thompson agency, where Norman H. Strouse is vice president in charge. Working originally with CBS, the agency was aided in its negotiations by Joseph R. Spadea, manager of the CBS Detroit office. In charge of Ford approval was Gordon C. Eldredge, advertising manager of the Ford Div. of the Ford Motor Co.

**Debunks Rumor**

*On Ford Network Radio*

A spokesman for the agency scotched the rumor prevalent last fall that Ford had given up on network radio as a selling aid, saying:

“There is no feeling that we don’t want network radio, and we don’t think that it is either dead or dying. We are only trying to get away from the long term commitment that network radio obligated us to in the past. It was not flexible enough for us, compared to other media, in view of the unique selling job that lies ahead of us, and the variation in selling effort we have to put forth at different times. If we could look to the networks for circulation, just as we do other media, and pick and choose our time and place for our effort, we would be glad to buy the commercial content of these shows.”

All of the officials involved in the arrangement expressed confidence in Ford’s new approach.

Underlining the desire of automotive people for “productive circulation and something new to give impact and balance to their sales and advertising campaigns over short periods,” Mr. Spadea said: “Aside from my conviction that the use of these sustaining programs would afford the automotive industry greater coverage at lower cost, I believed that their sponsor- ship, as well as the financial return to CBS, would aid in their promotion for future long term sale.”

Mr. Spadea added that the programs “are delivering net circulation of 3,500,000 and 4 million radio homes ... much larger than the delivery of the more costly publications.”

**Nelson Sees Idea As Stimulating**

Linnea Nelson, chief timebuyer of J. Walter Thompson, said: “I have participated in many new things over the years, but this is a single ‘first’ that has been the most exciting and stimulating thing to date. This campaign seems advantageous to both parties—the networks who’ve been putting on good sustaining shows and the Ford Motor Co. which can use them on this basis.

“With all of us working on the one time purchase of many network shows following immediately on the heels of the Ford new car spot announcements—and now television network and spot purchases as well as more radio spots—we can only say with deepest appreciation a great big ‘thank you’ to the stations and the networks. The use of radio and television broadcasting in such a big way is bound to produce results.”

**Cites Flexibility**

**Advantage to Advertiser**

Noting that the Ford company cannot predict to what degree the innovation will change the buying and selling pattern of network radio, Mr. Eldredge said: “We do know that it presents a greater flexibility for the advertiser. It’s roughly equivalent to buying pages in publication for specified dates of issue and hence it permits closer timing with an overall advertising campaign. It would seem to be an advantage to networks, too, as it brings some measure of return on their investment in the development and maintenance of fine sustaining programs.”

It seemed especially important to Ford this year to make a major effort in January, for the 1950 Ford had been out only a month when the holidays began, making necessary a slackening of promotional and sales activities. The firm wanted to come back heavy to make up for this inactivity, and also to compensate for the new

---

**What Ford Placed in This All-Out Drive**

<table>
<thead>
<tr>
<th>Date</th>
<th>Network</th>
<th>Time</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 4</td>
<td>Mutual</td>
<td>8:00-3:30</td>
<td>Can You Top This</td>
</tr>
<tr>
<td>Jan. 6</td>
<td>CBS</td>
<td>10:00-11:45</td>
<td>Lum &amp; Abner</td>
</tr>
<tr>
<td>Jan. 6</td>
<td>Mutual</td>
<td>10:00-11:15</td>
<td>Mutual Newsreel</td>
</tr>
<tr>
<td>Jan. 6</td>
<td>CBS</td>
<td>10:15-11:30</td>
<td>Pursuit</td>
</tr>
<tr>
<td>Jan. 6</td>
<td>Mutual</td>
<td>10:30-11:00</td>
<td>Hawaii Calls</td>
</tr>
<tr>
<td>Jan. 6</td>
<td>CBS</td>
<td>11:00-11:30</td>
<td>The Philharmonic</td>
</tr>
<tr>
<td>Jan. 8</td>
<td>CBS</td>
<td>11:00-11:30</td>
<td>The Saint</td>
</tr>
<tr>
<td>Jan. 9</td>
<td>CBS</td>
<td>11:00-11:30</td>
<td>CBS Dance Orchestra</td>
</tr>
<tr>
<td>Jan. 9</td>
<td>Mutual</td>
<td>11:00-11:30</td>
<td>Adventures of Peter</td>
</tr>
<tr>
<td>Jan. 9</td>
<td>CBS</td>
<td>11:30-12:00</td>
<td>Salem</td>
</tr>
<tr>
<td>Jan. 10</td>
<td>Mutual</td>
<td>12:00-12:30</td>
<td>Crime Fighters</td>
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<td>Jan. 11</td>
<td>CBS</td>
<td>12:30-1:00</td>
<td>Mysterious Traveler</td>
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<td>Jan. 13</td>
<td>Mutual</td>
<td>1:00-1:30</td>
<td>Lum &amp; Abner</td>
</tr>
<tr>
<td>Jan. 13</td>
<td>CBS</td>
<td>1:30-2:00</td>
<td>Young Love</td>
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<tr>
<td>Jan. 13</td>
<td>Mutual</td>
<td>2:00-2:30</td>
<td>Mutual Newsreel</td>
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<tr>
<td>Jan. 14</td>
<td>CBS</td>
<td>2:30-3:00</td>
<td>Hawaii Calls</td>
</tr>
<tr>
<td>Jan. 16</td>
<td>Mutual</td>
<td>3:00-3:30</td>
<td>CBS Dance Orchestra</td>
</tr>
<tr>
<td>Jan. 16</td>
<td>CBS</td>
<td>3:30-4:00</td>
<td>I Love a Mystery</td>
</tr>
<tr>
<td>Jan. 16</td>
<td>Mutual</td>
<td>4:00-4:30</td>
<td>Mutual Dance Orches-</td>
</tr>
<tr>
<td>Jan. 17</td>
<td>Mutual</td>
<td>4:30-5:00</td>
<td>tra</td>
</tr>
<tr>
<td>Jan. 17</td>
<td>CBS</td>
<td>5:00-5:30</td>
<td>Official Detective</td>
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<tr>
<td>Jan. 17</td>
<td>CBS</td>
<td>5:30-6:00</td>
<td>Escape</td>
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</tbody>
</table>

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**What Ford Placed in This All-Out Drive**

<table>
<thead>
<tr>
<th>Date</th>
<th>Network</th>
<th>Time</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 20</td>
<td>DuMont</td>
<td>8:00-8:30</td>
<td>Hands &amp; Murder</td>
</tr>
<tr>
<td>Jan. 20</td>
<td>NBC</td>
<td>8:30-9:00</td>
<td>One Man’s Family</td>
</tr>
<tr>
<td>Jan. 22</td>
<td>NBC</td>
<td>9:00-9:30</td>
<td>Leave It To The Girls</td>
</tr>
<tr>
<td>Jan. 22</td>
<td>ABC</td>
<td>9:30-10:00</td>
<td>Super Circus</td>
</tr>
<tr>
<td>Jan. 26</td>
<td>CBS</td>
<td>10:00-10:30</td>
<td>Front Page</td>
</tr>
<tr>
<td>Jan. 27</td>
<td>DuMont</td>
<td>10:30-11:00</td>
<td>Hands &amp; Murder</td>
</tr>
<tr>
<td>Jan. 27</td>
<td>NBC</td>
<td>11:00-11:30</td>
<td>One Man’s Family</td>
</tr>
<tr>
<td>Jan. 29</td>
<td>NBC</td>
<td>11:30-12:00</td>
<td>Leave It To The Girls</td>
</tr>
<tr>
<td>Jan. 29</td>
<td>ABC</td>
<td>12:00-12:30</td>
<td>Super Circus</td>
</tr>
<tr>
<td>Feb. 2</td>
<td>CBS</td>
<td>12:30-1:00</td>
<td>Front Page</td>
</tr>
</tbody>
</table>
Company Buys Sustainers Wholesale in Concentrated Drive

ar announcements of many of the competing manufacturers. Ford wanted a 30-day promotion, and through the cooperation of CBS and J. Walter Thompson, the new plan was evolved.

A budget was set up for full availabilities, but previous commitments and local shows made that an impossibility. However, IWT pointed out that with 173 CBS stations involved, and 470 from Mutual, the Ford programs had realized 78% of the CBS possibilities and 77% of Mutual's. Another statistic bearing out the success of the buy was that 90% of all stations involved carry five or more of the shows, and that every single station carries at least one.

Prompt Action Marked Ford Decision

In answer to a query as to how quickly a program like this could be organized and put into action, the agency said: "We were in our first program just one week after the idea was cleared."

Three commercial breaks are used in the shows which are of half-hour duration, with the listener urged to "listen to a message from your local Ford dealer."

Reaction from the far-flung Ford dealer organization was instantaneous and enthusiastic. A Thompson field man in Des Moines, after a quick survey of dealer opinion, said: "I can honestly say that there has never been an advertising campaign that has created as much enthusiasm as our present radio network campaign on CBS and MBS."

Success on AM Patterns Video

The success of the AM buy came so quickly that Ford was able to apply the same idea to TV, where the firm already was sponsoring the Kay Kyser show on a long term basis. Ford has bought the commercial rights to 10 sustaining TV shows on the four major networks between Jan. 20 and Feb. 2.

Ford emphasized that this does not imply any lack of confidence in the Kay Kyser show, characterizing it as "our main effort" and pointing out that the first show had hit a 40.8 rating, placing it in the top 10 TV programs for that week.

Ford has no fears that the long-term purchase of any of these sustaining shows by other sponsors will put a crimp in its plans, for the firm says if it does the same thing in February, as now seems likely, the company will put together a package from the best availabilities that prevail at the time. In addition to CBS and MBS, Ford now has availabilities from NBC, and the purchase of NBC-TV time presages the possibility that the network would be interested in this program on AM. Both the agency and the networks emphasized that there was no cut rate involved, with full time and talent charges being paid at the rate offered to all sponsors, the only difference being in the term of the contract. It was felt to be a mutually advantageous arrangement, with the Ford company getting the extra promotion for the exact time it needed, and the networks getting revenue from programs that up to now had been conceived and broadcast at terrific costs.

That there was a danger this practice might spread to many other advertisers was conceded. Also was admitted that possibility that some shows now sold for long terms might be demanded on a shorter basis. However, the principals were quick to point out that Ford had a sales problem that was not faced by many advertisers who could profitably use every week of the year to plug their product.

Versatility Factor Is Significant

The new plan was thought even more significant in view of the recent increase in network ownership of top ranking shows. The possibility of such shows being sold to several sponsors over a year's time was seen, rather than on a longer term contract for the same account. Then it would be the networks' problem to build up the shows' circulation, with sales departments selling them on a best available basis, just as in the case of spots today.

TOP FLIGHT programs utilized by the Ford Motor Co. in its current drive include:

LEFT PHOTO—ABC-TV Super Circus, whose stars include Cliff Soubier, the clown, and Bandleader Mary Hartline;

LOWER LEFT: CBS-TV's The Front Page, which cast includes John Daly (standing), Mark Roberts and Peggy Shaw in the top roles.

LOWER RIGHT: NBC-TV's Leave It to the Girls, moderated by Maggi McNellis (standing). She is shown with Kitty Carlisle (I) and Binnie Barnes.

TOP RIGHT: Mutual's The Saint, which casts Vincent Price in the title role supported by Betty Lou Gerson.

'TOP PERFORMER' Ford To Sponsor Broadcast

A HALF-HOUR broadcast direct from Sport magazine's second annual "Top Performer" dinner at New York's Hotel Astor, Thursday, Jan. 19, will be sponsored by the Ford Dealers of America on MBS.

During the 9:30-10 p.m. (EST) airing, Sportscaster Bill Slater will describe to listeners the pre-award ceremonies. Climax of the dinner will be presentation of the "Athlete of the Year" award to Tommy Henrich, Yankee baseball star. Twelve other athletes also will be cited.

"Top Performers" are chosen by a board of 11 radio and newspaper critics. Sport's consulting editor, Grantland Rice, is chairman of the board. Among guests from the sports world who will attend the dinner are Branch Rickey, Sid Luckman, Doak Walker, Greg Rice, Willie Hoppe, Lou Boudreau, Buddy O'Connor and Gene Sarazen.
TRAFFICKING

FCC Would Tighten Forfeiture Rules

IN A MOVE against "trafficking in frequencies," FCC last Thursday proposed new rules which would automatically forfeit the construction permit for any station which is sold before program tests commence.

Only exceptions would be (1) so-called "pro forma" transfers and assignments which do not affect control; and (2) transfer of an AM (or FM) or FM (or AM) license to another new owner by FCC license by the same owner. However, an unauthorized but completed television station could result in a case to case basis.

FCC's proposal would extend to construction permits for changes in facilities of a licensed station. If the proposed changes were minor, FCC said, transfer would be approved; if "major," it would not.

The "facts of every case" would determine what is major or minor, FCC added. It added that a change in location or time of service; or a change of Class A to Class B rating for an FM station, or from community to metropolitan classification in the case of TV, would be considered a "major" modification.

FCC also proposed to keep a close watch for signs of trafficking in transfers occurring just after a station has gone on program tests.

The proposed rules were issued on a 4-2 vote, Comrs. Rosel H. Hyde and Robert F. Jones dissenting and Comrs. Frieda B. Hennoek not participating.

Hyde, Jones Dissent

Comrs. Hyde and Jones, in a dissenting opinion by Mr. Hyde, contended the Communications Act's requirement that transfers be approved by FCC assures the Commission of opportunity to "deal with any question of trafficking" when it passes upon particular applications.

They charged the proposed rules "are inconsistent with the policy of the Communications Act and the procedures contemplated by the provisions of the Act," particularly the section dealing with construction permits.

Further, they observed:

Under the proposed rule, a permittee would lose substantially his entire investment if for any reason he would be unable to secure the FCC's approval for him to complete construction under a permit. Good faith, unpreventable thing happenings, no matter how onerous, would be no basis for relief. This is, in our opinion, a regulation which we would be inclined to encourage the larger and more effective use of radio through private enterprise.

FCC authorities estimated unofficially that in the last six months there had been four or five applications for transfer of stations not then on the air. It was felt that the rules were proposed as a means of serving notice on the entire industry, rather than calling for hearings.

FCC invited comments for or against the proposal until Feb. 17 and said oral argument would then be scheduled if the comments warrant it.

Substantial opposition is expected to develop, to a great extent along lines cited by Comrs. Hyde and Jones, that the rules would be unfair to permittees having legitimate and urgent reasons for selling, and that in actual trafficking cases a court can act on a case-to-case basis.

Proposal Basis

FCC said it based its proposal on "the policy of the Communications Act that frequencies for the operation of a broadcast station are to be issued to persons who will operate such stations in the public interest and for the purpose of permitting such persons to transfer the license to another person."

The notice said that completion deadlines specified on a construction permit are designed "to insure that the frequency shall be utilized with dispatch and that the permittee be not allowed to commence that use at such time as he deems proper." The notice continued:

"Similarly the Commission is of the opinion that a construction permit should be forfeited if the permittee signifies definitely that he does not intend to complete construction and apply for a license to cover that construction, as is the case where the permittee enters into a contract to assign or transfer permit to permit prior to the time the station enters on program.

The proposed new rules are identical for AM, FM, and TV with two exceptions: (1) the footnote appearing in the AM and FM rules would be transferred by FCC to assign or transfer permit of an AM or FM station; and (2) the permittee of a FM or AM affiliate is omitted in the television rules; (2) different illustrations of "major modifications" are given for AM, FM, and TV.

Following is the text of the AM proposal (Rule 3.134), with editor's notes indicating points of difference in the FM (Sec. 3.515) and TV (Sec. 3.615) versions:

A construction permit shall be automatically forfeited if a contract for the assignment of the permit or transfer of control of the permittee corporation shall have been entered into by the permittee or if an option shall have been given by the permittee for such assignment or transfer prior to the time the station has actually commenced program tests in accordance with the applicable Commission rule concerning such activity; provided, however, that this paragraph shall not apply to contracts or options for the assignment or transfer of assignments or transfers outlined in Section 3.121(b) of the Commission's Rules.

The Commission will carefully scrutinize contracts or options, entered into within a short period after completion of program tests, in order to determine whether the permittee (Continued on page 78)

'49 BILLINGS

TOTAL billings for the four major radio networks in 1949 were $187,830,799, a decrease of 5.6% below the total for 1948, according to computations released last week. By networks, total gross billings were:

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<tr>
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<tbody>
<tr>
<td>ABC</td>
<td>$4,242,223</td>
<td>$4,009,353</td>
<td>$3,712,510</td>
<td>$3,254,381</td>
<td>$3,382,290</td>
<td>$3,767,862</td>
</tr>
<tr>
<td>MBS</td>
<td>$18,071,696</td>
<td>$18,298,792</td>
<td>$15,368,736</td>
<td>$14,278,310</td>
<td>$14,810,793</td>
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<td>NBC</td>
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<td>$57,960,231</td>
<td>$54,480,703</td>
<td>$52,189,803</td>
<td>$53,902,043</td>
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By Advertisers

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<tr>
<th>Network</th>
<th>Total Gross Billings</th>
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<tr>
<td>CBS</td>
<td>$4,363,689</td>
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<tr>
<td>MBS</td>
<td>$18,071,696</td>
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<tr>
<td>NBC</td>
<td>$64,013,296</td>
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By Networks

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<td>$52,189,803</td>
<td>$53,902,043</td>
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American Broadcasting Co.

<table>
<thead>
<tr>
<th>Gross AM Billings by Months</th>
<th>Month</th>
<th>1948</th>
<th>1949</th>
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<tbody>
<tr>
<td>January</td>
<td>$4,067,937</td>
<td>$3,950,000</td>
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<tr>
<td>February</td>
<td>$3,540,510</td>
<td>$3,792,756</td>
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<td>March</td>
<td>$5,180,788</td>
<td>$5,078,856</td>
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<tr>
<td>April</td>
<td>$3,801,726</td>
<td>$3,997,640</td>
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<tr>
<td>May</td>
<td>$3,708,893</td>
<td>$3,488,474</td>
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<tr>
<td>June</td>
<td>$2,748,103</td>
<td>$2,703,180</td>
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FCC Actions

NEW AM station at Springfield, Ill., was granted by FCC last week and improved facilities were authorized for four existing stations, including approval to KNEW Spokane, Wash., for shift from 14,000 to 7400 kc, using 5 kw directional. Authorizations for one AM outlet and two FM stations were deleted, for failure to meet program tests, or transferred. Details of these other FCC actions may be found in FCC ROUNDUP on page 72 and ACTIVITIES OF THE FCC beginning on page 66.

Richtel Oil Corp. 326,734
The Chinese Scientific Publishing Society 326,448
Elgin-American Division of Illinois Watch Case Company 288,870
Champion Spark Plug Co. 282,574
Smith Brothers 278,671
Brooks, Inc. 309,669
Freehaul Trailer Co. 225,631
Sedlak Co. 218,169
H. H. Hett Company 302,241
Phillips Petroleum Company 257,441
Gillette Safety Razor Co. 199,082
General Foods, Inc. 256,582
William H. Wise & Co. Inc. 169,587
The Waltham Watch Company 164,161
Club Aluminum Products Company 143,352
Adam Hat Stores, Inc. 140,086
Miller-Swivy, Incorporated 137,071
American Bakeries Company 134,154
Harper, Inc. 136,544
Voice of Prophecy, Inc. 125,389
Lutheran Laymen's Movement 105,722
Petri Wine Company 101,842
Radio Offers Company 85,845
Parnsworth Television & Radio Company 74,277
The U. S. Air Force Recruitment Service 67,021
The Southern Baptist Convention 59,540
P. C. Barber Co. 58,275
Globe Mills Pilbri Mills, Inc. 53,199
Walatham Watch Company 48,813
Dawn Stores, Incorporated 48,757
Lansingford United Bakers, Inc. 44,140
The Flash Co. 43,546
Richfield Oil Co. of N. Y. 41,015
Wilson Sporting Goods, Co. 37,806
Staples & Johnson Co. 36,357
Stanley Home Products, Inc. 29,900
Beauty Factors, Inc. 28,704
Pollock Dodge Company 28,752
Greystone Press 25,923
Pacific & Southland Lines 25,187
California Medical Association 20,596
Whitehall Pharmaceutical Company 18,598
National Assn. of Mfrs. 17,485
Safeguard, Inc. 15,456 (Continued on page 99)

Page 20 • January 16, 1950
Prices Like These:
Population
UP to 25,000 $15.00 for both Ladd & Runyon
25,000 to 30,000 22.50 for both Ladd & Runyon
30,000 to 50,000 25.00 for both Ladd & Runyon
50,000 to 75,000 27.50 for both Ladd & Runyon
75,000 to 100,000 30.00 for both Ladd & Runyon
100,000 to 150,000 35.00 for both Ladd & Runyon
150,000 to 200,000 37.50 for both Ladd & Runyon
Larger Market Quotations Upon Request

You Get Free ...
39 Episodes of "The Unexpected" and 89 episodes of "Behind the Scenes" as a BONUS on buying Alan Ladd and Damon Runyon on a 52-week, non-cancelable basis.

Plus
25% Discount ...
If all or part of either the "Box 13" or "Damon Runyon Theatre" series has been used in your market, you will receive a big 25% discount on these programs used.

NETWORK CALIBRE Programming to Fit Local Sponsors' Pocketbooks

Box 13—Successfully used on some 400 U.S. and Canadian stations, with ratings high as 19.2. Being run in some 20 markets including New York, Los Angeles, San Francisco, Denver, etc.

Damon Runyon—Features John Brown ("Digger O'Dell" of "Life of Riley" and "Al" of "My Friend Irma"). Already being used in some 100 markets in less than one year after its release. After only the 8th program and with no promotion, received a 12.1 rating in Los Angeles (44.5% of the audience).

The Unexpected—Each program a complete episode. Features such stars as Marsha Hunt, Lyle Talbot, Jack Holt, Jackie Cooper, Binnie Barnes, Barry Sullivan, etc.

Behind the Scenes—Featuring the voice of Knox Manning, one of radio's greatest personalities. Manning narrated the best documentary film made in 1945. It won an Oscar. It was his voice you heard in the Academy Award Winner, "A Boy and His Dog," and "Facing Your Danger." Aside from such outstanding radio series as "Sherlock Holmes," and "Hollywood Preview," Knox Manning has had more than 500 movie credits.

WMOU, — BERLIN, N. H. Took Our Package Offer Used SPOT ANNOUNCEMENTS Turned $780.00 into $2556.00

Clever merchandising of easy-to-sell spot announcements to local sponsors paid off in added revenue and listeners for WMOU. Here's how it was done:

The Unexpected — 2 Announcements
52 Ladd Shows — 3 Announcements ea.
52 Runyon Shows — 3 Announcements ea.
99 Behind the Scenes—2 Spots each
568 Spot Announcements @ $4.50 ea. ($2556.00)
Cost of Special Package in WMOU Market $ 780.00
PROFIT $1776.00

Mayfair TRANSCRIPTION CO. 8511 SUNSET BOULEVARD LOS ANGELES 46, CALIFORNIA

Upcoming


Feb. 1: U. S. Cuban Conference on NARBA assignments, Havana, Cuba.

(Other Upcomings on page 43)

Business Briefly

BAKERY SPOTS • Cross-country campaign in works for California Fruit Bread, Los Angeles, which already has booked spot radio in four Pacific Coast markets. Budget not released. Agency, J. B. Keifer Inc., Los Angeles.

COOKIE PROMOTION • Zion Industries, Zion, Ill., preparing to start campaign of singing commercials to promote its line of cookies. Agency, Goodkind, Joice & Morgan, Chicago.

AGENCY NAMED • Dulane Inc., Chicago (deep fat fryer), names Ruthrauff & Ryan, Chicago, to handle advertising. TV to be used.

GINGER PLAN • K. W. Ginger Products Co., names Smith, Smalley & Tester, New York, to handle advertising of its ginger products. Radio will be used.

NAB ASKS ACHESON TO CONFER ON MIXUP

NAB Friday asked Secretary of State Dean Acheson for top-level conference on broadcast rights following brush-off given networks at Secretary’s luncheon speech Thursday at National Press Club, Washington.

Previous protest sent to Secretary Acheson Wednesday by NAB President Justice Miller when State Dept. withdrew permission for radio pickup on ground speech would be ex-temporaneous. Actually, Secretary Acheson spoke from prepared material.

State Dept. finally gave permission for re-corded speech at 12:30 p.m. Voice of America got its copy at same time. Eric Severeid, CBS commentator, termed incident “most remarkable effort to protect a public official from himself that Washington has seen in years.”

DON LEE EXTENSION

FCC Friday granted Don Lee Broadcasting System extension of time to Feb. 1 to file exceptions to Commission’s proposed decision on Don Lee station renewals [BROADCASTING, Jan. 2]. FCC proposed to renew licenses (KHJ-AM-FM Los Angeles, KFRC San Francisco, KKB San Diego, KDB Santa Barbara), but held Don Lee had violated network regulations. Network still undecided whether to file exceptions.

LANGER BILL OPPOSED

RADIO and television have become “very important” media to beer advertisers and Langer Bill would impose “intolerable” restrictions on their interstate advertising, Edward L. Plan-ger, working for Co., told Senate Interstate Commerce Committee Friday (early story page 60).

Broadcasting • Telecasting
The offer was made on WKMH's 5:10 P.M. broadcast. Five gallons of free gasoline would go to the first 50 persons calling. The offer was a frank test of WKMH's listenership and ability to draw response. The result? . . . .

Thousands of calls completely drowned Detroit telephone exchanges, inter-exchanges were inundated, calls could not be made between exchanges. With entire Detroit phone service threatened, WKMH called it off. And Michigan Bell pleaded: "please . . . never again."

Conlon surveys prove WKMH the lowest cost-per-thousand in Detroit: 33c. Just ask WEED.

That program included an invitation to listeners to call LOGAN 2-4000 for 5 gallons of gasoline. The resulting flood of calls from all over the Detroit telephone exchange area . . . disrupted service . . . affected inter-central office trunk lines, and hence adversely affected our service over the entire Detroit area. Unfortunately we are unable to even estimate the total calls placed, but the amount would undoubtedly number in the thousands.

WKMH gives you more listeners per dollar in Metropolitan Detroit than any other station. Plus . . .

Fred A. Knorr
President and Gen. Mgr.

January 16, 1950 • Page 5
Advertisers who sow their selling messages via Flint’s first station, WFDF, reap a rich harvest. They’re “in” for a big share of the $288,000,000 spent annually in Flint’s retail stores!

Purchasing power is fabulous in this industrious town, because the average effective buying income per family is a startling $5,764. (Compare that with the median American family income reported at $3,120!)

Remember! Hooper surveys show that WFDF has a larger audience than any of the other four local stations in every time period. And during the day WFDF garners two to five times as many listeners as any other local station.

Today—everyday is harvest time in Flint when you use the WFDF-Flint Market Combine. Ask a Katz man for availabilities, now!
PLAY BALL with LIBERTY!


Millions of baseball fans in 27 states throughout America will listen to major league baseball this spring and summer over the Liberty Broadcasting System. They'll hear the best play-by-play reporting on the air — the Yankees, Red Sox, Cubs, Dodgers, Giants — all the big league teams — as only Gordon McLendon, the Old Scotchman, can give it. They'll hear baseball every day in the week and a double-header on Sundays!

Yes, beginning March 11, and ending October 1, Liberty Broadcasting System will broadcast some 36 exhibition games and 173 regular season games — an average of 7 games per week during the exhibition season and 8 games per week during regular season.

Liberty will broadcast baseball — and millions of fans will listen! It's the biggest sporting event on radio. It's creating thousands of baseball fans . . boosting game attendance . . expanding the sports listening audience! It's the greatest advertising buy in America.

The Old Scotchman—GORDON McLENDON
Radio's Favorite Sportscaster

Radio's favorite Sportscaster, heading a staff of the most outstanding Sportsmen in the country. This year Liberty will feature both live from the field and re-creative games. Direct from the field, or re-created, Liberty gives the best in baseball reporting. Its re-created games are completely unlike any others — more realistic, if possible, than games direct from the field.

"McLendon's work is, in simple words, flat genius. There is just no other way to describe it." — Amos Melton, writing in the Ft. Worth Press.

"He does a job that is both thrilling and flawless — a masterpiece of radio reporting." — Calvin Clyde, writing in the Tyler Courier-Times.

Liberty's special re-creation methods are the particular property of the network and cannot be duplicated. For the most part, they are within a few seconds of actual play on the field.

LIBERTY BROADCASTING SYSTEM, INC.
DALLAS, TEXAS

January 16, 1950
TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

KWFT
WICHITA FALLS, TEX.  
620 KC 
5,000 WATTS

KLYN
AMARILLO, TEX.  
940 KC 
1,000 WATTS

When you’re making out that schedule for the Southwest don’t overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives

JOHN BLAIR & CO.

WILLIAM V. SCHWARTING, formerly with J. Walter Thompson Co., New York, joins Albert Frank-Guenther Law Inc., as a vice president. He was head of Wall St. office for JWT for many years. His son, ROBERT W. SCHWARTING, also joins Albert Frank-Guenther Law.

FLOYD O. WILSON, art director of Bozell & Jacobs, Chicago; RANDALI PACKARD, account executive for firm, and CLETE HANEY, also account executive, appointed vice presidents of agency. F. C. MILLER, vice president and general manager of Bozell & Jacobs, named executive vice president and general manager.

MONROE MENDELSOHN, account executive for Kaufman & Assoc., Chicago appointed radio and television director for firm.

FRANK HOPKINS, formerly with Kudner Agency, New York, and prior to that with Federal Adv., same city, joins Kenyon & Eckhardt, New York, as writer in radio-TV commercial department.

HAL STEBBINS resigns as executive vice president of Honig-Cooper Co., Los Angeles, to form his own agency under firm name of Hal Stebbins Inc. New agency has taken over offices of Honig-Cooper Co. at 714 W. Olympic Blvd., and staff personnel remains intact. Honig-Cooper Co. is expected to establish new Los Angeles office.

LOUIS J. MAGGIC, formerly with Gumbinner Agency, joins Smith, Smalley & Tester, New York, as production manager.


DOROTHY DAY, formerly with copy department of McCann-Erickson, Chicago, named copy chief of Schoenfeld, Huber & Green Ltd., Chicago.

CHARLES H. HELLIWELL, former vice president of Richard H. Brady Co., Stevens Point, Wis., appointed radio and television director of Mathisson & Assoc., Milwaukee.

DON. E. WRIGHT, for past five years manager of Metropolitan Broadcasting Service Ltd., Toronto, buys firm from Ken Sobie, owner of CHML Hamilton, and will continue it at Toronto at same address under name of Metropolitan Broadcast Sales.

WALTER McCREERY, formerly with Smith Bull & McCreery Inc., with offices in New York, San Francisco and Los Angeles, forms his own agency, Walter McCreery Inc., in all three cities. ROBERT B. SELRY is manager of San Francisco office and vice president of new firm. DICK SMITH and FRANK BULL continue as Smith & Bull Inc. with offices in Los Angeles only.

MILDRED DEMBY, formerly with Chernow Co. and Abbott Kimball Co., both New York, joins Demby Co., New York, as director of women's affairs. She will handle women's radio and television programs on number of Demby Co. accounts.

MARION LAW Jr., formerly public relations director for Budd Co., Philadelphia, joins Grant Advertising Inc., New York, as account executive. He will direct public relations and publicity activities for agency's client, the Society of Motor Mfrs. and Traders. He served more recently with J. W. Milford Inc. and Anderson, Davis & Platte, New York.

WALTER N. STUCKSLAGER, formerly western advertising manager of Esquire magazine, joins Henri, Hurst & McDonald, Chicago, in executive capacity. He will be active in merchandising of apparel and home furnishing accounts.

MARGUERITE WALSH, for past five years with Pedlar & Ryan, New York, and before that with J. Walter Thompson Co., joins copy section of radio department of Ruthrauff & Ryan, New York.


JOHN SCOTT RECK, formerly recording manager of NBC, joins Henri, Hurst & McDonald Inc., Chicago, as director of radio and television.

LANSDALE & BALDWIN, Los Angeles, moves to new quarters at 110½ E. Seventh St.
ANNOUNCING
THE OPENING OF A Seventh JOHN BLAIR OFFICE...
DALLAS, TEXAS

On January 2nd, John Blair & Company opened offices in hustling, bustling Dallas, Texas. Clarke Brown, long an expert in advertising, merchandising, marketing and radio, is in charge . . . ready now to help Southwest advertisers build profitable sales with powerful Spot Radio!

The address, for your files, is Rio Grande National Building, Field and Elm Streets. The phone, Central 7955. If you're located in the fast-growing Southwest, it will pay you to know Clarke Brown and all the fine stations on John Blair's list. Ask him about them anytime!

Clarke Brown
Manager—Dallas office
Watch the New WDSU

No Other New Orleans Station Offers Sponsors Such Complete Coverage of the Important Woman’s World!

Joyce Smith, Woman’s Program Director, creates and cues her AM & TV programs to strike the rich, influential woman's market. Gardening-fashions-drama-cooking (featuring Lena Richards, nationally known Creole cook)—are among the varied programs available to dollar-wise sponsors. Write for further details!

Ask Your JOHN BLAIR Man!

FERRY-MORSE SEED Co., Detroit, buys sponsorship of Garden Gate, Saturday, 9:45-10 a.m. on CBS, for 18 weeks effective Jan. 21. MacManus, John & Adams, Detroit, is agency.

DOUBLEDAY & Co., New York (book publisher), through Huber Hoge & Sons, also New York, is sponsoring on ABC; two 15-minute programs, aired back-to-back on 61 stations, immediately following network’s Metropolitan Opera broadcasts on Saturday. The 11-week contract started Jan. 14 and covers quarter hour featuring Jacques Fray with recorded opera music, and quarter hour of Sidney Walton in human interest series.

WILDROOT Co., Buffalo (Wildroot Cream Oil), Jan. 11 renewed for 52 weeks. What's the Name of That Song? on full Don Lee Network plus CKWX Vancouver, B. C., and four stations of Aloha network, Hawaii, KHON KITA KMBI KTRH. Agency: BBDO, Buffalo.

MUNTZ TV Inc., Chicago (set manufacturer), sponsors news show, Residual, on MBS, Sunday 9:15-9:30 p.m. Program purchased through Michael Shore Inc., same city.

for 25 years

**WGBI**

has dominated the Nation's 21st Market...

**SCRANTON**

Wilkes-Barre

And, year after year, WGBI consistently proves it with record breaking Hoopers like these:

**Morning**  56.6  **Afternoon**  59.0  **Evening**  72.0

Today, if you want to sell the 674,000 consumers of **SCRANTON** Wilkes-Barre plan to use the one station that does the job... morning, noon and night!

**WGBI**

MRS. M. E. MEGARGEE  
PRESIDENT

GEORGE D. COLEMAN  
GENERAL MANAGER

CBS Affiliate  910 KC  1000 Watts Day  500 Watts Night

JOHN BLAIR & COMPANY  
NATIONAL REPRESENTATIVES
Ten major farm organizations (Orange, etc.) representing 146,000 New York state families own Rural Radio Network. Since they listen first to their network, Rural Radio first aid for sales in rural New York.

Mr. SHANKS Miss PINKNEY
TWO GIRLS and two boys were selected out of more than a million high school students as winners in the third annual Voice of Democracy contest staged during 1949's annual National Radio & Television Week. They are Richard L. Chapman, 17, Brookings (S. D.) High School; Gloria Chomiak, 17, Wilmington (Del.) High School; Anne Pinkney, 17, Trinidad (Colo.) High School; Robert Shanks, 17, Lebanon (Ind.) High School.

Contests were staged in 28,000 high schools in 51 states and territories under joint sponsorship of NAB, Radio Mfia. Assn. and U. S. Junior Chamber of Commerce, with endorsement of the U. S. Office of Education. Chairman of the committee in charge is Robert K. Richards, NAB public affairs director.

A board of nationally-known judges selected the four winners by means of blind transcriptions identified only by numbers. They scored all contestants and the scores were added and averaged (Continued on page 24)

On All Accounts

WHILE studying in the early 1920's for a chemical engineering degree at Union College, Schenectady, N. Y., Maurice Odquist, now account executive with Kenyon & Eckhardt, New York, became aware of a curious disproportion. Whereas there were scores of chemistry majors at school and thousands throughout the country, there were less than a handful of college radio trainees to supply an industry that was looming as one of the most promising in the industrial economy.

Mr. Odquist did what few before him had done, and what thousands after him were to undertake— he helped build a college station, WRL, and there served in every capacity available to a young man of persuasive manner, good voice and literary skill.

Capitalizing on the latter endowment, his first job upon leaving school in 1928 was editor of a house newspaper for Best Foods Inc. Within two years he had risen to the post of advertising manager for the firm. In 1929 he moved to the Gideon Paint Co. and his first post-school encounter with radio as the organization's sales promotion manager handling, among his other duties, the company's spot radio business.

In 1930 he resigned from Gideon Co. to join the Atlantic & Pacific Co. as its radio director. During his tenure with A&P Mr. Odquist supervised more than 50 shows per week for more than four years.

In 1934 when A&P's radio activities were cut considerably, Mr. Odquist resigned and joined the American Can Co., first as assistant head of the marketing division and later as director of that department. Three years later he joined Newell-Emmett as account executive in charge of merchandising and promotion of Pepsi-Cola. During his ten-year stay there he also served as account executive on Sylvania Electric Products.

Last June, he was offered and accepted a position with Kenyon & Eckhardt as account executive on the television set division of Sylvania and on White Rock, a spot radio advertiser.

The Odquists—she is the former Viola Seelman—were married Oct. 26, 1929. They have two children, Constance, 16, and Victor, 12. The family lives in Dobbs Ferry, N. Y. Mr. Odquist is active in civic enterprises and is a member of the board and president of Dobbs Ferry Hospital and the board of governors of Dobbs Ferry Country Club.

The American Farm Bureau Federation has chosen Maurice Odquist as the outstanding radio personality of 1951.
**EVERYTHING in LENSES for TV CAMERAS**
—at new reduced prices

![Image of lenses and adapters](image)

**CHECK HERE FOR THE LENS YOU NEED**

<table>
<thead>
<tr>
<th>Focal Length</th>
<th>Camera Service</th>
<th>Speed</th>
<th>Total Horiz. Field Angle</th>
<th>Type No.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>35mm</strong></td>
<td>studio and field</td>
<td>f/3.3</td>
<td>51.5°</td>
<td>M1-26550-9</td>
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<tr>
<td><strong>50mm</strong></td>
<td>studio and field</td>
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<td>34°</td>
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<td><strong>90mm</strong></td>
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<td>13°</td>
<td>M1-26550-3</td>
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<tr>
<td><strong>8½&quot;</strong></td>
<td>studio and field</td>
<td>f/3.9</td>
<td>8°</td>
<td>M1-26550-4</td>
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<tr>
<td><strong>13&quot;</strong></td>
<td>studio and field</td>
<td>f/3.5</td>
<td>5°</td>
<td>M1-26550-10</td>
</tr>
<tr>
<td><strong>13&quot;</strong></td>
<td>field</td>
<td>f/5.0</td>
<td>5°</td>
<td>M1-26550-5</td>
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<td>field</td>
<td>f/5.0</td>
<td>4°</td>
<td>M1-26550-7</td>
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<tr>
<td><strong>25&quot;</strong></td>
<td>field</td>
<td>f/5.0</td>
<td>2.75°</td>
<td>M1-26550-8</td>
</tr>
</tbody>
</table>

ZOOMAR, REFLECTAR, and BALOWSTAR Lenses

For information, get in touch with your RCA Broadcast Sales Engineer

After careful study and extensive tests of all types of TV lenses—in the laboratory, studio, and field—RCA engineers recommend this versatile line of lenses for producing the clearest possible pictures.

Designed specifically for quick interchange in the 4-position turrets of RCA cameras, these lenses give the cameraman a wide choice of sizes, speeds, and focal lengths for wide-angle, telephoto, and ultra-speed pick-ups.

The complete line includes: (1) special, long "telephoto" types using a high-quality doublet lens (achromat) with removable, lightweight fixed-stops; (2) standard Ektar, or studio-type lenses, complete with diaphragm and depth-of-field scales—and with threaded stainless-steel barrels for accommodating sunshades and standard filters (available extra). All lens mounts contain light baffles to cut glare. All lens surfaces are chemically treated to insure clearer, higher contrast picture reproduction.

RCA can ship any lens in the line—immediately, from stock. Ask your RCA Broadcast Sales Engineer for the new low prices. Order from him, or direct from Dept. 19AC, RCA Engineering Products, Camden, New Jersey.

**TELEVISION BROADCAST EQUIPMENT**

**RADIO CORPORATION of AMERICA**

**ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.**

In Canada: RCA VICTOR Company Limited, Montreal

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*January 16, 1950* • Page 13
FRANK BOLIN presents the WHK 6:00 P.M. NEWS to his many devoted listeners in a direct, comprehensive, understandable style. His public acceptance guarantees advertisers the best cost-per-thousand in Cleveland...

<table>
<thead>
<tr>
<th>6:00 - 6:10 PM</th>
<th>WHK</th>
<th>NET. B</th>
<th>NET. C</th>
</tr>
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<tbody>
<tr>
<td>HOOPERATING AVERAGE</td>
<td>5.3</td>
<td>6.2</td>
<td>5.1</td>
</tr>
<tr>
<td>HOMES PRIMARY AREA</td>
<td>952,244</td>
<td>874,385</td>
<td>765,193</td>
</tr>
<tr>
<td>HOMES REACHED DAILY</td>
<td>50,469</td>
<td>54,212</td>
<td>35,975</td>
</tr>
<tr>
<td>COST FOR 10 MINUTE PROGRAM (MAX. DISCOUNT)</td>
<td>$60.75</td>
<td>$91.13</td>
<td>$72.04</td>
</tr>
<tr>
<td>COST PER 1000 HOMES</td>
<td>$1.18</td>
<td>$1.58</td>
<td>$2.00</td>
</tr>
</tbody>
</table>

AVAILABLE M.-W.-F.—SEE YOUR RAYMER REPRESENTATIVE ABOUT THE 6:00 PM NEWS

© Hooper—Fall/Winter 48-49
Winter-Spring 48-49

Based on coverage patterns on file with the FCC; and Home, Sales Management Survey of Buying Power 1949

Projected rating for primary area
NAB REVAMPING SETUP

By J. FRANK BEATTY

NAB’s Broadcast Advertising Bureau last week survived one more threat to its freedom to operate as a separate unit but the operation may suffer the year-two streamlining of the industry’s trade association.

As a result, NAB’s functions will enter the chartering stage once more when two board committees—Structure and Finance—meet Monday (Jan. 23-24). The board committees will take up the recommendations of three membership committees that met last Monday and Tuesday in Washington.

The three membership groups—Radio, Television and Broadcast Advertising Committees—met under a board directive asking for their ideas on what place BAB should take in the association’s management setup. The committees met separately and jointly as well as formally and informally, finally coming up with three resolutions that tossed the whole streamlining job back into the board’s lap.

Though the committees decided not to make public their joint findings, it was obvious they felt that BAB has wide membership support, that the new NAB-private relations-department chart hasn’t worked out as originally conceived. Considerable hair was let down during the two-day conference, and frank criticism of many association operations was expressed.

In essence, the tri-committee recommendation:

- Reduces the Radio and Television Divisions to the same status as the six basic departments.
- Breaks up the secretary-treasurer office and proposes a secretary-field director as well as a treasurer-general manager.
- Puts the delegation of duties in the president’s hands, where it has rested all along minus a BAB-division policy director.

It makes it very plain that BAB is to be left free to do its own thing.
LANGER BILL

By JOHN OSBON

A SIZABLE portion of the radio-television industry's multi-million dollar revenue in network and spot-been-alive advertising was jeopardized last week as "dry" and "wet" groups marshaled their forces for hearings before the Senate Interstate & Foreign Commerce Committee on the explosive Langer liquor bill.

The committee, headed by Sen. Ed C. Johnson (D-Col.), had heard pretty much the same temperance cry before—in 1947 and 1948—on legislation precisely identical to the measure (S 1847) authored last April by Sen. William Langer (R-N. D.) and designed to outlaw liquor advertising altogether.

With the issuance of the bill and the registration of nearly 100, the committee dutifully heard "dry" testimony all Thursday and part of Friday, with opponents then speaking out against proposed legislation which industry authorities feel is discriminatory to all media.

Observers and authorities among them, legislators—feel the bill (or its companion piece in the House, HR 2428) has little chance for passage in its present form. And after hearings last Thursday and Friday—and slated for Saturday if necessary—many felt they had seen another "dry" run on Capitol Hill.

Opposition View

Carrying the fight against the measure which would ban beer and wine as well as liquor advertising, were spokesmen of Assn. of National Advertisers, Advertising Federation of America, the American Assn. of Advertising Agencies, and various distillers, breweries, etc. No representatives of the radio industry registered in advance to testify.

But FCC, which has been prodded by Sen. Johnson to take action, noted again in a fresh statement for the record that while S 1847 would not amend the Communications Act, "adherence by station licensees to the provisions... would be a factor to be considered in determining their qualifications to be licensees of radio broadcast stations."

FCC Chairman Wayne Coy's letter to Sen. Johnson, dated last Monday, reiterated that the bill presents questions of "national policy" and the Committee did not care to comment on its merit. Comr. Paul Walker, however, desired to go on record as favoring enactment of the legislation, Mr. Coy added.

The AAAA's, through Vice President Richard L. Scheidler, called the bill "discriminatory" and asserted that a "dangerous and unwise precedent would be established, equal in possible effect to the abolition of such..."

advertising altogether.

Officials of the Distilled Spirits Institute warned that the Langer bill threatens "free competition in American business" and branded it as "an opening wedge for the return of prohibition."

Heard Testimony

Sitting in one time or another during the hearings were Sen. Charles Tobey (R-N. H.), Ernest McFarland (D-Ariza.), John Bricker (D-Ohio), Warren Magnuson (D-Wash.), Brian McMahon (D-Conn.), Owen Brewster (R-Me.), and other committee members.

At the opening session Sen. Johnson inserted into the record letters from various government departments and agencies, most of whom declined to comment on the merits of the bill [BROADCASTING, Jan. 2]. Petitions received by Sen. Irving M. Ives (R-N.Y.) and Sen. Hugh Butler (R-Neb.), who testified personally Thursday, also were inserted.

Sen. Langer, the initial witness, said that a majority of people he contacted "overwhelmingly" favored his bill and were strongly opposed to telecasts of liquor advertising alongside.

Wents, Drys Heard on Proposed Liquor Ad Ban

By JOHN OSBON

Suggests FCC Policy at FCBA Dinner

SEN. ED C. JOHNSON (D-Col.), FCC's chief spur on Capitol Hill, laid out his recommendations for Commission policy action Thursday night at the annual dinner of the Federal Communications Bar Assn. With all seven Commissioners in the audience of some 525 FCBA members and guests, including a half-dozen members of the Senate Interstate and Foreign Commerce Committee which he heads, Sen. Johnson recommended that FCC:

- Break down the clear channels; leave the question of power above 80 kw to Congress.
- Review the network regulations "in the light of changing conditions."
- "Quickly" promulgate "broad and sufficiently general standards for color television."
- Simultaneously, approve commercial standards for TV in the UHF and then—but before—lift the current VHF licensing freeze.
- Speed its own action on broadcast applications, "overhaul" rules, revise procedures, dispense with "some antiquated and unnecessary functions" and do more in the "purely scientific and technical fields."

Sen. Johnson also recommended that the U. S. "ought to give serious consideration to the sensible proposal to assist Cuba and the other republics of Central America in competing their local radio from AM to FM" [CLOSED CIRCUIT, Nov. 7].

Without calling names, he attacked Cuba's channel demands on the U. S. in the recent NARBA negotiations by saying: "I do not condone for one moment any attempt by any nation to hold a pistol to our head and FCC deny to anyone whose entire economy depends on our friendly cooperation."

Color Decision

He anticipated an FCC decision favoring standardization of color television: "I am confident that [the Condon Committee's] report will fortify and bolster the Commission's decision that we are ready for color television now." He referred to a Bureau of Standards committee, under Director Edward U. Condon, which is studying color for a report to his Senate Commerce committee.

The dinner at which Sen. Johnson spoke, held at the Mayflower Hotel in Washington, followed an

"Remember saying at the wrestling broadcast last night, 'I could throw both those bums myself?'"
MOTHER LOVE

This cat not only takes care of her own kittens, but she's adopted a baby squirrel as well. She goes all out to see that the little ones get all the care and attention they need.

In Baltimore, there's a radio station that goes all out for its advertisers. It's W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H regularly provides its advertisers with more home listeners-per-dollar than any other station in town. And, in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in barber shops, 49.3% were tuned to W-I-T-H.

That means low-cost results. That means that small appropriations accomplish big results on W-I-T-H. Call in your Headley-Reed man and get the full W-I-T-H story today.
FCC Budget

President Asks 2.7% Increase

PROPOSED FCC BUDGET FOR 1951

OBLIGATIONS BY ACTIVITIES

<table>
<thead>
<tr>
<th>1949 Actual</th>
<th>1950 Estimate</th>
<th>1951 Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$861,964</td>
<td>$952,599</td>
</tr>
<tr>
<td>2. Applied technical research and frequency allocation</td>
<td>$372,229</td>
<td>$406,872</td>
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<tr>
<td>3. Construction, engineering and maintenance</td>
<td>$2,452,085</td>
<td>$2,563,455</td>
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<tr>
<td>5. Safety and special services</td>
<td>$691,779</td>
<td>$722,557</td>
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<tr>
<td>6. Program supervision and general administration</td>
<td>$1,195,926</td>
<td>$1,216,881</td>
</tr>
<tr>
<td>7. Pay increases</td>
<td>$1,375,173</td>
<td>$1,411,700</td>
</tr>
<tr>
<td><strong>Total Obligations</strong></td>
<td><strong>$6,711,259</strong></td>
<td><strong>$6,716,460</strong></td>
</tr>
</tbody>
</table>

The budget proposal seeks no specific appropriation for a general network investigation, in which the Commission repeatedly has expressed interest. Nor did FCC ask for such a fund, it was learned. It was not known whether the overall budget proposal, if approved by Congress, would permit a broadcast-scale picture in event FCC should choose to launch one.

The Budget Bureau described FCC's recommended appropriation as an increase of $177,600 over 1950. FCC officials, however, placed the actual boost in the neighborhood of $75,000 or $80,000, allowing for recent pay increases and certain obligations carrying over.

State Dept.'s international information program, including Voice of America operations, also is slated for a slight increase, covering expenses for intensified Voice program programming. Voice is slated to receive over $11,500,000.

Voice Budget

President Truman urged $86,645,000 for the fiscal 1951 FCC appropriation as compared to $47,300,000 actually allocated at present for international information and educational exchange activities. Latter sum, however, included a deficiency outlay of $1,800,000 and a supplemental sum of $11,500,000, mostly for construction of new broadcasting facilities and equipment.

"Demand for assignment of frequencies, increased by development of new uses of radio, requires the Commission to engage in technical research to make sure the public receives the best possible utilization of the available radio spectrum," the President pointed out, citing the need for additional television research and equipment.

"The Commission has had to impose a 'freeze' on television applications until certain technical problems are resolved and important basic work is performed," the President asserted. "The existing backlog of AM applications on hand should be reduced to normal by the close of 1951. The requested increase in this category is due to additional television activities."

The proposed budget would provide for a maximum of 1,375 permanent positions compared to 1,423 and entail salary expenditures of $5,854,841—or less than 1949's $5,867,218.

In urging $86,645,000 for the State Dept.'s information program, President Truman reminded that a substantial portion of the increased domestic and overseas radio transmitting facilities authorized by the 1950 supplemental will be in operation in 1951. Scheduled are an average of 36 hours of Voice programming per day in approximately 32 languages to a potential audience of 282 million persons.

FCC, under President Truman's breakdown, $11,058,548 would be used for program expenses and $895,894 for establishment of still newer radio facilities.

President Truman called for additional funds to enable Federal Trade Commission to expand its anti-monopoly legal case work to take care of the increased number of complaints of monopolistic practices received from the public.

FCC would be given $4,225,000 in fiscal 1951 compared to its initial 1950 appropriation of $3,650,000.

Toward the 17th decennial census the President proposed a 1951 appropriation of $28,750,000. It was pointed out the census will cost approximately $29,200,000, of which $52,761,000 has already been appropriated. Included in the census will be tabulations of AM and TV receivers.

NSA MEET

A resolution expressing "hearthfelt appreciation" to Niles Trammell, NBC board chairman, was passed last Thursday at a one-day combined meeting of NBC's 1949 and 1950 Stations Planning and Advisory Committees.

The meeting, headed by Clair McCollough of the Mason-Dixon Group, and newly-elected chairman of SPAC, unanimously passed the following resolution:

"Whereas, during the year 1949 the National Broadcasting Co. has done such an outstanding sales job; and

"Whereas we are convinced, beyond doubt, that such a job could only have been possible under exceptional leadership; "Now therefore be it resolved that the combined Stations Planning and Advisory Committee of 1949-1950, in behalf of the stations of the network, which it represents, does go on record as expressing to Niles Trammell, 'Mr. Radio' himself, heartfelt appreciation for this enviable achievement; "And further does extend to Mr. Trammell our congratulations on his well-earned promotion to chairman of the board of NBC; "And does pledge to him and his capable staff our continuing whole-hearted support."

M. Trammell welcomed the group at the morning session, which was told of the company's reorganization by President Joseph H. McConnell. Charles R. Denny, executive vice president, presided. Also discussed were sales prospects, with Walter Scott, eastern sales manager, speaking in the absence because of illness of Harry Bienheim, who covers radio sales; program plans, discussed by Thomas McCray, national radio program director, and a report on total of Charles Bannister, president of P. Hammond, vice president in charge of advertising and promotion, speaking.

A sub-committee was appointed to secure location and site for the 1950 affiliations convention.

The afternoon session was devoted to television, with Sylvester L. Weaver, vice president in charge of the TV network, presiding.

George H. Frey, director of TV sales, discussed sales prospects.

A dinner at New York's Novaehshire House concluded the meeting.

Members of the 1950 SPAC attending the meeting were: Mr. McCollough, Harold Essex, WSJS Winston-Salem, N. C.; Milton Greenebaum, WSAM Saginaw, Mich.; Howard Pill, WSFA Montgomery, Ala., newly elected SPAC secretary; Walter Damm, WTMJ Milwaukee; Jack Harris, KPRC Houston, Walter Wendi, KBOI Boise, Ida.; Ewing Kelly, KKYC Sacramento; John M. Butler, WSBT TV Atlanta, and John Murphy, WLWT (TV) Cincinnati.

Also attending the meeting were these members of the 1949 SPAC who were not re-elected:

Martin Campbell, WFAQ Dallas; Harry Bannister, WWJ Detroit; Harold Burke, WBAL-TV Baltimore; Wm. Harris, WJX Jackson, Miss., and Ed. Yocom, EGHL Billings, Mont.
WDGY Congratulates

SCHUNEMAN'S INCORPORATED
St. Paul, Minnesota

NATIONAL RETAIL DRY GOODS ASSOCIATION

GRAND AWARD WINNER

for

"PROGRAMS BEAMED TO A GENERAL FAMILY AUDIENCE"

(Schuneman's Inc., a St. Paul Department Store, won the grand award for its program "Red Rooster Hour" carried over Radio Station WDGY, Monday through Saturday, 7:30-8:30 A.M., 52 weeks.)

also Winner of

FIRST PRIZE

"In the $5,000,000 to $15,000,000 volume group stores for its program "Red Rooster Hour" carried over Radio Station WDGY."

WDGY salutes the National Retailers Dry Goods Association for honoring Schuneman's Inc. with its GRAND AWARD and First Prize. WDGY is proud to be associated with Schuneman's in producing this outstanding show and pledges its continued efforts to provide outstanding programming to the Twin Cities and Northwest Empire.

WDGY 1130 KC

MINNEAPOLIS-ST. PAUL

Mel Drake, Vice President & General Manager

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.
FOR THE GOOD of U. S. broadcasting the FCC should decide the clear-channel case—now almost five years old—before undertaking any further NARBA negotiations.

This view was voiced last week by Earl Cullum Jr., Dallas and Washington consulting radio engineer [CLOSED CIRCUIT, Jan. 9]. Mr. Cullum at one time reportedly was offered and rejected the post of chief engineer of the FCC.

"Regardless of individual views," he wrote, "we feel that the broadcasting industry in the U. S. would be much better off to have a clear-channel decision, even if it is not satisfactory to each and every broadcaster, than to have the clear-channel case drag on indefinitely."

He pointed out that the NARBA conference in Montreal, which recessed when the U. S. refused to accede to Cuban channel demands [BROADCASTING, Dec. 5, 12, 1949], in letters being sent to clients says is slated to resume in the U. S. April 1 after U.S.-Cuban conferences starting Feb. 1.

If FCC cannot issue a clear-channel decision by Feb. 1, he maintained, then the U. S.-Cuban meeting should be put off.

Mr. Cullum said the U. S. delegation at Montreal was "seriously handicapped by not having a definite decision in the clear-channel case, and it is not fair either to that delegation or to the broadcasting industry for the principles involved to remain unsettled." He asserted:

In giving consideration to the matter, you may wish to endeavor to get the clear-channel issues settled in a way that would be most favorable to your present and future broadcast activities, but we feel that your main effort might well be directed toward obtaining a general settlement for the welfare of the broadcasting industry as a whole, in order to help guard against the danger from foreign encroachment on broadcast channels used by the U. S."

Mr. Cullum pointed out that, aside from the demands of Cuba, the U. S. and other nations are yet to meet the requests of Mexico, which did not participate actively in the Montreal sessions.

"The inference to be drawn," he said, "is that Mexico may plan to come in later with demands much like the Cuban demands so that between these two countries all U. S. channels would be dominated."

Mr. Cullum continued:

It appears that there is a definite danger involved for the U. S. delegation to participate in further conferences without getting the clear-channel issues decided. It is our feeling that the U. S. broadcasters, for their common good, should act through whatever channels are available to them to bring pressure to bear on Congress, on the FCC, and on the State Dept., for the issuance of a clear-channel decision...
KRLD T-V
Covers Dallas and Fort Worth area completely with exclusive CBS TV shows, plus outstanding studio productions. Now over 30,000 TV receivers in the Dallas-Fort Worth area, and rapidly expanding.

Channel 4

3 out of 5 FIRSTS AGAINST The FIELD

MORNING WEEK DAY Monday Through Friday 8 A.M. - 12 NOON
EVENING WEEK DAY Monday Through Friday 6 P.M. - 10:30 P.M.
SUNDAY AFTERNOON 12 NOON to 6 P.M.
(Hooper—OCTOBER and NOVEMBER) FOR DALLAS

10 out of 10 according to Nielsen’s
of the highest rated programs on the air are CBS Shows, according to Nielsens' survey—and all are on KRLD.

14 out of 15 Likewise, 14 out of the first 15 highest rated programs in the Neilsens' survey are CBS Shows being aired regularly over KRLD.

Only Full Time CBS Station in North TEXAS

KRLD
50,000 WATTS
THE BRANHAM CO., Exclusive Representatives

THE COLUMBIA STATION FOR DALLAS and FT. WORTH
SET PRODUCTION

By R. C. COSGROVE

THE radio-television industry in 1949 fully justified the label of America’s “fastest growing industry” by establishing new records in production and sales. Only during wartime did its rate of production, as measured in dollars, surpass that of 1949. And the outlook for 1950 is even more promising.

RMA statistics, projected for the entire industry, indicate that about 2,750,000 television receivers and more than 10 million radios were manufactured in 1949 and that total manufacturers set sales exceeded $800 million. Television set sales at the retail level in 1949 probably will be $100 million beyond the $825 million $850 million alone, not counting installation and servicing charges, and radio sales will bring the figure to approximately a billion and a quarter dollars—a new peak in earnings for the industry.

Towards the close of 1949 television receiver sales were accounting for almost 70% of the dollar volume done by set manufacturers with radio sales making up little more than 30%. In 1948 the situation was reversed at about the same ratio in favor of radio.

However, in spite of the sensational success of television, radio can by no means be written off as a has-been. In fact, most set manufacturers found out too late in 1949 that there is still a healthy demand for radios, not only in non-television areas but even in cities well served by the newer form of entertainment.

Actually, the radio audience has been expanding almost as rapidly as the television audience due to the high rate of sales of portables and auto sets for outdoor listening.

Some of the more popular radio programs and radio stars haven’t yet switched to television. Consequently, most families want a modern radio as well as a television set, and many prefer to keep them separate so that they can tune in television and radio programs simultaneously in different parts of the house.

The past year, in addition to establishing new production and sales records, also developed some marked trends in public taste or buying habits.

One of the most interesting of these trends was the rise in popularity of the console or small TV console without either radio or phonograph. This type of console, in the radio field, had virtually disappeared since World War II. Table model television receivers, while still a popular item in the lower price field, were about equalled in number by consoles and consoles combined, including the large models with both radios and phonographs.

Let WIBW fill your sales silo!

SALES Managers! Here’s a tip from Kansas farmers. These far-sighted operators depend on ensilage (the stuff that’s stored in silos) to keep livestock growing when there’s a shortage of green stuff.

Incidentally, there’s no shortage of green stuff—money, that is—in WIBW’s five-state farm audience. You can count on immediate sales when you used WIBW.

At the same time, you’ll be filling your sales silo with name preference and built-up demand for your product. You’ll find this mighty valuable in keeping your sales growing—especially during seasons that are normally “off”.

Let WIBW Fill Your Sales Silo

SERVING AND SELLING
"THE MAGIC CIRCLE"

WIBW - TOPEKA, KANSAS - WIBW-FM


BROADCASTING - TELECASTING

Page 26 • January 16, 1950

Another marked trend in 1949 was toward larger picture screens and direct viewing tubes. During 1949 television receivers using the 12½-inch picture tube took the lead over sets with the 10-inch tube, and sales of receivers with the 16-inch tube gained rapidly during the last quarter. The 12½-inch tube and the 16-inch tube are expected to be the most popular types in 1950.

Television receivers in 1949 improved considerably in appearance as cabinet styling, both in table models and consoles, reflected the growing interest of women in television. For it is usually the woman, rather than the man, who wants the set in her home to blend well with her other furniture.

Production Forecast

Production estimates for 1950 are still in the speculative stage, but present indications are that the industry will manufacture and sell between 3,500,000 and 4,000,000 television receivers and that retail sales will approach the $1 billion mark on television alone. And radio set sales will add substantially to retailers’ income.

Television’s continued growth and high rate of set production in 1950, however, are contingent upon the outcome of the broad inquiry being conducted by the FCC. The judgment of the members of this government agency will vitally affect both the industry and the rapidly expanding television audience for years to come.

Of major importance in the development of a nation-wide television system is the question of when the FCC will lift its “freeze” on new television station authorizations and whether the FCC will open a new band for television’s expansion into the ultra-high frequencies.

Equally important is the complex question as to whether color television experiments have progressed far enough to assure a public service that will compare favorably with the highly satisfactory black-and-white television broadcasting of today. The indu-

(Continued on page 28)
$5,000,000 for '50!

RICH BONANZA DUE LANG-WORTH MEMBER STATIONS IN 1950

Nation-wide survey* just completed proves record-breaking commercial use of Lang-Worth Transcribed Programs by advertisers and agencies.

12 months of 1949 showed 60% increase over 1948 . . . 160% increase over 1947!

Survey indicates that agencies and advertisers will spend well over 5 million dollars sponsoring Lang-Worth Planned Programs over Lang-Worth Member Stations during 1950.

Read full details of this increasing commercial trend — initiated and developed by Lang-Worth — in next week's "Broadcasting" (January 23, 1950).

LANG-WORTH FEATURE PROGRAMS, Inc.
113 WEST 57th STREET
NEW YORK 19, N. Y.

*Lang-Worth's third annual survey—December 1949—Signed questionnaires received from 573 member stations. 55% network affiliates . . . 45% independents.
Feature
(Continued from page 18)

determine winners. Similar procedure was followed in the earlier selection of state and regional winners.

Students voiced their own scripts in the local live competitions as well as in the transcribed competitions. The junior chamber arranged local contests through its chapters, working in cooperation with NAB member stations and radio dealers. It also arranged state judging panels, with broadcasters producing the transcriptions. Twelve regional winners were selected from the state winners.

The four national winners will receive $500 scholarships and other prizes in Washington ceremonies during the week of Feb. 19-25. In addition to the awards luncheon, they will be guests of President Truman, members of Congress and cabinet members as well as participate in broadcasts and telecasts. At historic Williamsburg, Va., they will repeat their winning scripts in the House of Burgesses as guests of Colonial Williamsburg Inc.

Members of the board of judges are Morgan Beatty, NBC commentator; Associate Justice Tom C. Clark, of the U. S. Supreme Court; Mrs. Raymond Clapper; Douglas Southall Freeman, editor and author; Andrew D. Holt, president, National Educational Assn.; J. Edgar Hoover, director, FBI; Edward R. Murrow, CBS commentator; James Stewart, actor.

Management

LEO HOWARD, formerly commercial manager of WKY Oklahoma City, joins KOMO, new 1 law outlet on 1290 kc in El Dorado, Ark., as manager. KDMS will be completed in late February. Meanwhile, Mr. Howard is headquartered in Texarkana, Tex.

Wilton GUNZENDORFER resigns as general manager of KROW Oakland, Calif. Before going to KROW, he was manager of KSFO San Francisco, manager of KSBO Santa Rosa for six years and before that with Bon Lee Network for seven years. His future plans have not been announced.

Mr. Gunzendorfer

Mr. Patterson Williams, executive vice president of WING Dayton and WIZE Springfield, Ohio, is the father of a girl, Susan Davenport.

DAVID W. ADAMS, formerly commercial manager of KCBS San Bernardino, Calif., promoted to general manager of station. Station also has announced expansion of its offices at 770 Mill St.

FRED SHAW, formerly commercial manager of CFAC Calgary, Alta., appointed manager of CJOJ Calgary, succeeding DONALD H. MCKAY, who was recently elected mayor of Calgary for the second time.

HARRY WHITE succeeds LARRY SCHEER as general manager of KWTC Barstow, Calif.

ARTHUR E. HALEY, general manager of WBMS Boston, resigns. His future plans have not been announced.

ROBERT McCLELLAN, formerly in sales at KTXL San Angelo, Tex., appointed manager of station. He has been with KTXL since its inception in 1947.

ALBERT E. FOSTER, former director of media for Lever Bros., appointed station manager of WLAW Lawrence, Mass., in charge of operations and personnel at Boston, Lowell and Lawrence offices and studios and transmitter at Burlington. He had been with Lever organization for 25 years, principally in advertising.

MIKE HOPKINS, formerly of CHUM Toronto, appointed manager of CKLB (formerly CKDO) Oshawa, Ont.

TOM KRITZER, formerly with KTSF San Antonio and later manager of KDDD Dallas, Tex., appointed manager of KGNC Amarillo. He began his radio career 10 years ago with KGNC, and most recently was sales manager of that station.

BENEDICT GIMBEL Jr., president and general manager of WIP 560, Philadelphia, named to sponsoring committee of Radio & Television Award Dinner slated for New York in March.

CHARLES H. GARLAND, general manager of KOOL Phoenix, Ariz., and Avis Bear have announced their marriage.

HOMER GRIFFITH of KAFY Bakersfield, Calif., executive staff, and formerly head of his own radio representative firm, and Myrtle May Morgan have announced their marriage.

CAB Board Meeting
INCREASED commissions for Canadian advertising agencies, copyright fees for music repertoire will be topics featured at the first 1950 meeting of the board of directors of Canadian Assn. of Broadcasters, held at the King Edward Hotel, Toronto, Feb. 6-9. The new schedule of depreciation allowances announced by Canada's Dept. of National Revenue at the year-end, and future hearings of the Royal Commission on Arts, Letters and Sciences, also will be discussed at the meeting. Final plans for the CAB annual convention, March 27-30, at Niagara Falls, Ont., are also on the agenda.

Set Production
(Continued from page 26)

try has testified to the contrary and believes more time is needed to develop color television. The industry also hopes that no color system will be authorized which will make obsolete the more than 3,500,000 television sets in use today.

RMA hopes these complex problems may be resolved through the establishment of a proposed all-industry National Television System Committee which would recommend standards for the future operation of color television stations just as a similar committee did for black-and-white television in 1941.

About 40% of the population of the United States is still outside the range of the nearly 100 television stations on the air, but the 50-old areas that have television service today are far from saturated. Unlike the radio field, the television industry is not in the replacement business. Almost every TV receiver sold today goes into homes that haven't had television before. And there are plenty of homes not yet equipped with their first TV set—about 88% of them—in TV reception areas.

Present prices on television receivers are within the range of most family budgets, and a tour of any TV area will show as many as a few thousandrow houses as in well-to-do suburban areas. Today's vast radio audience was made possible by the low-priced radio, and the day is not far off when large volume production will make the television receiver almost as accessible.

Clark Named
Is Pearson Chicago Chief

GEORGE W. CLARK, who has been associated with the John E. Pearson Co., station representative, since May, 1949, has been named manager of the Chicago office, effective immediately. John F. Rohrs, formerly with Belknap & Thompson, Chicago, will join the Pearson's Chicago sales staff.

For several years Mr. Clark was manager of the Chicago office of WLW Cincinnati. Later he was assistant manager of WLW's New York office. He resigned from that post to join MBS and from there moved to the Grant Advertising Agency for more than a year before joining the Pearson firm.

Mr. Rohrs has been associated with the B & F firm as promotion director, selling advertising and servicing both large and small promotions for such companies as John F. Jelke, Hotpoint, Thor and Peter Fox Brewing.

NEED MORE COVERAGE?
A LITTLE BARE AIN'T CHA!

Smart advertisers know from experience that KFYR's almost-incredible coverage, coupled with intense listener-loyalty, is a combination that can't be beat for moving merchandise from dealers' shelves to farm (and city) homes.

KFYR 550 KC 5000 WATTS NBC AFFILIATE BISMARCK, N. DAK.
It is with a great deal of pride and satisfaction that KTOK announces the election of Edgar T. Bell as vice president and general manager, and the appointment of E. L. Colbourn as sales manager.

Mr. Bell comes to KTOK with many years of experience in the management field having previously been associated with the Oklahoma Publishing Company of Oklahoma City as business manager where he had active supervision over Radio Stations WKY, Oklahoma City; KLZ, Denver, and KVOR, Colorado Springs.

Mr. Colbourn was associated with Mr. Bell for many years in charge of sales at WKY, Oklahoma City. In 1945, Colbourn resigned from WKY to become an account executive with the Frederic W. Ziv Company, with headquarters in Houston, later moving to KABC, San Antonio, where he has just resigned as commercial manager.

Ted Taylor
President

Announcing:

KTOK

1000 ON THE DIAL
5000 WATTS, DAY
1000 WATTS, NITE

Affiliated with the American Broadcasting Company

Oklahoma City

Represented nationally by Taylor-Borroff Company, Inc.
Editorial

Maryland: Free Again

ALTHOUGH YOU probably wouldn't detect it from the Washington news dispatches, radio won a thumping victory last week in the U. S. Supreme Court. The court killed Baltimore's gag rule on reporting of crime news by rejecting the appeal of the State of Maryland, and thereby struck another blow for the freedom of news.

The fight was waged and won by radio. Three Baltimore stations—WCBM, WTH and WFBF, as well as a former WTH newsmen, were cited for contempt for broadcasts of a confession given by a murder suspect. The jailing of 20 Fédération de la Presse pour la Libération des Journalistes (FPLJ) members in France for their refusal to reveal the identity of their sources has meant that several French newspapers have not appeared.

They realized that if this discriminatory legislation is passed, it would set an extremely dangerous precedent. What about cigarette advertising?

In scanning the list of appearances prior to the opening of the hearings Thursday, we failed to find radio represented. Once before the NAB neglected to file an appearance. Could it be that radio does not regard the measure as of sufficient importance to justify an appearance? Or does radio leave its case in the hands of the associations representing other media?

Matter of State

LAST THURSDAY Secretary of State Acheson addressed the National Press Club in Washington "on the record". Radio, however, was precluded from a direct pickup. On the ground that the official would talk extemporaneously, the Department decided the talk was not suitable for broadcast. When the Radio Correspondents Assn. offered to forego the direct pickup and record the talk, which afterward would be edited, the answer was the same.

NAB President Justin Miller protested. He pointed out that radio has been recognized all down the line as a news medium. He cited discrimination. But the Secretary did not budge.

Then, a matter of minutes before the luncheon, the Department yielded and permitted the Voice of America to make a tape-recording. Carefully edited excerpts finally were made available to the networks after anguished hours. Television was excluded altogether. And that which was made available to radio was an expurgated version tailored to suit the deliberately contrived purposes of the Government-programmed Voice.

For more than a decade, radio has held news-gathering privileges on a parity with the press. There are radio galleries in Congress. Indeed the remodeled Capitol is being wired for radio and TV pickups. And the White House is being redesigned with an ear and an eye toward the mass radio media.

This incident reveals that while much has been done toward the ideal of freedom of information by radio, there remain islands of resistance. The NAB and the Radio Correspondents Assn. should not let the Acheson incident go by default. How better to debate the point than over the air itself?

Wrong Side of the Street

IN ITS ZEAL to curb "trafficfing" in station construction permits the FCC majority seems to be driving on the wrong side of the regulatory street. It has announced proposed rules (by a vote of 4-2) which would bring automatic forfeiture of construction permits, if the holder continues to sell control before the station takes the air.

We can fathom situations which might prevent an original construction permit holder from following through. His capital might dry up; he might suffer reverses in his main business. There might be illness. In any event, as Comrs. Hyde and Jones point out in their dissent, the Commission can handle cases on their individual merits, since the law prohibits the transfer of control without prior FCC approval.

Why write new regulations when those on the books are adequate to cover every contingency?

Longfellow couldn't conceivably have had the FCC in mind when he commented: "Whom the Gods would destroy they first make mad."

Our Respects To—

GENE BURKE BROPHY

WOMAN'S PLACE is in the home—and Gene Burke Brophy finds her way into almost every home in the Salt River Valley area, through KRUX Phoenix. Some 25 of America's fairer sex are owners and operators of radio stations, and Mrs. Brophy belongs to this exclusive group. Her 21-year record of accomplishment in the broadcasting business rivals that of most men in the field.

Gene Brophy was born in Norseland, Minn., March 11, 1910, to George and Kathryn Burke. The "Gene" is a contraction of Imogene, long since discarded by the KRUX executive. She received her early schooling in Norseland and Minneapolis.

In 1928 Mrs. Brophy embarked on her radio career. Following a series of special courses at Los Angeles City College she got a job as a secretary at Warner Brothers' KFWB Hollywood. But she was not long destined for dictation and typing. When a continuity writer failed to put in an appearance one day, she hurriedly punched out a needed commercial program. The sponsor liked it and the then-Miss Burke became one of the station's first female writers.

In eight years with KFWB, she progressed through each stage of the station's growing operation, efficiently handling various phases of the work in traffic, programming, creating and voicing commercial and sustaining shows.

When in 1936 Mrs. Brophy left KFWB to join Columbia Concerts Corp., a subsidiary of CBS, her unusual organizational ability came to the fore. She assisted in the creation of the Hollywood Artists' Bureau for Columbia and for four and a half years headed up the selection and supervision of CBS talent for programs originating in Hollywood.

While with Columbia Concerts she directed promotion and publicity for several concert tours. Her job included a good many talent hunts throughout the nation, searching for both radio and motion picture material. She interviewed many artists—upcoming and famous. In addition to these tasks she was responsible for the office management of the Columbia Artists Bureau.

In October of 1941 Mrs. Brophy accepted a civil service appointment as Chief of the Radio Division for the Office of Central Intelligence in San Francisco and shortly thereafter began a radio broadcast of psychological warfare against the Japanese.

Before the establishment of complete offices for OCI, came Pearl Harbor and war. When, a few days later, the West Coast had its first wartime blackout, President Roosevelt called (Continued on page 58)
YOU MIGHT GET A 175-POUND WOLF*

BUT...

YOU NEED WKZO-WJEF TO GET BUSINESS IN WESTERN MICHIGAN!

WKZO, Kalamazoo, and WJEF, Grand Rapids, are far and away the best radio buy in Western Michigan.

This strong CBS combination has a rural superiority that's proved by BMB figures and farm-program mail pull from every corner of the area.

WKZO-WJEF have equally impressive urban records in Kalamazoo and Grand Rapids. For Total Rated Periods (Oct.-Nov. '49) both WKZO and WJEF got top Hooperatings in their important home cities.

By projection you can figure that WKZO-WJEF deliver about 56.5% more listeners than the next-best two-station selection in the area. Yet they cost 20% less!

Get all the facts about WKZO-WJEF! Write to us direct or ask Avery-Knodel, Inc.

*A wolf weighing just over 175 pounds was killed on Seventy Mile River in Alaska.

WKZO first IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF first IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
SALE . . .

DULUTH, MINN.—"I'm well suited to go sale-ing for you in the big Duluth-Superior Market," says Otto Mattick as he breezes along on his rear-ended motoskate. "I've got 5,000 watts on 610 . . . my own and CBS personalities and programs . . . and a continuing, all-out listener-winning campaign." That's the KDAL story, in brief. But there's nothing brief about KDAL's success story for advertisers. Let us add a chapter about you and your products. It's a cinch. Try us and see!

HOW TO GET RICH

"There must be a Republican in the woodpile," suggested Robert T. Mason, WMRN, Marion, Ohio, after suggesting U. S. Treasury Dept. 30-second announcement for savings bonds. This sentence aroused his curiosity: "Remember, savings bonds are a safe investment—guaranteed by your government to return three dollars for every four you invest!"

CBS HOLLYWOOD

RECOMMENDATION for joint action against CBS Hollywood by IBEW and Radio Writers' Guild, both of whom have failed to reach agreement in negotiations with the network, was made at a board meeting of the Hollywood council of National Assn. of Broadcast Unions and Guilds.

Making up NABUG are Radio and Television Directors Guild, RWG, AFRA, NAEB, IBEW, Screen Publicists Guild and Office Employees International Union, all of whom were represented at the meeting. Claude McCue, executive secretary of AFRA, is president.

Both IBEW and RWG have filed strike notices against the network; former seeks a salary increase to $62.50 for a 40-hour week for nine stage-set-up men [BROADCASTING, Jan. 2]; latter is asking for "over $100" for 10 continuity staff writers.

At the same meeting, NABUG approved action for joint investigation of malpractice against union members in Los Angeles stations and joint action against stations, if necessary, because of the general principle that the practice of stunt writers, for example, use of announcers as actors with remuneration given for announcing chores only.

Recordings Bill

TRANSPORTATION and acceptance of "obscene" phonograph records or electrical transmissions in interstate commerce would be expressly prohibited under provisions of a bill introduced Jan. 6 by Rep. Emmanuel Celler (D-N.Y.). The measure (HR 6622), which would amend Sec. 1462 Title 18 of the U. S. Code, would cover any article capable of producing sound and certain books, pamphlets, motion pictures or other like articles, and drugs. Referred to the House Judiciary Committee, the measure would alter the Code to include all above-mentioned items rather than just literature.

WNRJ Newark, N. J., will air annual All-Sports Dinner, sponsored by Newark Athletic Club, Jan. 19, from 9:30-9:30 p.m.

WIRK Moves Studios

WIRK West Palm Beach, Fla., will move to new studios at 715 S. Flagler Drive, overlooking Lake Worth, to provide better accommodation for its talent shows and facilitate more quality and faster program service, Joseph S. Field, Jr., manager, announced last week. New technical and office equipment also has been purchased. WIRK operates fulltime with 1 kw on 1320 kHz and is affiliated with MBS. Ken-Sell Inc. is licensee.

How to put KDAL's audience dominance to work for you? Just ask Avery-Knodel.
On four special Saturday night broadcasts starting at 11:15, KDKA listeners were asked to telephone contributions to a special campaign for Children’s Hospital. Thousands of calls poured in, from 335 communities in 23 states! Surprising coverage? Not for KDKA, the 50,000-watt station with a vast audience, by day and by night, in almost 200 BMB counties.
MARCH OF DIMES
Radio-TV Promotion Shows

RADIO stations throughout the country are receiving a series of electrically transcribed shows and spot announcements, and video stations are receiving 16mm sound films to promote the 1950 March of Dimes campaign. The programs are for use locally Jan. 16-31, this year’s March of Dimes drive dates. Recordings and films feature some of the top talent in the country, and, with the “discs for dimes” and spot announcements, are expected to account for a good percentage of the goal set this year by the National Foundation for Infantile Paralysis.

Potts Adv. Incorporates
R. J. POTTs-Calkins & Holden Advertising Inc., with headquarters at 215 Pershing Road, Kansas City, Mo., announces that, effective Jan. 1, the organization started operating as a corporation instead of a partnership. All partners remain as officers of the corporation and their assets will be transferred to the corporation in their entirety, it was stated. The management and personnel of the organization will remain very much the same as it was in the partnership, the announcement stated. The firm also maintains offices at 247 Park Ave., New York, and 333 N. Michigan Blvd., Chicago.

BOB MILLER, farm service director of WRFD Worthington, Ohio, named program director of station, effective immediately. He formerly was associate farm director of WLYN York, Mass.

EMORY BROWN joins announcing staff of KTXL San Angelo, Tex.

DAVE KEELER, of KSL Salt Lake City announcing staff 1945-47, rejoins station, dividing his activities between AM and TV.

SY MERRIS, former production man with WINS New York and play-by-play announcer for WDKY Cumberland, Md., appointed program director for WMON Montgomery, W. Va. He replaces JIM HOLMES, resigned to do graduate work in dramatic arts.

RICHARD F. LOW, former continuity director for KBON Omaha, Neb., named program director of KBON-AM-FM.

CHARLES TESSER, recent graduate of Television Workshop, New York, joins staff of WSYR-TV Syracuse, N. Y., as photographer.

CARL VICTOR LITTLE, newspaper columnist of Des Moines Register and Tribune, and former Kokomo Express, appointed as assistant managing editor of the Daily News Co.

CHARLES SHOWS signed to seven-year exclusive contract as writer of KTLA (TV) Los Angeles Times for Joey Bushnell’s show.

THE LEADER, an 800-watt, 4,000-watt station of the Radio-Television News Service, announced that ISC (Inter-Schools Cable) has established an office in the Broadcast News Building, the 16mm leased film office, and a network office.

ELIZABETH BOBER, on staff of WCSC as Carol Coy, announce their marriage.

GEORGE SNELL, of KENN San Jose, Calif., appointed radio chairman of Santa Clara County Committee for Hoover Report.

DON STEVENS, announcer at WSB Atlanta, Ga., is the father of a girl, Marilyn Donna, born Jan. 5.

BERTHA KURTZMAN, A B C - T V broadcast operations supervisor, and David Williams of Time and Life, have announced their marriage.

HOLIDAY GUIDE
Offers Aid to Advertiser

THE COMMERCE Dept. announced last week the compilation of a booklet which contains a calendar of specially designated days, weeks and months to be observed during 1950. It also said pointedly that retail sales and profits could be boosted by a well-appointed advertising of national holidays and special observances.

Commerce guide to the business-man lists days, weeks and months. This year’s special celebration as decided as December 24th for Christmas, December 25th for Christmas, December 26th for Christmas, December 27th for Christmas and December 28th for Christmas.

A total of 154 days, 124 weeks and 36 others are celebrated in the booklet as Special Days, Weeks and Months in 1950, which may be obtained from Superintendent of Documents, Washington 25, D. C., or from Dept. of Commerce field offices for $1,50, per copy.

RADIO CALL
Solves Railroad Problem

BOSTON & Maine Railroad discovered during the holiday season that radio has listener and flexibility as an advertising medium, Jan Gilbert, timebuyer, Harold Cabot & Co., Boston, reports.

A few days before Christmas, mail piled up at Boston’s North Station to an uncontrollable degree necessitating additional help to handle it. The railroad called the Cabot agency which placed a schedule of announcements on four Boston stations.

First spot went on the air at 10:59 a.m. and others were scheduled through 2:30 p.m. At 11:50 p.m. the railroad advised the agency that it had more men than it could hire. Balance of the schedule was cancelled. A total of 2,580 applicants reported to North Station, Miss Gilbert notes.
LISTENERS' CHOICE

In SAN ANTONIO only KTSA
broadcasts all the Big CBS
programs on AM and FM

DOUBLE-TALK
That Means Something

NOW, on KTSA AM/FM, San Antonio listeners get
simultaneous AM and FM broadcasts of complete
program schedules, including the BIG Columbia
Broadcasting System network shows, with favorite
CBS stars and personalities.

ALL THIS, in addition to new, local programming
and special events broadcasts, new public service
features, and an amazingly COMPLETE coverage of
the NEWS, adding the tremendous news-gathering
resources of both the SAN ANTONIO EXPRESS and
the SAN ANTONIO EVENING NEWS to KTSA's
already recognized facilities.

Ask any of the Free and Peters "Colonel's" about the
NEW, GREATER KTSA AM/FM and the booming
GREATER SOUTHWEST market it serves.

Owned and operated by
San Antonio Express
SAN ANTONIO EVENING NEWS

FREE & PETERS, INC. National Representatives
**BICOLORED** counter display cards distributed by WVNJ Newark, N. J., call attention to its weekend reports on ski and рожденияs along East Coast. Cards placed in sports and department stores throughout greater New York area, contain removable strip, supplied weekly by station, for displaying name of ski expert to be interviewed each week on station's Skiing on the Air program.

"Cesco" Promotion

PAPER MASKS numbering 10,000 were distributed by WKNA Charles- ton, W. Va., for 24 hours on behalf of Hohum Bakery Co., Cesco Kid, Frederie W. Ziv package. During commercial announcement on one show, children were told that masks would be given away through retail grocers. By following afternoon, all masks were gone and WVNJ had announced to refrain from asking for them at grocers.

Telescope for Tower

SIDEWALK superintendents in Louisville have been provided with refract- ing 2½-inch lens telescope with which to watch progress in construction of new WHAS TV television tower. Located on central downtown corner, four blocks from tower's site, telescope is free to public. Attendant is on hand to keep instrument in focus and answer questions. Time limit is imposed on gazer's only when necessitated by crowd. Wait-hiigh booth bearing station's call letters and information about tower surrounds telescope on three sides. Tower will be completed by Feb. 15.

**Bowl Promotion**

WOODEN BOWLS containing rose, orange and package of Gillette razor blades were sent to Bay Area radio, sport and advertising editors by KCSB San Francisco to promote its January broadcasting of Rose Bowl and Orange Bowl football games. Bowls were wrapped in colors of participating colleges. Idea was originated by Wal- ter Conway of KCSB promotion de- partment.

**Sports Promotion**

PROMOTION for KROC Rochester, Minn., recently, involved choosing of most outstanding athlete on Rochester area grid 1949 and sending his expenses paid, to Cotton Bowl festi- vities in Dallas, Tex. Darrell Coch- ran, E. C. 22, was picked in contest and was feted at banquet broad- cast by station. He was met in Dallas by Mr. Chambliss of Cappers and was included in visits with North Carolina team, sat on the bench with them and took part in numerous other celebrations in conjunction with game.

Pictures taken in Dallas are now displayed in prominent downtown win- dow. Bob Wold of KROC said promotion department was in charge of entire operation.

**KBON-FM's Thanks**

THREE-fold bulletin issued to public by KBON-FM, Transit Radio station in Omaha, Neb. Folder contains re- sults of balloting on approval of bus radio and data concerning completion of installation in all Omaha buses. Picture of business leaders present when ballots were counted is included, as well as list of votes, pro and con, tabulated by bus routes.

Coverage Data Folder

QUARTO two-color illustrated folder sent to trade by KSD-TV St. Louis promoting its coverage of outstanding local events and containing coverage data. Inside of folder is made up of coverage map with primary and second- ary areas outlined, and circles around sections outside coverage areas where satisfactory reception has been reported. Details of St. Louis market also are included.

Postcard Distribution

TWO postcard mailings recently sent to 500 grocers in coverage area by WHLC-AM-FM Canton, Ohio, concerns Buckeye Potato Chips. Two pictures of bags of potato chips are featured on card under heading, "You're in the Chips! It's in the Bag!" Second promotes Nucar Margarine on bright yellow card. Mes- sage reads, in part, "Hear NOCOA Yedeler's Catchy—Compelling De- sign..." Radio Spots Daily on WHGC & WHC-FM." Both cards bear standard, "Stock up—Display— Suggest! Radio advertised products move!"

Sponsor's Letter

LETTER from pleased sponsor sent to WTIV(TV) Miami, Fla., has been circulated to potential sponsors and trade by station. Let- ter, from Senator Don Casa, proprietor of gift stores in Hollywood, Fla., tells story of his successful use of WTIV. He says, in part: "... the prestige of being a television advertiser at this pioneer period is in itself worth the cost of advertising regardless of im- mediate results." Return of $200 on spot commercial on WTIV is recorded.

**Large Following**

IN conjunction with its sixth anni- versary with WNWO York, Pa., "Doc" Ford, owner, has been invited to Club, two-hour noonday platter show, decided to form a club. Free membership- ship cards were offered to his listen- ers and 1,000 cards were used. By the time all interested listeners had enrolled, additional 5,000 cards had to be printed. Party in honor of new club was held for members, and 4,000 persons who appeared broke 10 year attendance record for dance hall where party was held.

**Constructive Promotion**

OVERSIZE card aimed at construc- tion material firms sent to trade by WMUS Muskegon, Mich. Lightweight, blank card, with 14 lines, asked, "Mrs. PAT LAWRENCE of CFOS, 801 Pennsylvania Ave., Washington, D.C., requests promotional materials to be sent to these agencies to publicize property rights. Resources of the United States Public Build- ing Service at any location in the United States are available to real estate and banking companies, state and city agencies, and local communities. The people of the United States are rich in natural resources. Can you make use of nature's wealth?" Card is followed by advertising for input and information on this topic.

**Mr. Callahan**

RADIO and television advertising for promotion of War Bonds, under supervi- sion of U. S. Treasury Dept. Mr. Callahan, radio public relations firm, handled publicity and promotion for CKLW Detroit, Mich.

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**HELEN PARK, formerly with program department of WOR New York, joins public affairs department of WHI Hempstead, L. I.**

**KENDOBERG, formerly with WMUS Muskogee, Mich., joins KAUS Austin, Minn., with promotion and program production.**

**TRADE LAWS**

**Chamber Asks Reappraisal**

THE U. S. Chamber of Commerce last week called for a "consider- able reappraisal" of trade laws and challenged President Truman's proposal that the 81st Congress complete action on pending legisla- tion to tighten existing trade laws.

The Chamber maintained that the "recommended amendment of the Clayton Act would vest broad new powers in the FTC. Although labeled a boon to small business, these concerns are the ones which would be most hurt if this proposal became law." It asked for the reappraisal "in the light of inter- pretations of the past decade . . . ." That is to say, that the "attitude" applied in an unrealistic, arbitrary manner inimical to the interests of small, independent business.

The Chamber's viewpoint was given at a news conference held in Washing- ton's Carlton Hotel during which Herman W. Steinkraus, president of the U. S. C. of C., reviewed the President's messages to Congress.
Read the full story in the Special Edition of "BMI Music Memo" (Feb. 25, 1946), how CLASSOPHONE Pockets save time, work and records in one of the large radio studio libraries, WOR, New York.

Classophone Pockets form snug individual compartments, each holding one record in perfectly upright position, forever preventing warping.

Each record occupies its own numbered Classophone Pocket, never in contact with other records, eliminating scratching and chipping. Classophone Pockets are hinged at the base, firmly anchored in the cabinet into which they are built, suitable for 10" or 12" records. You flip the numbered Pocket forward to withdraw a record; you flip it back in position when you replace record.

Build Any Type Cabinet For Classophone Pockets ... From our FREE Plans

Any handy man or carpenter can build the kind of cabinet most suitable for your purpose from the simple plans furnished to purchasers of Classophone Pocket units.

RADIO STATIONS Now Solve Record Problems with CLASSOPHONE

WMAX, Macon, Ga.  WBOY, Owensboro, Ky.
WBAK, Wilkes-Barre, Pa.  WCU, St. Louis, Mo.
KQV, Pittsburgh, Pa.  WTRY, Troy, N. Y.
KRBC, Abilene, Texas  KCKN, Kansas City, Mo.
WDAK, Columbus, Ga.  WFVA, Dallas, Texas.
WEDO, McKeesport, Pa.  WHOP, Hopkinsville, Ky.
WGST, Atlanta, Ga.  WIXL, Concord, N. H.
WIBC, Indianapolis, Ind.  WMT, Cedar Rapids, la.
WLAW, Muscle Shoals, Ala.  WWIN, Asheville, N. C.
WPRO, Providence, R. I.  WHK, Cleveland, O.
WISH, Indianapolis, Ind.  WOR, New York, N. Y.

CLASSOPHONE, Inc.
35-05 36th St., Long Island City 1, N. Y.

Without cost or obligation, please forward a copy of your FREE plans, outlining method of constructing a CLASSOPHONE record cabinet. We understand this is a flexible plan suitable for housing any desired quantity of records.

Name ________________________________
Firm ________________________________
Address ________________________________
City __________________ Zone __________ State __________

January 16, 1950 • Page 37
Respects

(Continued from page 30)

for an immediate report as to morale and general reaction. Colonel William J. Donovan, now General Donovan, located Gene Brophy by telephone and she turn gave the report which a half-hour later was on the President’s desk.

From an officeless beginning Mrs. Brophy built the West Coast OCI into a potent propaganda weapon that later became the Office of War Information in St. Francisco. It grew from one employee—herself—to a staff of 550 workers. She was director of radio, news, administration and sales. She was at the helm of the office when later on the mercy ship Gripsholm reported many lives had been saved by OCI programs in the Philippines.

Mrs. Brophy resigned from OWI in 1945 because of her husband’s ill health, and went to Phoenix, Ariz. During his three-year period of convalescence, she became aware of the need of an independent station to serve the rich Salt River Valley area’s more than 300,000 people. She applied for and was granted a CP for KRUX. Granted in October 1945, the station took the air the following March.

Drawing from her experience

Mrs. Brophy programmed KRUX to an impressive record of “never before” broadcasting in Arizona.

BETTER WAY

WITH some 40 stations already signed for his sales and program service, A. Maxwell Hage last week announced that he had established his own firm with headquarters in Suite 1415 at 386 Madison Ave., New York. The new firm will specialize in material designed specifically for expanded station programming, and will open approaches for new advertisers not now using radio to any appreciable extent.

The first Hage offering, already on the air in a number of markets, is called The Better Way and is geared for sponsorship by local industries.

Mr. Hage told Broadcasting that this series, 32 half-hour scripts on the theme of maintaining the traditional free enterprise system of business, is the first to be offered to stations as a copy theme and framework for use by manufacturers on a pro-rata local basis. The series is being offered to stations on a flat fee basis, he said, with the amount varying according to the size of the market served by the station.

For the past two years with the radio and TV department of the New York Daily News, Mr. Hage had been writer-editor of the nationally syndicated Telepix Newsreel and had handled editorial assignments on the News of the Hour on WPIX (TV) New York. During his 20 years in radio and newspaper work, Mr. Hage has been night editor of NBC, with United Press in New York and assistant manager of the former WJAY Cleveland.

Subscribers to The Better Way include: WLS, Chicago; WMAR, Baltimore; WBZ, Boston; WINS, New York; WOR, Newark; WLIB, New York; WHN, New York; WINS, New York; WOR, Newark; WLIB, New York; WHN, New York; WINS, New York; WOR, Newark.

Silver Leavens are pinned on shoulders of Barney Oldfield (r), former newspaperman, radio commentator, Hollywood publicist and IWO rodeo chief. By Ben, Paul, RV, Ignico, commanding general, Warner Robin Air Material Area, whose staff Lt. Col. Oldfield is assigned. This was the second surprise for the ex-commentator following the Christmas holiday which he spent at his home in Nebraska. While returning to the Georgia air base, the colonel, hitch-hiking by airplane, found himself included in President Truman’s party making the flight to Washington from Independence, Mo.

SYNTHETIC MICA

NBS Claims Superior Type

MICA now can be synthesized. National Bureau of Standards scientists have succeeded in producing the substance which is a critical material in the manufacture of electrical and electronic equipment, the Commerce Dept. announced last week.

While synthetic mica essentially has the same properties as the natural, the department pointed out that it is superior in its ability to withstand high temperatures. The substance, widely used in radio and electronic equipment, owes its excellence to its electrical, thermal and mechanical properties as an electrical insulator.

This country, the department said, is the world’s largest mica consumer although it produces only enough of the substance to meet a fraction of normal requirements.

Commerce Secretary Charles Sawyer predicted that "synthetic mica production may make it possible for the United States to meet its own demands for this critical material."

Work on synthetic mica was part of a broad program of research on fluorine-type artificial minerals carried on by the NBS under sponsorship of the Office of Naval Research. The mica phase was developed in cooperation with the U.S. Bureau of Mines, General Electric, and the School of Mines, the Commerce Dept. said.

WKTY LaCrosse, Wis., signs exclusive agreement with Wisconsin Div., American Automobile Assn., for airing of highway information for balance of hazardous driving period.
### '49 Billings (Continued from page 20)

<table>
<thead>
<tr>
<th>Company</th>
<th>Advertising Agency</th>
<th>Total Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abbott Kimball Co., Inc.</td>
<td>Cds Advertising Agency</td>
<td>$2,016,902</td>
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<tr>
<td>Canow &amp; Whitmore Advertising Co.</td>
<td>Cds Advertising Agency</td>
<td>$1,450,583</td>
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<tr>
<td>Henig-Cooper Company</td>
<td>Cds Advertising Agency</td>
<td>$918,000</td>
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<tr>
<td>Gillette, Incorporated</td>
<td>Cds Advertising Agency</td>
<td>$520,000</td>
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<tr>
<td>West-Marquis Co.</td>
<td>Cds Advertising Agency</td>
<td>$1,050,200</td>
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Total | | $4,262,225 |

#### Billings by Months

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<tbody>
<tr>
<td>January</td>
<td>$6,277,000</td>
</tr>
<tr>
<td>February</td>
<td>$5,900,000</td>
</tr>
<tr>
<td>March</td>
<td>$6,450,000</td>
</tr>
<tr>
<td>April</td>
<td>$6,728,000</td>
</tr>
<tr>
<td>May</td>
<td>$6,551,000</td>
</tr>
<tr>
<td>June</td>
<td>$6,277,000</td>
</tr>
<tr>
<td>July</td>
<td>$6,277,000</td>
</tr>
<tr>
<td>August</td>
<td>$6,277,000</td>
</tr>
<tr>
<td>September</td>
<td>$6,277,000</td>
</tr>
<tr>
<td>October</td>
<td>$6,277,000</td>
</tr>
<tr>
<td>November</td>
<td>$6,277,000</td>
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<tr>
<td>December</td>
<td>$6,277,000</td>
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Total | | $75,277,000 |

### TV Advertisers

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<tbody>
<tr>
<td>The B.F. Goodrich Company</td>
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</tr>
<tr>
<td>Time, Inc.</td>
<td>Cds Advertising Agency</td>
<td>$11,407,000</td>
</tr>
<tr>
<td>Admiral Corporation</td>
<td>Cds Advertising Agency</td>
<td>$10,756,000</td>
</tr>
<tr>
<td>@ International McClellan Products Co.</td>
<td>Cds Advertising Agency</td>
<td>$10,638,000</td>
</tr>
<tr>
<td>The Goodyear Tire &amp; Rubber Company</td>
<td>Cds Advertising Agency</td>
<td>$9,825,000</td>
</tr>
<tr>
<td>Palatine Co.</td>
<td>Cds Advertising Agency</td>
<td>$9,348,000</td>
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<tr>
<td>Derst Co.</td>
<td>Cds Advertising Agency</td>
<td>$8,940,000</td>
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<tr>
<td>Don &amp; Russo, Inc.</td>
<td>Cds Advertising Agency</td>
<td>$8,317,000</td>
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<tr>
<td>Lilian &amp; Libby</td>
<td>Cds Advertising Agency</td>
<td>$8,033,000</td>
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<tr>
<td>A. Stein &amp; Co.</td>
<td>Cds Advertising Agency</td>
<td>$7,844,000</td>
</tr>
<tr>
<td>Rockwell &amp; Ross Co.</td>
<td>Cds Advertising Agency</td>
<td>$7,316,000</td>
</tr>
<tr>
<td>American Airlines</td>
<td>Cds Advertising Agency</td>
<td>$7,123,000</td>
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<tr>
<td>American Tobacco Co.</td>
<td>Cds Advertising Agency</td>
<td>$7,110,000</td>
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<tr>
<td>General Electric Co.</td>
<td>Cds Advertising Agency</td>
<td>$7,074,000</td>
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<tr>
<td>General Electric Co.</td>
<td>Cds Advertising Agency</td>
<td>$7,068,000</td>
</tr>
<tr>
<td>Gillette Safety Razor Co.</td>
<td>Cds Advertising Agency</td>
<td>$7,068,000</td>
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Total | | $31,955,000 |

### Young & Rubicam, Inc.

<table>
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<th>Company</th>
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<th>Total Billings</th>
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<tbody>
<tr>
<td>Batten, Barton, Durstine &amp; Osborn, Inc.</td>
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<td>McCann-Erickson, Inc.</td>
<td>Cds Advertising Agency</td>
<td>$1,085,000</td>
</tr>
<tr>
<td>Nabisco Biscuit Co.</td>
<td>Cds Advertising Agency</td>
<td>$891,000</td>
</tr>
<tr>
<td>Campbell-Engwall Co.</td>
<td>Cds Advertising Agency</td>
<td>$822,000</td>
</tr>
<tr>
<td>Enquirer Co.</td>
<td>Cds Advertising Agency</td>
<td>$820,000</td>
</tr>
<tr>
<td>Enquirer Co.</td>
<td>Cds Advertising Agency</td>
<td>$799,000</td>
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<tr>
<td>Enquirer Co.</td>
<td>Cds Advertising Agency</td>
<td>$736,000</td>
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<tr>
<td>Enquirer Co.</td>
<td>Cds Advertising Agency</td>
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<td>Enquirer Co.</td>
<td>Cds Advertising Agency</td>
<td>$736,000</td>
</tr>
<tr>
<td>Enquirer Co.</td>
<td>Cds Advertising Agency</td>
<td>$736,000</td>
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</tbody>
</table>

Total | | $5,882,000 |

#### MUTUAL BROADCASTING SYSTEM

<table>
<thead>
<tr>
<th>Month</th>
<th>Total Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$5,984,000</td>
</tr>
<tr>
<td>February</td>
<td>$5,984,000</td>
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<tr>
<td>March</td>
<td>$5,984,000</td>
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<tr>
<td>April</td>
<td>$5,984,000</td>
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<tr>
<td>May</td>
<td>$5,984,000</td>
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<tr>
<td>June</td>
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<tr>
<td>July</td>
<td>$5,984,000</td>
</tr>
<tr>
<td>August</td>
<td>$5,984,000</td>
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<tr>
<td>September</td>
<td>$5,984,000</td>
</tr>
<tr>
<td>October</td>
<td>$5,984,000</td>
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<tr>
<td>November</td>
<td>$5,984,000</td>
</tr>
<tr>
<td>December</td>
<td>$5,984,000</td>
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</tbody>
</table>

Total | | $71,808,000 |

### By Agencies

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Miles Laboratories, Inc.</td>
<td>$1,315,200</td>
</tr>
<tr>
<td>Pottinger, Mateo &amp; Co., Ltd.</td>
<td>$1,242,000</td>
</tr>
<tr>
<td>John-Mansville Co.</td>
<td>$1,191,500</td>
</tr>
<tr>
<td>Ralston-Purina Co.</td>
<td>$1,191,500</td>
</tr>
<tr>
<td>Borden Co.</td>
<td>$1,191,500</td>
</tr>
<tr>
<td>United Biscuit Co.</td>
<td>$1,191,500</td>
</tr>
<tr>
<td>Nabisco Biscuit Co.</td>
<td>$1,191,500</td>
</tr>
<tr>
<td>Gillette Safety Razor Co.</td>
<td>$1,191,500</td>
</tr>
<tr>
<td>General Electric Co.</td>
<td>$1,191,500</td>
</tr>
<tr>
<td>General Motors Corp.</td>
<td>$1,191,500</td>
</tr>
<tr>
<td>U. S. Tobacco Co.</td>
<td>$1,191,500</td>
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<tr>
<td>Cudahy Packing Co.</td>
<td>$1,191,500</td>
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<tr>
<td>Lutheran Laymen's League</td>
<td>$1,191,500</td>
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<tr>
<td>William Candy Co.</td>
<td>$1,191,500</td>
</tr>
<tr>
<td>Wagner Co.</td>
<td>$1,191,500</td>
</tr>
<tr>
<td>General Benefit Health &amp; Accident Assn. of Omaha</td>
<td>$1,191,500</td>
</tr>
<tr>
<td>Heinz Bros. &amp; Co.</td>
<td>$1,191,500</td>
</tr>
<tr>
<td>Nestle's Nestle Co.</td>
<td>$1,191,500</td>
</tr>
<tr>
<td>Heinz Bros. &amp; Co.</td>
<td>$1,191,500</td>
</tr>
<tr>
<td>Gillette Safety Razor Co.</td>
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<tr>
<td>General Electric Co.</td>
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<tr>
<td>Miami Beach Tobacco Co.</td>
<td>$1,191,500</td>
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<tr>
<td>Aloha Life Insurance Co.</td>
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<tr>
<td>Peoples Church of Christ</td>
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<tr>
<td>American Tobacco Co.</td>
<td>$1,191,500</td>
</tr>
<tr>
<td>American Tobacco Co.</td>
<td>$1,191,500</td>
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<tr>
<td>American Tobacco Co.</td>
<td>$1,191,500</td>
</tr>
<tr>
<td>American Tobacco Co.</td>
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Total | | $15,264,000 |

### By Product Classifications

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<tr>
<td>Tobacco</td>
<td>$4,560,000</td>
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<tr>
<td>Cigarettes &amp; Tobacco</td>
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</tr>
<tr>
<td>Shoes</td>
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<tr>
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<tr>
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<tr>
<td>Food Products</td>
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</table>

Total | | $45,000,000 |

### WSUA Suspend

WSUA Bloomington, Ind., 1 day on 1010 ke has suspended operation for a 60-day period, announced Jan. 6. On the air since 1946, WSUA is planning financial reorganization.

**prospectin'?**

Prospectin' for sales? Montana's got 'em. Wealth from copper, dairy cows, lumbering, farming, hydro-electric power, sugar beets, meat packing and mining are all out there. Not only to the tune of better than $100 million in retail sales (1948). Pan for wealth if you like. But for sales in a hurry, use the Missouly stations.
Annual Awards
(Continued from page 15)
phony Hour, KSL, second prize for programs beamed to general family audience; ZCMI Homemaker Program, KALL, second prize for women's programs; Tossed Solda, KUTA, first prize for teen-age classification; The Land of Make Believe, KSL, first prize for children's programs; ZCMI Breakfast Edition of the News, KUTY, first prize for men's programs. The specific prizes were in the $5–$15 million volume store category.

Schuman's, Inc., for its Red Rooster Tour on WDGY St. Paul, beamed to a general family audience, captured the grand award for the audience classification and first prize in its volume category—$15 million.

The grand award in the children's program classification, only other audience group to offer such an award, went to Lit Brothers for its Lil Brothers' Magic Lady Supper Club on WFIL Philadelphia. The program also won first prize in the sub-classification for stores doing more than $15 million volume.

Pomeroy's, Reading, Pa., and Golden Rule, St. Paul, took second and third prizes respectively for the Groups of Beamed Programs category. Pomeroy's was honored for four shows, Golden Rule for eight beamed programs.

Other First Prizes
Other first prize winners included Goldblatt's Dept. Store, Chicago, for The Let's Have Fun Show on WGN, which captured first honor in the general family, over $15 million classification. Sears Roebuck & Co., Burlington, Vt., for its Sears' Man on the Street program on WCAX, won first prize in the volume group up to $5 million, general family category. Second prize in the general family, over $15 million group, went to Marshall Field & Co., Chicago, for Masterpieces of Music, aired on WNMVP Evanston.

Brief radio case-histories of Goldblatt's, Sears Roebuck and Marshall Field were presented at the awards session by Mr. Mitchell and Lee Hart, BAB retail coordinator, to illustrate "a simple formula for buying and using radio time."

The potential advertiser, Mr. Mitchell said, should ask himself two questions before buying time: "What kind of results do I want?" and "What's the best program and time to produce these results?"

When using thin net, Mr. Mitchell pointed out, he should use it to sell and measure it for results.

Goldblatt's, Mr. Mitchell said, wanted to bring traffic to the store, more phone orders and more business. It chose programs being run Let's Have Fun Show broadcast on WGN from its 8th floor auditorium, Monday-through-Friday, 12 noon-12:30 p.m.

Purposes Outlined
The time was used to (a) Advertise specific merchandise values such as men's sport shirts, home movie outfits, pop-up toasters, umbrellas and any item representing a good value buy, (b) Present merchandise gives-away to plug specific item values and promote departments where they can be purchased, (c) Advertise special "phone" values for listeners only, (d) Emphasize store hours.

Results showed, Mr. Mitchell and Miss Hart outlined, that an average of 5,000 people per week entered the store to view the programs, and that the phone service department was flooded with orders on special phone values with as many as 90 orders received within 10 minutes after a program left the air; that 75,000 letters were received in connection with the program's Christmas contest and that Goldblatt's has noted a steady increase in business over the three years that the program has been aired, justifying its opening of new out-lying stores.

Sears Roebuck in Burlington, which wanted to sell merchandise, promote trademark slogans, services, and brands, and create store traffic, decided on Sears' Man on the Street to be aired on WCAX Monday-through-Friday 12:15-12:30 p.m. The show, staged at the store's entrance, gave Sears credit coupons and a stack of 500 dozen roses so in one day after radio promotion: (D) Two radio programs devote to vacuum cleaner promotion sold 25,000 units, an increase over previous year's promotion in the same period. (E) Slogans have become common knowledge; Sears' major brands are regularly asked by people interviewed. (F) Crowds in front of store attracted by broadcasts; many out-of-town shoppers attracted to traffic and store also, with at least 10 people a day entering store to hear their voices.

Suburban Stores
Marshall Field needed radio to promote its suburban stores, special events in advance, and the record departments of its Evanston and Chicago stores.

It chose Masterpieces of Music program, aired on WNMVP Evanston Monday-through-Saturday, 2-3 p.m., 12-3 p.m. 6-7 p.m. The program was created specifically for suburban stores, also, with at least 10 people a day entering store to hear their voices.

NRDG 1949 Awards
(Continued from page 15)

Honorables Mention—Luckey Platt & Co., Poughkeepsie—Slogans of our Time, KXAM
Honorables Mention—The John Bressmer Co., Springfield, Ill.—Bressmer's Bring You the News, WCVS
Honorables Mention—The John Bressmer Co., Springfield, Ill.—The Sunnyman Reporter, WCVS

Stores Winning Awards for Programs Beamed to a Woman's Audience

OVER $15 MILLION VOLUME GROUP STORES
First Prize—Sibley, Lindsay & Curry, Rochester—Touer Clock Time WJAM
First Prize—Polasky's of Akron, Akron—Clock Time
Honorables Mention—Almg and Doppke, Schenectady—Clocks WSNK
Honorables Mention—J. A. Kirven Co., Columbus, Ga.—Clocks WSVF
Honorables Mention—The Gorton Co., Little Rock, Ark.—WJAR
Honorables Mention—Pop's Shop Y—Junior Round Table of the Air—WELM

Stores Winning Awards for Programs Beamed to a Children's Audience

Grand Award—Lit Bros., Philadelphia—Lit Bros. Children's Programs, WHFL
Second Prize—Miller & Rhoads, Richmond—Miller & Rhoads Story Book, WBRD
Third Prize—Sage-Allen, Hartford, Conn.

$5 MILLION TO $15 MILLION VOLUME GROUP STORES
First Prize—Zion Cong. Church, Philadelphia—First Prize—Zion Cong. Church, Philadelphia— melody of the evening, WHFL
Second Prize—Pomeroy's Inc., Reading—Radio Club, WBRD
Third Prize—Sage-Allen, Hartford, Conn.

$5 MILLION TO $15 MILLION VOLUME GROUP STORES
First Prize—{}
Retailer Radio

(Continued from page 15)

spent about $180 billion as against $170.9 billion spent by national advertisers. He stressed the importance of television, with which "some stores have developed interesting results."

Presentations by four department stores were made at the Tuesday session of co-ordinated sales promotion campaigns in four different categories—specific items, departmental, storewide and national products. While results could not be directly traceable to any one medium, it was noted that in three out of the four promotions, radio figured prominently.

That television can do an effective job for retailers was stressed at Wednesday's session on visual merchandising by Arthur M. See, sales promotion manager, Saks 34th Street, New York, sponsor of Your Television Shopper on WABD (TV) New York.

Mr. See emphasized the outstanding selling job accomplished by Kathi Norris, the program's "shopper" and urged that retailers get on the TV bandwagon.

Finding a method to reduce the cost of television so that merchants could use it with appropriations at hand is a challenge that must be met, Commander Mortimer W. Loewi, director of the DuMont TV Network, told the visual merchandising group: "Briefly," Commdiv. Loewi observed, "We at DuMont think this can be done by producing programs at low cost and moving them to inland cities in such a way as to permit their use by local advertisers. . . ."

Mason Candidate

ROBERT T. MASON, owner and general manager of WMRN Marion, Ohio, last week announced his candidacy for the Republican nomination for Congress from the Eighth Ohio District. Petitions are being circulated in the district. He previously had assumed the Republican nomination in 1948.

MBS Continuity

MARION LENNOX, for four and half years in the MBS continuity acceptance department, last week was named assistant director. At the same time, Isabel Bistini, who joined MBS continuity acceptance in March of last year, was appointed assistant director of religious programs and Betty Leavitt, formerly with Coronet magazine, joined the continuity acceptance department.

Football Rates

PROBLEM of rate charging on the basis of an exclusive contract right for football game broadcasts will be explored at the Jan. 20-21 meeting of the South Carolina Broadcasters Assn. at the Hotel Columbia, Columbia, S. C.

NEW commentators for the Kaiser-Frazer series are Joseph C. Horsch (left) and Marquis Childs. Five-time weekly program starts today Jan. 16 on a special radio network that includes KWKI and WFMV (FM) Los Angeles, WDFT (FM) Detroit; WCUC (FM) Cleveland; WVUN (FM) Chatanooga; WCFS (FM) Washington and WFDR (FM) New York. Mr. Childs has the Monday, Wednesday and Friday programs. Mr. Horsch appears Tuesday and Thursday. Agency is William Weintraub Co.

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NBC's New Lineup

(Continued from page 17)

John H. McDonald, vice president in charge of finance; O. R. Hammond, vice president and chief engineer; William S. Hedges, vice president in charge of integrated services; Hugh M. Beville, director of plans and research; and Ernest de la Ossa, director of personnel. The remaining staff executives continue to report directly to Mr. Denny.

"The details of the organization of the three principal operating divisions are summarized below:

THE RADIO NETWORK

"Harry Kopf, vice president in charge of radio sales, continues to head up all of our radio network sales activity, together with the functions associated with it. Reporting to Mr. Kopf are his principal sales assistants—William Brooks, who has been promoted to the position of eastern sales manager; Paul McCuer, in charge of the Chicago office of radio sales, and Frank A. Berend, in charge of its West Coast office.

"Mr. Kopf has announced the appointment of two new account executives to our sales force. They are Mrs. Dorothy M. Kopf, sales manager, and Mrs. Mary C. McDonald, sales manager, who is to be welcome to our company—Gordon Mills and Jack Donohue. Other members of the radio sales staff are Walter Myers, Charles Phelps, Philip Porterfield, Thurston Shays, John Van Amburgh, and Charles E. Denney Jr.

"In order to consolidate our radio network sales activities, the related functions of promotion, sales planning and research, and station relations have been brought under radio sales to form a close-knit working team with which to assist Mr. Kopf, vice president in charge of advertising and promotion. We continue to handle advertising and activities for the radio network and the stations of the organization under him will be announced shortly.

"George W. Wallace has been promoted to the position of manager of radio sales planning and research, and is now setting up the organization of that unit. Easton C. Woolley continues as director of radio station relations, heading up a staff consisting of Burton M. Adams, Norman E. Cash, Paul M. Hancock, William M. Kelley and Paul Flaherty in New York, with A. W. Kaney in Chicago and Jennings Pierce in Hollywood.

"Messrs. Hammond, Wallace and Woolley report directly to Mr. Kopf.

"Program activities for the radio network are under Thomas McCray, national radio program director. Reporting to Mr. McCray, is Frank Shepard in charge of network programming; and T. Harris, assistant national radio program director; Mitchell Benson, manager of package program sales, and Joel Hammil, manager of literary rights and music. The other principal subdivisions in the radio network organization are headed respectively by William F. Brooks, vice president in charge of news and special events for radio, and George McElrath, director of technical operations. Mr. Brooks' principal assistants in New York are: Fred Johnson, manager of news operations; Francis Littlejohn, news desk supervisor; William Weinstein, night news supervisor, and Allen Leonard, night editor.

"In order to provide the radio network organization with its own unit for financial control and budgeting, a new position has been established in the company—that of controller for the radio network. I am pleased to announce the appointment to this position of Henry T. Sjogren, a new member of our organization.

THE TELEVISION NETWORK

"The new television network organization, announced on Nov. 8, has been under Sylvester L. (Pat) Weaver, vice president in charge of television. As outlined in that announcement, television network operations have been organized under four principal executives: Carleton D. Smith, director of television operations; Frederic W. Wile Jr., director of television productions; George H. Frey, who has been promoted to the position of director of television sales; Norman Blackburn, in charge of the promotion department for the television network. Messrs. Smith, Wile, Frey and Blackburn report directly to Mr. Weaver.

"Reporting to Mr. Smith are J. Robert Myers, controller for the television network; Robert E. Shelby, director of technical operations for television; Fred Shaw, director of network promotion services; N. Ray Kelly, acting director of syndicated films, and Sheldon B. Hickox Jr., who has been promoted to the position of M. director of television station relations. Other members of the television station relations department are Elmore B. Lyford, Thomas Knede, Stephen Fynn and Robert Guthrie.

"Assisting Mr. Frey in television sales are Edward R. Hits, who has been promoted to the position of eastern television sales manager, and Eugene Hoge, in charge of the Chicago office of television sales. The remaining television sales staff includes Herbert W. Hobler, a new member of our organization; Robert H. White, Roy Porteous, Frank Chizini, Harry T. Floyd, Herbert Anderson, Dean Banker and John John.

"In addition, Harry Kopf, McCray, Brooks, McElrath and Sjogren are reporting directly to Mr. Denny, pending the appointment of an executive in charge of the radio network organization.

THE OWNED AND OPERATED STATIONS

"The third principal operating unit for administering the business of the NBC owned radio and television stations is headed by James M. Gaines, director of O&O stations, who reports directly to Mr. Denny. The following managers of the NBC stations report directly to Mr. Gaines: Thomas B. McFadden, director of WNBC, WNBC-FM and WNBT (TV) New York; William Matsushita, manager of WRC, WRC-FM and WNBTB (TV) Washington; John McCormick, manager of WTAM, WTAM-FM and WNBK (TV) Cleveland; Irving E. Showalter, the president and manager of WMAQ, WMAQ-FM and WNBQ (TV) Chicago; Lloyd E. Yoder, manager of KOTA, KOA-FM Denver; John W. Elowitch, manager of KNBC and KNBC-FM San Francisco.

"The operation of KNBH (TV) Hollywood and NBC's other activities in Hollywood remain under the supervision of Mr. Stroitz, who reports directly to Mr. Denny.

"As in the case of the radio and television network organizations, the O&O organization has been consolidated under the supervision of Mr. Gaines. I am very pleased to announce that Hamilton Shea has joined NBC as controller for the O&O stations.

"It is to further consolidate relating to the NBC-owned stations, National Spot Sales has been brought within the O&O station organization, with James V. McConnell, president of National Spot Sales, reporting to Mr. Gaines.

"The integrated services under Mr. Hedges include various operating activities which cannot be assigned to either the radio network, the television network, or the O&O Stations Reporting to Mr. Hedges are Arch Robb, who has been promoted to the position of manager of program services; Harry A. Woodman, manager of the traffic department; Edward M. Lowell, director of building and operation; and Peter M. Tittle, manager of guest relations.

"The units under Messrs. Lowell, Woodman and Tittle remain as before, but program services under Arch Robb represents a consolidation of a number of related activities headed by the following, all of whom report directly to Mr. Robb: Thomas H. Belviso, in charge of music rights and the music li-
brary; Roy Shield, orchestra contractor; Frederick Knopfke, sound effects supervisor; Pat Kelly, supervisor of announcers; William Ervin, set-up supervisor; Audrey Hanse, studio scheduling supervisor, and Joan Cottingham, script writer supervisor.

In addition to the four principal units reporting to Mr. Hedges, the following will also report to him: Albert E. Walker, executive assistant in charge of special services; Marie F. Dolan, manager of transportation; Frances Sprague, chief librarian, and Charles G. Hicks Jr., manager of research.

With the foregoing, we have completed a very substantial part of the organizational changes which have been under study for the past several months. You will be advised of additional appointments and further details of our operating organization as these remaining steps are accomplished.

I am very much gratified that the realignment of functions and the reorganization of our radio network, television and radio operations into separate units have provided so many opportunities for promotion from within our ranks. On behalf of the company, I am very pleased to welcome the new members of our organization who have been engaged to help us conduct our expanding business.

The new associates mentioned by Mr. McConnell as new members of the company are:

In radio network sales—Mr. Mills formerly was business manager of the Chicago department of the Knudsen Agency, New York, and Mr. Donohue was eastern sales manager of ABC.

The new controller of the radio network, Mr. Sjogren, formerly was controller of Deering-Milliken Co. and assistant controller of John-McCall Co.

In television sales, Mr. Hobler formerly was a salesman with MBS.

In the owned-and-operated station division, the new controller, Mr. Shea, is a former finance executive with Tel Autograph Co. and Emerson Chemical Corp.

The new program manager of the television network, Mr. Walling, has been an NBC television producer since last August. Before that he had been program manager for three years with WPTZ (TV) in Philadelphia.

Mr. Hole, who is NBC television's new production manager, was manager of CBS television operations for three years before joining the Navy in 1942. After service he returned to CBS, later became general manager of WABD (TV) New York and subsequently operations director of the DuMont TV Network.

WRC-WNBW (TV)

RADIO and television functions have been separated at WRC (AM-FM) and WNBW (TV) Washington to conform with the general NBC reorganization,announced last week.

Effective immediately, the sales and program staffs for radio and television are to be separated. Mahlon Hunt, manager of the newly-created sound radio sales department, is responsible for all sales, promotion and advertising functions for WRC. Jay Hayes, formerly WRC-WNBW press manager, becomes supervisor of this department, reporting to Mr. Gascock.

Charles de Lozier has been named manager of new television sales dept., which is to be responsible also for WNBW's press, promotion and advertising. Former WRC-WNBW Promotions Manager Thomas D. Geoghegan will act as supervisor.

Another unit newly-established is the controller's dept. with supervision of all financial, accounting, office-writing and personnel functions for WRC-WNBW.

Mr. Anderson

WPIC-WLAND (TV)

AMANDA Starts Program for Walt Disney

The film program for Walt Disney Productions begins tonight with "Beary Tales," a fable about a talking bear. The program, which begins at 6:30 p.m., will continue on the first Thursday of each month.

First 15 Pacific Hooperalogies—December 1949

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
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<tbody>
<tr>
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</tr>
<tr>
<td>Charlie McCarthy (CBS)</td>
<td>6</td>
</tr>
<tr>
<td>Walter Winchell (ABC)</td>
<td>6</td>
</tr>
<tr>
<td>Fibber McGee &amp; Molly (NBC)</td>
<td>6</td>
</tr>
<tr>
<td>Bing Crosby (CBS)</td>
<td>6</td>
</tr>
<tr>
<td>Bob Hope (NBC)</td>
<td>6</td>
</tr>
<tr>
<td>Red Skelton (CBS)</td>
<td>6</td>
</tr>
<tr>
<td>My Friend Irma (CBS)</td>
<td>6</td>
</tr>
<tr>
<td>Radio Theatre (CBS)</td>
<td>6</td>
</tr>
<tr>
<td>Gracie Marr (CBS)</td>
<td>6</td>
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<tr>
<td>Our Miss Brooks (CBS)</td>
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<tr>
<td>Howard Helst (CBS)</td>
<td>6</td>
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<tr>
<td>People Are Funny (NBC)</td>
<td>6</td>
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<tr>
<td>Great Gilderslee (NBC)</td>
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</tr>
<tr>
<td>Godfrey's Talent Scouts (NBC)</td>
<td>6</td>
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<tr>
<td>Lucille Parsons (2 mos.)</td>
<td>6</td>
</tr>
</tbody>
</table>

* Second broadcast on same day provides more than one opportunity to hear program.

WRC-WNBW Split Radio-TV On NBC Lines

MARY PICKFORD

NYC Programs Are Set

MARY PICKFORD last week signed an exclusive contract for a daytime and nighttime series of programs over NBC. The network is to have exclusive rights to her radio performances but also to her television appearances. The veteran motion picture actress may star in a video series next fall.

Her two radio programs will be transmitted before Feb. 15. The daytime show, 15 minutes, will feature her as a commentator. The evening show, titled Mary Pickford's Theatre of Valor, will be a 30-minute presentation weekly in cooperation with official government agencies and will relate stories of heroism principally centered about American servicemen in World War II.

At the contract signing, she was represented by her manager Mal Boyd. Both programs will be packaged by P. R. B. Inc., the firm jointly owned by Miss Pickford, Buddy Rogers and Mr. Boyd.

Zorbaugh Named

Geraldine B. Zorbaugh, ABC assistant secretary and member of the network's legal department since 1945, has been appointed associate general counsel of the company, Joseph A. McDonald, ABC vice president and general attorney, announced last Tuesday. She is a graduate of New York U. and NYU School of Law.

Upcoming

Feb. 4: Radio Correspondents Association annual dinner, Statler Hotel, Washington.
Feb. 6-8: TV Institute and Industry Trade Show, Hotel New Yorker, New York.

Detroit's Most Effective Selling Team!

WEYD 117-119 W. 46 St.

Henry Greenfield, Mgr. Director N.Y. 19

Broadcasting  Telecasting

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NAB TELEVISION Committee members at Washington meeting (1 to r): Gordon Gray, WIP Philadelphia; Maurice B. Mitchell, Broadcast Advertising Bureau; William B. Ryan, KFI Los Angeles, chairman; Howard Lane, WJJD Chicago; Frank U. Fitcher, WARL Arlington, Va.; F. C. Sewell, WLAC Nashville.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Simon House

I MUST HAVE DONE SOMETHING WONDERFUL

On Records: Dennis Day—Vic. 20-3596; Alvy West—Dec. 24799; Margaret Whiting—Cap.,* David Rose—MGM,* Artie Wayne—Mer.* (*soon to be released).

On Transcription: Sunset Trio—Capitol.

BROADCASTING & Telecasting

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NAB Revamping Upset

(Continued from page 15)

sales job without political or minority pressures.

While BAB was getting a vote of confidence, it also suffered a side-sweep for its aggressive selling against newspapers. This took the form of a statement by A. H. Chapman, president of WGBA-AM-FM Columbus, Ga., and of the Columbus Ledger, Columbus Enquirer and Sunday Ledger-Enquirer.

Mr. Chapman announced that his stations were resigning from NAB because of BAB's "anti-newspaper campaign. A flurry of similar resignations occurred in mid-1949 for similar reasons but quickly subsided. Last week WQXR New York, owned by the New York Times, resigned from NAB on the ground that the service it received did not justify the "substantial membership fees involved." WNEW New York has resigned because it felt it could spend its $7,000 dues more constructively on new programming [CLOSED CIRCUIT, Jan. 9].

Charging that BAB has adopted the "tearing down of the newspaper advertising medium" as radio's chief selling point, Mr. Chapman said he had written NAB President Justin Miller more than six months ago, after Maurice B. Mitchell, BAB director, had made a talk in Columbus. Judge Miller acknowledged the letter: "and the serious-ness of the problem, promises to reply in length after the NAB board meeting which was then imminent," Mr. Chapman said.

"Two NAB board meetings have transpired since that time," Mr. Chapman added and he is still waiting for a reply from Judge Miller.

He termed the BAB tactics "embarrassing" to NAB members with newspaper affiliation making "completely unusable these expensive sales tools prepared by BAB, the funds for which are provided through the NAB dues which are paid by all station members, whether newspaper-affiliated or not."

Suggests Clinic

Walter M. Windsor, manager of WGBA, observed that NAB and BAB should meet soon to discuss BAB's resignation. He called attention to one of BAB's most serious problems—a problem involving high board policy. The fact that newspaper stations would resent the aggressive radio selling demanded by large segments of NAB's membership was anticipated when BAB was created by the board at its Chicago meeting last April. To meet the problem, the board decreed a spot outside NAB itself for the sales-promotion job, leaving BAB free to enter the media battle with its fists flying.

Last July the board decided BAB, while operating within the sphere of the president's office, should be separately incorporated and not be subject to the two new Radio and TV Divisions. Then it reversed this action last November by ruling that BAB remain within the association structure with a status similar to other NAB departments.

When the board failed to define the duties of the Radio and TV Division directors at its November meeting, it decreed that the tri-committee meeting be held to recommend the relationship of BAB and the divisions.

The three committees brought together the experience of a half-dozen board members of diversified broadcast and television interests plus the viewpoints of a score of committee members representing all types of stations.

The talkers drew charts for two days. The talking was unhindered by any keeper of the minutes. Various phases of the NAB administrative setup were criticized at times, with frequent references to individual members of the headquarters organization.

Favors Separation

The Broadcast Advertising Committee, headed by William B. Ryan, KFI Los Angeles, took a strong position in favor of separate bureau status for BAB, feeling it should report directly to the president and not through any subordinate division or individual.

The Radio Committee, with Simon E. Thomas, WJTN Jamestown, N. Y., as chairman, covered in great detail the operation of the Radio Division and other association functions. Considerable feeling was apparent that the division should not rate structurally above BAB.

The Television Committee, headed by Eugene S. Thomas, WOIC (TV) Washington, is understood to have favored retention of the divisions whereas many members of the other two committees questioned the need of any Radio Division though conceding a Television Division might serve a useful purpose in view of the industrial relations function.

Eventually the three committees reached an agreement and adjourned late Tuesday afternoon. The Television Committee held a special meeting after adjournment to discuss special NAB projects for TV members.

In some of the informal discussion, committee members suggested that C. E. Arney Jr., present secretary-treasurer, was operating with sharply curtailed powers as compared to past years when the sec-
NAB ELECTION
18 Directors Involved

EIGHTEEN NAB directorships will be voted on by the membership after the nomination process, started last week, is completed Jan. 25. Exactly two-thirds of the 27 board members are affected.

Election ballots for the eight directorships in even-numbered districts and 10 directors-at-large will be mailed Feb. 4 to member stations in the respective districts and at-large classifications. Results of the balloting will be announced Feb. 28, with those elected taking office for two-year terms starting at the annual convention April 17-18.

Persons receiving five or more valid nominations are eligible to place on the final ballots.

Seven of the 18 board members whose terms expire next April are ineligible to run for election under interpretation of a new by-law limiting service to two consecutive terms. Directors-at-large will serve two-year terms instead of one year, starting in April.

NAB last week had not issued an interpretation of the status of Robert Enoch, vice-president, who has resigned as general manager of KTOK Oklahoma City [BROADCASTING, Jan. 9].

Executive vice president, a post that was abolished by the board last July.

Many of the committee members felt the two-day meeting had clarified the thinking about NAB's reorganization. Their ideas, representing substantial industry interests, will be taken up by the board Structure and Finance Committees next week.

These committees, in turn, will report to the board at its Feb. 8-10 meeting at Chandler, Ariz. Final decision will be made on the board.

After the three-aly meeting, Judge Miller commented that he thought the plan might work but this was construed as a dubious endorsement.

Members Present

All members of the three committees were present (see photos) except Glenn Shaw, KLX Oakland, Calif., and Hugh E. Terry, KLZ Denver (alternate) of the Radio Committee, and Robert Enoch, formerly of KTOK Oklahoma City, a director and alternate member of the Broadcast Advertising Committee, and Donn Tatum, chairman of the Television Committee.

Scheduled to meet Monday and Tuesday of next week, the board's Structure Committee consists of Clair R. McCollough, WGAL Lancaster, Pa., chairman; Campbell Arnoux, WTAR Norfolk, Va.; Everett L. Dillard, WASH (FM) Washington; Paul W. Morency, WTIC Hartford, Conn.; Henry W. Slavick, WMCS Memphis.

On the Finance Committee are John F. Megher, KYSM Mankato, Minn., chairman; Harold E. Fellows, WEEI Boston; Clyde W. Rembert, KRLD Dallas; William B. Quarton, WMT Cedar Rapids, Iowa; Harry R. Spence, KXKO Aberdeen, Wash.

Gag Rule

(Continued from page 17)

on reporting of crime news, but Justice Felix Frankfurter issued a written opinion in which he said it was impractical for the court to explain why it had denied a hearing.

The court's denial, he said, "simply means that fewer than four members of the court deemed it desirable to review a decision of the lower court as a matter of sound judicial discretion."

Justice Frankfurter said the court is too busy to give reasons for refusal to review cases, adding that the Baltimore refusal carries with it "no implication whatever regarding the court's views on the merits of a case which it has declined to review." He declared the action "does not remotely imply approval or disapproval of what was said by the Court of Appeals of Maryland. The issues canvassed in the opinions of the court, and which the State of Maryland has asked us to review, are of a nature which very readily lend themselves to misconstruction of the denial of this petition. The present instance is peculiarly one where the redundant becomes the necessary."

He went on to say that the action does not affect interpretation of previous Supreme Court decisions on contempt.

"The issues considered by the Court of Appeals bear on some of the basic problems of democratic society," Justice Frankfurter wrote. "Freedom of the press, properly conceived, is basic to our constitutional system. Safeguards for the fair administration of criminal justice are enshrined in our Bill of Rights."

"Respect for both of these indispensable elements of our constitutional system presents some of the most difficult and delicate problems for adjudication when they are before the court for adjudication. It has taken centuries of struggle to evolve our system for bringing the guilty to book, protecting the innocent, and maintaining the interests of society consonant with our democratic professions."

"One of the demands of a democratic society is that the public should know what goes on in courts by being told the facts of what happens there, to the end that the public may judge whether our system of criminal justice is fair and right."

Basis of Evidence

"On the other hand our society has set apart court and jury as the tribunal for determining guilt or innocence on the basis of evidence adduced in court, so far as it is humanly possible. It would be the grossest perversion of all that Mr. Justice Holmes represents to suggest that it is also true of the thought behind a criminal charge . . . that the best test of truth is the power of the thought to get itself accepted in the Representation of the market (Abrams v. United States, 250 U. S. 616, 630)."

"Proceedings for the determination of guilt or innocence in open court before jury or judge are in competition with any other means for establishing the charge."

Explaining that he had set forth a list of English decisions dealing with the reporting of criminal proceedings, he said: "Reference is made to this body of experience merely for the purpose of indicating the kind of question that would have to be faced were we called upon to pass on the limits that the Fourteenth Amendment places upon the power of States to safeguard the fair administration of criminal justice by jury trial from mutilation or distortion by extraneous influences. These are issues that this court has not yet adjudicated. It is not to be understood that by implication it means to adjudicate them by refusing to adjudicate."

Justice Frankfurter's statement was headed, "Opinion of the Justices Frankfurter respecting the denial of the petition for writ of certiorari." This is an unusual heading, creating the idea that it merely was his own personal opinion.

The original proceeding that led to the chain of legal events grew out of the broadcast of news covering the confession and prior criminal record of Eugene H. James, who subsequently was hanged for the July 6, 1948, murder of an 11-year-old girl. The Baltimore city court held the three stations and Mr. Connolly in contempt for broadcasting this news after the arrest, though the news came from police officials.

The local court acted under its Rule 904, which had imposed a gag on crime reporting. A special appellate court upheld the convictions for contempt but the Maryland Court of Appeals held Rule 904 void and it no longer is in operation.

WGD TO ABC

Replaces Defunct WGNH

IN A MOVE to improve its radio facilities, ABC has affiliated WGD Gadsden, Ala., a 1 kw station, replacing the 260 w WGNH, which has ceased operation.

WGD, formerly an MBS affiliate, is owned by General Newspapers Inc., with Joel Robertson as manager. Mutual has replaced the station with the signing of WJBY Gadsden, a 250 w station owned by Gadsden Broadcasting Co., with contract effective Jan. 29.
FCC WORKLOAD

from 718 to 852. The number of hearing cases of all broadcast types had fallen from 718 to 662.

Where the number of new applications seems to be declining, however, the Commission’s “policy” problems are holding their own if not growing. The following are among those listed in the report as policy questions yet to be decided: Network representation of affiliates of national stations when affiliating; the clear-channel proceeding; new multiple ownership rules, and proposed changes in main-studio rules.

The report sketched this history of broadcasting developments between July 1, 1948 and June 30, 1949, the Commission’s 15th year: In broadcasting matters the year was marked by such a rush for television facilities that action on applications for new TV stations was deferred pending proceedings looking toward extending TV operations into the UHF, adopting a nationwide channel assignment plan covering commercial video broadcasting in both bands, and, at the same time, inquiring into the possibility of color television.

Even so, the year closed with 71 television stations serving 42 cities and metropolitan districts. In addition, more than 200 television stations were in experimental operation.

Though 150 additional FM stations went on the air during the year, the total number of FM authorizations decreased by 155. However, FM service was available over almost all of the eastern half of the U.S., over most of the West Coast area, and in a number of cities and adjacent rural areas in the West. Thus, more than 100 million people were within range of one or more FM stations. Also, this was the first year of facsimile operation on a commercial basis over FM stations.

Standard (AM) broadcast authorizations climbed to nearly 2,200. However, new AM stations were authorized in 1948. Greater difficulty was experienced in wedging into this now very saturated band.

The 58 noncommercial educational stations represented a gain of 12. International broadcast stations continued at 37. The 10 categories of broadcast services together had more than 4,000 stations.

Aggregate AM broadcast income for the calendar year 1948 decreased over 10% from the previous year, while about 450 stations reported decreases more than 5%. Of 533 AM licensees operating FM stations, only four more separate revenues from their operation with only four of the latter showing income. Of 167 FM stations with an AM affiliation, all but three of the 89 reporting stations showed a loss. The four TV networks and 50 TV stations on the air during the year all reported an operating loss.

A tabulation of AM, FM, and TV authorizations showed that they had more such grants collectively than any other state, closely followed by California, then Pennsylvania, New York, and North Carolina, in that order. However, Pennsylvania had the most FM authorizations, while New York led the TV list. Chicago had more broadcast grants than any other city. New York and Los Angeles headed the FM and TV lists, respectively.

In June the Commission affirmed the right of broadcast licensees to editorialize as part of their presentations and public issues, but reiterated that such views may not be used to achieve a partisan or one-sided ob- ject.
Want a lot
for your money?

TRY DU MONT DAYTIME TELEVISION

If you have a message for the Homemaker,
you'll find Du Mont Daytime Television is a mighty economical
way to show her while you tell her. Remember,
Du Mont pioneered Daytime Television and Du Mont
has the pick of the Daytime shows—both for
Network and local sponsorship.
Buy what you want—one market or many.
For anything in Television, call:

Du Mont's Newest
SHoppers' Matinee

An afternoon in an imaginary department store with
delightful segments on food, fashions, glamour, homemaking,
photography, song and entertainment.
ADVERTISERS: Now, you can buy Hollywood-produced, audience-tested, high-Hooperated TV shows on a spot basis at prices you can afford!

"TIME for BEANY"
The West Coast's Top Children's Puppet Show

One of Paramount's TRANSCRIBED SHOWS: 15 minutes, five-times-weekly, open-ended for commercials. Film-recorded as broadcast over KTLA, Los Angeles, since January 1949. Syndicated throughout U.S....with some good markets still open.


FORMAT: The whimsical adventures of a high-spirited youngster called Beany, usually aboard the "Leakin' Lena." The cast (all unusual plastic hand puppets) includes those pictured above: Hopalong Wong, a cheerful Chinese cook; Beany; Uncle-Captain Horatio Huffanpuff; Honey, a friendly bear cub; Cecil, a versatile but frequently seasick sea serpent and Mr. Nobody, a chatterbox invisible to everyone. Also, Dishonest John, sly trouble-maker, and Clownie, a circus stray.

Paramount transcribed programs offer a wide range of tested top-rated popular entertainment: An unusual mystery thriller, charade quiz for movie stars, several big name bands, wrestling, children's variety and others...at a fraction of initial production costs. Programs are available to advertisers in one or all TV markets on a spot basis. Also available to TV stations with privilege of resale to local advertisers.

KTLA Studios • 5451 Marathon St., Los Angeles 38, Calif. • Hollywood 9-6363
New York Sales Offices • 1501 Broadway • BRYant 9-8700

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK
CBS COLOR was shown to the general public for the first time Thursday. Reaction to its public debut in Washington was as varied as the number of opinions heard at FCC's color hearings.

The half-hour showings, twice-daily, 11 a.m. and 1 p.m., Mon.-Sat., will continue through the end of this month. Using studio facilities of WTOP Washington, CBS AM Station, the sets were transmitted over WOIC (TV). Tickets for the showings, held in the Walker Building's lobby in downtown Washington, were given on a first-come, first-served basis.

According to CBS, a total of 10,000 people are expected to have witnessed the telecasts by the demonstrations' close. Some 300 people jammed the building lobby Thursday when eight 12-inch receivers were installed.

Among the viewers interviewed by Telemating was Mitchell Wolfson, president of WTVJ (TV) Miami. He said the demonstration was impressive and the picture quality good. Floridians, Mr. Wolfson commented, would be interested in getting color quickly but urged that any accepted system be compatible because "we can't afford to waste TV sets now in use; we must be able to do the job." He said color TV would be acceptable now to 1,000 out of 1,000 people.

Viewers' Opinions

Others interviewed at random showed delight at seeing color for the first time. Most of them owned black-and-white sets. Every one interviewed, who was familiar with adapters, said such modifications would not be acceptable.

Miriam Dickey, secretary-treasurer of the Midnight Sun Broadcasting Co., owner and operator of KFAR Fairbanks and KEN Anchorage, visited the demonstration while in Washington on official business. She said she was surprised that color TV's development is "as good as it is." She compared it to movie technicolor as

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VIEWING both CBS' Washington color TV demonstrations and public reaction to them are these CBS executives (l to r): Joseph Reem, executive vice president; Eric Servide, Washington correspondent; Adrian Murphy, vice president and general executive and Earl Gammons, vice president in charge of the Washington office.

THEATRE SERVICE

AN INITIAL hearing was ordered by FCC last week upon petitions of motion picture interests which propose establishment of a nationwide theatre television service using intermediate radio links.

Chief issue is whether existing and could supply such a service, and if not, as the movie firms indicate, to determine what manner of radio service might be established to fill the need. No date has been set for the preliminary hearing, but FCC requested comments and appearances to be filed by Feb. 27.

More than two dozen petitions resulted from the Commission's re-quest of last summer for information from the movie industry on the needs for such a nationwide theatre TV service and for data on developments to date which would be involved in such operations [TELECASTING, July 4, 1949]. A proposal by the Society of Motion Picture Engineers suggested 50 mc channels in the 6,000 mc area for relay stations used in testing theatre TV in the New York area.

FCC indicated the petitions asserted that theatre equipment has been designed and constructed making possible the exhibition of TV programs in theatres on large screens and that many of the petitioners, and others, wish to institute theatre TV service in their theatres. The petitioners, FCC continued, claim that such a service will encourage the development and use of television and will create a new medium for providing entertainment, news, information and public service to a large proportion of the public.

Patents were filed by: SMP; American Theatres Corp.; Neighbors Theatre Inc. The Owners of America; Motion Picture (Continued on Telecasting 15)
WOIC (TV) OBSERVES ANNIVERSARY OF SERVICE IN THE CAPITAL

is proud of its appropriate WOIC call letters, a video symbol whose promotional value has been thoroughly exploited in the highly competitive four-station market. This week the station is celebrating its first anniversary on the air.

Last of the four Washington TV outlets to take the air, WOIC started off with a cornerstone laying Oct. 16, 1948. FCC Commissioner Wayne Coy took part in the ceremonies as official Washington gathered at the 40th & Brandwyn St. site in Northwest Washington. Just three months later—Jan. 16, 1949—WOIC officially began telecasting.

THE modern WOIC building, costing $800,000 investment, is located a few feet from a fast-growing uptown business area and almost adjacent to a large Sears Roebuck store. The 300-foot tower looks down on the posh-like downtown area and out over the rolling residential sections with their million-plus population and near-100,000 television sets.

Washington is a good television city, and its four-station competition offers a challenge to station management. WOIC is aggressively serving the market under the general management of Eugene S. Thomas, a broadcaster and telecaster of extensive experience and nationwide fame. One of that rare species, a native Washingtonian, Mr. Thomas is quite at ease in the highly competitive market as a result of a decade at WOR.

Mr. Thomas was sales manager at WOR, a post certain to equip its occupant with a full fund of information and contacts around the national and local advertising marts as well as with the niceties of time selling.

President of General Teleradio is Theodore Streibert, Mr. Thomas' boss at WOR and chairman of the MBS board. Vice president is Juk R. Poppele, 25-year radio veteran, a nationally known engineer and president of Television Broadcasters Assn.

This board of strategy has a No. 1 policy specifying that WOIC be an "able" station—a station transmitting pictures that can be well received by all sets within the coverage area.

WOIC strives to be a "helpful" station by providing coverage of events especially interesting to youth, and also supplementing the work of grade and high schools throughout the District of Columbia and surrounding counties. It desires to be a "friendly" station, pledged to support community drives and causes in behalf of public service organizations operating in Washington.

Finally, WOIC endeavors to be an "entertainment" station, carrying CBS network programs, local sports events and remote programs from theatres and other public places. When the MBS Television Network gets into operation as such, WOIC will carry its programs. Occasionally the station has taken a program from DuMont's TV network.

By means of careful and aggressive management in the well-televisionized Washington air, WOIC has steadily increased its income. Actually, the cash-register curve has moved upward on a line paralleling the fast-rising trend line for set ownership. In the past 12 months the number of TV sets in the market has tripled, and WOIC's income has more than tripled in the same period.

The number of operating hours also has gone up, and the expansion to a 40-hour weekly schedule brings out an example of sound management. In its one-year career every additional hour of programming placed on the schedule has been covered from a cost standpoint, excepting, of course, public service features.

Local business has exceeded the fondest hopes of WOIC's executives. In Oct. 1948, WOIC's sales is $800,000, rising to $1,800,000 last year. Mr. Thomas' sales manager, William D. Murdock, for many years at WTOP and WOL Washington. He has been sales manager from the beginning. Robin D. Compton, an engineer of national reputation, is technical manager.

WOIC was the fourth TV station that he had put on the air, WCAU-TV Philadelphia having been the project immediately preceding. And when WOR-TV emerged from the drafting boards last year, Robin Compton's experience in delivering infant, TV stations again came in handy.

SHORTLY after the World War II shooting had stopped, Bamberger Broadcasting Corp. went to work on its plans to develop television properties in New York and Washington.

Familiar with the rigors of electronic enterprise through more than a decade-and-a-half experience with its WOR New York, Bamberger didn't know what real shooting was like until it picked out a nice tower site on a high Washington hill.

At that point forces were set in motion—forces that utilized all the devices of official Washington—as residents of the adjacent area objected to the encroachment of a television tower.

Final result was a victory for the residents, forcing Bamberger to hunt another high spot. As often happens, defeat was turned into victory when a still higher site was found nearby. When another

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BROADCASTING • Page 50
ONE of Washington's interesting TV experiments was conducted by The Hecht Co., largest of the city's department stores. Everything from portable barbecues to bathing suits was demonstrated and sold on a five-weekly quarto-hour series and Hecht officials expressed themselves as pleased with the results.

The live programming lineup of WOIC includes such offerings as A Coroner Affair, the half-hour discussion covering civic life and welfare; nightly sports round-up; The Hobby Corner, weekly quarter-hour devoted to hobby search and avocational endeavors; Capitol Clockroom, weekly half-hour CBS origination of questions put to national personalities by Washington newsmen; I. C. With Ethnor Lee, weekly half-hour for the housewife. A mobile unit is used for a weekly amateur program, sports event, school programs and numerous CBS origins. Effort is made to accommodate legitimate public service organizations furnishing the station with motion picture films.

The list of achievements in WOIC's one-year career includes some events that will occupy prominent niches in world history. Some of the events: Signing of the Atlantic Pact, with pickup fed to all four TV networks; participation in television coverage of 1948 Presidential Inauguration only four days after going on the air; telecasting of 1948 Christmas Tree lighting ceremony from White House 23 days before station went into operation, with program fed to CBS and NBC TV networks; active role in CBS color television experiments, starting last September; telecasting of District of Columbia high school competitive drill for first time; Easter sunrise service from Arlington Amphitheatre for the first time, fed to CBS TV network.

The WOIC plant, housing studios and transmitter, is RCA equipped. Studio facilities include a three-camera setup with combination lighting of cold cathode (Slim-Line) and Kleig and incandescent spots and broads. Mobile unit has three camera chains along with two-way mobile telephones and two complete microwave units.

Film facilities include two 16mm projectors and one 35mm automatic film projector for transparent or opaque program material. There are four turntables and facilities for tape recording and playback. A complete machine shop and facilities for making slides and 16mm film strips are included.

WOIC can feed the network and at the same time originate studio, field or film programs for local consumption. Complete auxiliary equipment is available. On the drawing board are plans for an audience participation auditorium studio and smaller dramatic studio. With completion of these facilities a number of new local programs will be added.

The total WOIC staff comprises 36, with 17 in engineering, 10 in programming, six in general and three in sales. The station believes this efficient group is the smallest staff of any station doing a comparable job and not affiliated with an aural station in the same town.

WOIC's Rate Card No. 3, effective Jan. 1, includes the following charges for Class A time: 1 minute, $70; 5 minutes, $98; 10 minutes, $140; 15 minutes, $180; 20 minutes, $225; 30 minutes, $270; 40 minutes, $360; 1 hour, $450. These scale down to Class C charges of $35 for 1 minute and $225 for 1 hour.

The station operates on Channel 9 with 27,300 w video and 14,400 w aural power.

National representative is WOR Sales, with Frank Shakespear of that organization as national sales service representative assigned to WOIC.

GATE BATTLE
Pro-TV Sportsmen Rally

A ST. PAUL sports promoter, Eddie Williams of St. Paul Sports Attractions Inc., labels television as a gate-builder for wrestling bouts, according to KSTP-TV St. Paul-Minneapolis, which telecasts St. Paul Armory bouts every Friday.

Mr. Williams' statement directly contradicts anti-TV stands delivered a fortnight ago [TELECASTING, Jan. 9] by Heinie Miller, executive secretary of the National Boxing Assn., and the U. of Washington on Coast Conference basketball.

"I wouldn't have attempted weekly wrestling bouts in St. Paul without television . . ." Mr. Williams said. The promoter, who has staged sports events for many years in the Twin Cities, cited KSTP pick-ups as having increased gate receipts some 210% since the first wrestling bout was staged last November. The Jan. 6 card played to standing room only.

KSTP follows up the statement by Mr. Williams pointing out that the Minneapolis Millers baseball team is "exceedingly happy about KSTP telecasting its third straight season of games," and "Max Winter of the Minneapolis Lakers [basketball] definitely attributed his big gates, at least in part, to TV."
GILBERT Youth Research Organization, New York market research firm which has heretofore specialized in studying the preferences, use and buying habits of young people, has organized Gilbert Television Research Corporation.

The new firm will measure the impact of TV commercials by a “Gilbertest” rating process developed by the company, utilizing the videometer, a portable sound film projector also developed by the research firm.

Although the “Gilbertest” is still in the pretesting stage, seven advertising agencies have already begun using it. George Jacoby, in charge of TV research and sales, told Broadcasting last week.

These subscribers include Blow Co., using the service for five product commercials advertised on television, and Foote, Cone & Belding, using it for two video-advertised products.

Development of the “Gilbertest” brought about two years ago by Eugene Gilbert, president of the research firm, explained a report by Pepsi-Cola Co. for a check of reactions to its TV commercials, last fall, led him to investigate checking methods then in use and to the discovery that there were none which he considered adequate.

He concluded that the only practical way to measure the impact of video commercials required a means of reproducing them as broadcast, through use of a sight-and-sound projector. As he prefers to work with individuals, in his home, he needed a projector that included both projector and screen, as well as its own power supply. Again he found nothing suitable on the market.

“The smallest projector I found was about the size of a three-suitcase suitcase and weighed about 50 pounds,” he said. “So we went ahead and developed one, which we named the ‘Videometer.’”

This is a compact unit, contained in a leather case 6 by 8 by 17 inches and weighing 14 pounds. The unit, which is battery operated, may be used anywhere, contains its own screen on which the pictures are rear-projected and its own speaker. Sound and pictures can be reproduced singly as well as in union and the films can be shown in sequence and then replayed without rewinding.

Following tests with a hand-built model “Videometer,” the company is now having 20 improved models made for use in the planned continuing study of TV commercial ratings. In introducing “Gilbertest,” Mr. Gilbert stated, “we think we have the keystone of all video research.”

The “Gilbertest” begins, he explained, with questions as to brand use and preference of the person interviewed for products in the field of the one whose commercials are to be checked. Then the interviewer asks what the respondent thinks about the product and whether he remembers seeing any of its TV advertising. If he says he does remember TV ads of the product, he is further questioned as to the salient points he remembers of each commercial. Then he shown the picture without sound and asked to recall what he can of the ad that accompanied the picture, when it was telecast. Finally, the commercials are shown again, this time with the sound also reproduced. TV has just completed a pretest of three commercials for a leading brand of cigarettes (names not released for publication), conducting tests among 100 family units in the New York metropolitan area. The unaided recall ratings were as follows:

<table>
<thead>
<tr>
<th>Brand</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial A</td>
<td>10%</td>
</tr>
<tr>
<td>Commercial B</td>
<td>13%</td>
</tr>
<tr>
<td>Commercial C</td>
<td>7%</td>
</tr>
<tr>
<td>Commercial A &amp; B</td>
<td>1%</td>
</tr>
<tr>
<td>Commercial A &amp; C</td>
<td>2%</td>
</tr>
<tr>
<td>Commercial B &amp; C</td>
<td>1%</td>
</tr>
<tr>
<td>Commercial A, B, &amp; C</td>
<td>4%</td>
</tr>
</tbody>
</table>

Seven and eight-tenths percent could not identify any specific commercial. (This is 24% of those who said they remembered brand advertising.)

When the commercials were shown with sound shut off, the ratings were:

<table>
<thead>
<tr>
<th>Brand</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial A</td>
<td>36%</td>
</tr>
<tr>
<td>Commercial B</td>
<td>29%</td>
</tr>
<tr>
<td>Commercial C</td>
<td>32%</td>
</tr>
</tbody>
</table>

The final showing, with both...
sight and sound, produced the following ratings, which Mr. Goldberg said "show recognition as complete as it possibly can be!"

| Commercial A | 40% |
| Commercial B | 85% |
| Commercial C | 38% |
| Commercial A & B | 22% |
| Commercial A & C | 52% |
| Commercial B & C | 19% |
| Commercial A, B & C | 10% |

When these ratings are combined on an individual commercial basis, the following trend is shown:

Commercial A
Commercial B
Commercial C
Commercial A & B
Commercial A & C
Commercial B & C
Commercial A, B & C

Unaided recall 10% 13% 7%
Total recall 40% 35% 38%

"These results" Mr. Goldberg commented, "call that total recall measured with the 'Video-meter' measures from 2½ to 5½ times the ratings measured by unaided recall.

He added that the data on product use and preference and opinions concerning the brand of cigarettes smoked by commercials were tentative and, if the study were not being reported as he felt them inadequate.

By EDWARD LAMB

WHILE other television station operators have felt that they must encourage in considerable degree the operation to be successful, WICU (TV) Erie, Pa., and WTVM (TV) Columbus, Ohio, have taken a different tack. These stations have engaged in local programming to the extent that it has paved the way to profitable operation . . . and made many loyal friends in the outlook.

Our contention is that public service programming is the best possible promotion. On my television stations We began, several weeks before going on the air, an intensive campaign to bring the local community to a realization that the television project belonged to them and that they had an interest in it. We conducted more than 30,000 people through the new Television Station and attempted to familiarize each guest with as much of the equipment of the station as possible. In Columbus we took more than 4,000 folks through WTVM in one day of an open house, and of course these programs are conducted continuously.

Local Interest

It is elementary that in newspaper publishing, broadcasting operations, and in any activity that local news and local names must have top priority. I emphasize that any time a person goes through a station and meets the personnel and appreciates the workings of this remarkable new medium, the station has a staunch friend and booster. This feeling of pride is greatly increased if, instead of a mere visit, the guest actually appears before the television camera.

I have been able to point out the extent to which we carry on local programming. We have days at Erie's WICU when we actually put more than 500 people before the television camera. For instance, Dec. 16 we had a noppet show called Tots 'N Teens where more than 200 youngsters were guests of the local sponsor at a Christmas party. We also presented the Erie Dispatch Quiz Down between various parochial and public schools, and this program in use all the time had been heard teachers before the camera. We had local interview programs, local chauces, variety shows, sports commentaries (including a demonstration broadcast), and boy's have brought in two deer as to the method of skinning and packing the venison meat) and numerous other local shows. At 11:15 p.m. we began the Erie Dispatch Good Cheer Fund Show, which brought together ten professional and amateur night club acts. This latter program was a charity fund from which the Erie Dispatch maintains, and the people of Erie were still calling in their donations when the show finally wound up at approximately 3 a.m.

Friends Important

Although we have the four networks at Erie, and we are affiliated with DuMont and ABC at Columbus, we find almost that the Erie Dispatch maintains, and the people of Erie were still calling in their donations when the show finally wound up at approximately 3 a.m.

The networks pay the station only one-third of their rate cards at best. At least one network seeks to have the local stations "donate" approximately 30 hours of commercial broadcast time to the networks.

All networks charge for programs and we have found that we can generally produce a local sustaining show at a much less rate than we are charged by a network for such service.

Of greater importance is the fact that the local merchant can tell immediately whether television has the terrific selling impact which is claimed for it. If he advertises merchandise, be it appliances or foodstuffs, he can tell the following day the results of his TV venture . . . Because of our ability to visually demonstrate a product in use, we have had success stories at both WTVM and WICU which are nothing short of fantastic.

Viewers' Interest

I have said that in my opinion any television station in the United States can be put into the black by a proper combination of public service and local programming. I don't believe that the people who have been interested in building this station are particularly interested in hearing of the terrific losses suffered by some teletesters. They are only interested in what appears on the screen.

Nor should successful operation of a television station be solely dependent upon the competition, or lack thereof, in any area that we have been in the black in Columbus from almost the very first day we opened.

TV IN SCHOOLS

Cincinnati To Study Effect

FOURTEEN Metropolitan Cincinnati high schools plan to conduct a study to determine whether the television set can become as familiar a fixture on the book and the blackboard—and how soon.

Designed to reveal the interest and attitudes of the educators in television, study, will be conducted in a fellowship established at the U. of Cincinnati early last year and made possible through financial support of WLW Cincinnati and the Crosley Corp.

Administrators and teachers of all 14 schools are cooperating in the study, according to Russell Helmick, Northern Kentucky educator and winner of the fellowship. If results of a preliminary questionnaire establish video as an educational aid, TV sets will be installed in some of the schools and specially-designed programs for instructional viewing will be scheduled to further test TV's effectiveness.

TRUMAN ADDRESSES

Democrats' Film on ABC-TV

DOCUMENTARY film interpretation of President Truman's State of the Union address was prepared by the Democratic National Committee and telecast on ABC-TV from New York Jan. 14, 8:30-9 p.m.

The program entitled Our Common Destiny, The State of the Union at a Mid-Century—utilized background film scenes, charts and graphs, a commentary, and record-ings of the President's voice as he addressed Congress earlier that day. George Putnam took part in the program.

By using the program, which raked old and new GOP personali-ties over dying political embers, ABC notified the Republican Na-tional Committee it would air the show and offered a half-hour time for a similar program—if it wanted it. GOP accepted and the committee's Washington officials presently are working on a com-mercial, but they haven't, with format, time, and participants still undetermined.
TELEVISION'S power as a selling medium is indicated in response to a survey of 2,000 New York video viewers, with 47.8% of the 1,164 respondents to the study reporting that TV commercials demonstrated had influenced them to buy a product they had not previously purchased.

Survey results of which were announced by Jack Hocker, who conducted the study last November by American Management Council for "Look Hear," television advertising column appearing weekly in the New York Herald-Tribune. Comprehensive three-page questionnaires were mailed to 2,000 members of the "TV Counsel," organized by Maxine Cooper, writer of the column, to serve as a gauge of viewer reaction to video programs and commercials.

First finding of the survey is pretty definite proof that viewers jump at the chance to become critics, as the questionnaires were returned completely filled out by 85.2% of those receiving them. Over half of the respondents (51.6%) wrote in additional comments on video programs and ads.

Other highlights of the survey:

- Hocker stated that radio or TV commercials, 96.5% of those answering the questionnaire named TV, with only 3.5% putting radio commercials first; 2.2% said they like both, 1.5% neither and 2.4% did not answer this question.

- The TV audience is selective in what it views. In both Sunday and Tuesday evening program schedules, viewers named preferences that called for dial changes every half-hour or hour.

- Length of set ownership was divided into three almost equal parts: 36.2% said they had owned sets less than six months, 33.9% less than a year, 27.9% more than a year.

- Occupations of respondents indicated TV set ownership at all income levels.

**Audio vs. Visual Commercials**

A CONCLUSION that "television advertising is superior to radio advertising as far as the recall effectiveness of brand names and features of the products is concerned" is indicated by results of "A Study of the Effects on the Recall of Advertising Material when the Medium of Sight Is Added to a Given Sound Commercial." The study was conducted last year as part of a senior thesis at Princeton U. by William D. Hocker, now with United VideoGram, New York.

Using as subjects 109 men enrolled in a course in industrial psychology at Princeton and 29 girls taking advertising courses at Armore School, New York, Mr. Hocker presented both auditory (by recordings of visual-auditory, by synchronized films and recordings) commercials for a soap, a dentrifice, a perfume and a cigarette. All products were given names. Each commercial contained 10 facts about the product, spoken on the record and portrayed on the film. Tests of the recall type, covering these facts, were given either immediately following the presentation or one week later.

"The answer to the question, whether or not the recall of advertising material presented auditorily can be increased by the addition of a visual stimulus, is definitely in the affirmative as far as this experiment is concerned," Mr. Hocker said. "In no case was an auditory presentation significantly superior to the corresponding visual-auditory presentation in every case where there was a significant difference in the scores for the two methods of presentation.

"Since the films used in the study were somewhat restricted in sets and special effects by production cost, the differences found might have been increased with the use of better visual commercials."

"The extent to which the results of this experiment can be directly transferred to television advertising, as far as recall of visual-auditory presentations could be accurately determined only by a real life presentation of the commercials. Every attempt was made to make the life situation as close to the life situation as possible, and the author believes that the presentations in this experiment were as similar to the life situation as the presentations in any previous experiment of this nature."

Mr. Hocker warns that in drawing conclusions regarding radio and television advertising from the results of this study, two phrases must be prefixed to every statement, namely: "In so far as this experiment is concerned," and "In so far as the presentations in this experiment are similar to the life situation."

He then states: "The results would seem to indicate that television advertising is superior to radio advertising as far as the recall effectiveness of brand names and features of the products is concerned."

"If the results of the rating scales can be considered valid, television commercials can be made much more appealing than radio commercials. It was evident during the presentations that the visual-auditory commercials received better attention than the auditory commercials."

"The results would seem to indicate that mentioning the brand name of a product only three times is insufficient to effect retention of the name for any length of time."

"The fact that several subjects drew a picture of the bar of soap used in the visual-auditory presentation indicates the vivid kind of imagery that can be produced by television commercials. This factor would doubtless have had a strong effect on the results had recognition testing taken place."

**Weekly Television Summary**

Based on Jan. 16, 1950, TELECASTING Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Number of Stations</th>
<th>Source of Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Denver</td>
<td>1,230</td>
<td>146</td>
<td>Distributors</td>
</tr>
<tr>
<td>Seattle</td>
<td>1,220</td>
<td>137</td>
<td>Weekly families</td>
</tr>
<tr>
<td>Houston</td>
<td>915</td>
<td>119</td>
<td>Weekly families</td>
</tr>
<tr>
<td>Atlanta</td>
<td>850</td>
<td>115</td>
<td>Weekly families</td>
</tr>
<tr>
<td>Chicago</td>
<td>685</td>
<td>88</td>
<td>Weekly families</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>640</td>
<td>75</td>
<td>Weekly families</td>
</tr>
<tr>
<td>Miami</td>
<td>540</td>
<td>56</td>
<td>Weekly families</td>
</tr>
<tr>
<td>St. Louis</td>
<td>435</td>
<td>35</td>
<td>Daily G.</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>375</td>
<td>29</td>
<td>Daily G.</td>
</tr>
<tr>
<td>New York</td>
<td>1,215</td>
<td>115</td>
<td>Weekly families</td>
</tr>
</tbody>
</table>

**'Depth of Penetration' Is Surveyed**

PHILADELPHIA leads all other television cities in the country in the number of TV sets per 1,000 families, according to the latest "Depth of Penetration" tabulation just released by WMJ-TV Milwauke. On Dec. 1, 1949, Philadelphia had 26.529 receivers per 1,000 families, according to WMJ-TV, New York, which had been in first place on Nov. 1, 1949, was in second place with 25.4. Lancaster, Pa., Los Angeles and Chicago retained third, fourth and fifth place, respectively. Milwaukee came from seventh to

(Continued on Telecasting 11)
HOOPER proves WHIO AM-TV

**FIRST in the DAYTON, OHIO MARKET**

**FIRST in AM**

On the average, when sets are tuned to Dayton AM Stations, 3 are tuned to WHIO for every 2 tuned to all other Dayton stations.

<table>
<thead>
<tr>
<th>Time</th>
<th>Homes Using Sets</th>
<th>WHIO Station B</th>
<th>WHIO Station C</th>
<th>WHIO Stations B &amp; C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Rated Time Periods</td>
<td>24.3</td>
<td>31.1</td>
<td>12.7</td>
<td>8.5</td>
</tr>
</tbody>
</table>

Hooper Station Audience Index October-November, 1949

**FIRST in TV**

WHIO-TV has a bigger share of the TV audience than any other TV station in the Dayton, O., market (32,000 TV sets in this market according to distributor's estimates, January 1, 1950. By the time you read this, there should be considerably more).

<table>
<thead>
<tr>
<th>Night</th>
<th>B'cast Aud.</th>
<th>Radio Aud.</th>
<th>TV Aud.</th>
<th>Share of TV Audience (Base: TV Homes)</th>
<th>Share of Broadcast Audience (Base: Random Homes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Sun. thru Sat.</td>
<td>35.7</td>
<td>28.6</td>
<td>7.1</td>
<td>50.2</td>
<td>10.0</td>
</tr>
</tbody>
</table>

Hooper TV Station Audience Index Evening 6:00-10:00 PM October-November, 1949

For maximum results at minimum cost—for sustained listener loyalty—for faster sales and increased profits, join those in the know—buy WHIO-AM and TV.

**THOSE IN THE KNOW BUY**

Affiliated with The Dayton Daily News and the Journal-Herald

WHIO-AM Represented nationally by G. P. Hollingbery Company
WHIO-TV Represented nationally by the Katz Agency, Inc.
TO EXPAND TV
United Paramount Plans

PLANS for increased television activity were announced last week by United Paramount Theatres Inc., New York, new theatre-operating company formed under the reorganization of Paramount Pictures Inc., ordered by court anti-trust decree [BROADCASTING, Jan. 2].

Leonard H. Goldenson, president of United Paramount, revealed that in addition to its current theatre telecasting operations in New York and Chicago, the firm plans to install large-screen TV facilities in its theatres in Detroit, Boston, San Francisco and Minneapolis. The firm is applying for new commercial video outlets at Detroit and Boston.

Mr. Goldenson also announced that Robert H. O'Brien, secretary-treasurer, will head all television activities for the firm.

Separation of Paramount Pictures' theatre-telecasting operations from its movie-producing and distribution units was ordered in the ruling of the U. S. District Court for the Southern District of New York. Under the reorganization, United Paramount Theatres assumes the motion picture business, while New Pictures Corp. takes over production and distribution.

Applications Pending

Applications are pending at FCC for consent to transfer control of Paramount's television and broadcast station interests to the two new companies. A 50% holding in WSBM-AM-FM New Orleans is to be switched to United Paramount Theatres while KTLA (TV) Hollywood is to remain with New Pictures Corp. [BROADCASTING, Jan. 9]. New Pictures Corp. also is expected to acquire Paramount's 29% holding in Allen B. DuMont Labs, operator of WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh and a TV station in Cincinnati.

With Mr. O'Brien

Mr. O'Brien, who was secretary of Paramount Pictures before the reorganization, which was to have been consummated in early January, prior to joining Paramount he had been connected with the Securities and Exchange Commission.

Mr. O'Brien

Associated with Mr. O'Brien will be Robert Weitman, managing director of Paramount Theatres in New York and Brooklyn, and consultant on theatre matters of United Paramount's southern theatres, who will act as talent and programming consultant. Jason H. Robinow, formerly with Chase National Bank, will be Mr. O'Brien's special assistant on television matters.

The company's policy of decentralized theatre operations will be continued in the television field, with each operation under local management and Mr. O'Brien's office handling policy matters and coordinating operations.

Pointing out his belief that theatre television will contribute to a balanced and wholesome national system of television, Mr. O'Brien declared that motion picture industry members, through Motion Picture Assn., Theatre Operators Assn., and other specialized groups, have filed requests with FCC hearings on whether the Commission should allocate special channels for theatre television (see TELECASTING 8). The theatre groups will attempt to show that the allocations would be in the public interest.

U. S. TV Show

Set For Foreign Experts

A DEMONSTRATION of U. S. television for TV experts of other countries is slated March 27 to April 7 and may include a showing of television under the standards of other nations.

A part of the program of the television committee of the International Radio Consultative Committee (CCIR), the demonstration probably will be held in New York or Philadelphia.

France, the Netherlands and the United Kingdom will follow with demonstrations of their respective systems in their own countries. The French and Netherlands showings are slated April 20-25 at Paris and Eindhoven, respectively, and the British demonstration at London April 27 to May 4. The committee will then convene in London May 5-13 for a discussion of standards.

The U. S. demonstration will be presented under State Dept. auspices. A government-industry committee will be named to act as host. Insofar as possible without foreign equipment, authorities hope to demonstrate British, French and Dutch TV standards alongside those of the U. S.

U. S. delegation to the European demonstrations has not been named, but may be headed by William H. J. McIntyre, State Dept. telecommunications attaché at London, who was chairman of the U. S. delegation at the first CCIR television committee meeting in Zurich last year.

Other delegations to the Zurich sessions were: A. Prose Walker, FCC's chief of allocations branch, television broadcast engineering, who was delegation vice chairman; Cornelius G. Mayer, with RCA in London; William Q. Crichtow, Bureau of Standards; Donald Fink, editor of Electronics; and Charles J. Villavazo of RCA International Division.

Using pictures from Acme Telephoto's national and international correspondents, KMVT (TV) Omaha gave its first telephoto telecast Dec. 28. Discussing the presentation are: (1 to r) Owen Saddler, KMWV general manager; Jim Herman of Acme Telephoto; Hugh Bader, KMWV newscaster.

ACME TELEPHOTO
Two Add TV News Service

TO bring spot pictures of each desired area directly to their audiences, two more TV stations—WOC-TV Davenport and KMTV (TV) Omaha—have added direct wire Acme Telephoto service. Both stations have installed Acme Telephoto Trans-receivers and other equipment for receiving and telecasting new pictures transmitted from all over the U. S. and foreign points, with a coordinated news script.

The pictures are received in 3"x4" size ready for telecasting on the Multiscopic which projects them to 2"x2" for Multiscopic projection. It takes about an hour to send a complete 24-picture show and news script from Acme's Chicago broadcasting terminal to Omaha. It was reported. Other stations taking Acme's Telephoto news programs include WBNK (TV) Cleveland, WBKB (TV) Chicago, WNAC-TV New York, WXYZ-TV Detroit, WPX (TV) New York, KFI-TV and KTLA (TV) Los Angeles, KRLD-TV Dallas, WCPO-TV Cincinnati and WJAR-TV Providence.

OPERACASTS

NBC-TV Schedules Four

FOUR OPERACASTS to be presented at four-week intervals started Saturday, Jan. 14 on NBC-TV, Samuel Chotzinoff, general music director of the network, has announced. Dr. Peter Herman Adler is music and artistic director of the series. Charles Polacheck is staging the operas.

Designed especially for television and in English, the operas will include: "Down in the Valley," by Kurt Weill, American composer; "Madame Butterfly," "Tales of Hoffman" and "The Bat." Final opera will be telecast 10-10:30 p.m. Others will be done in one hour. Effort is being made to accomplish realism not possible on the operatic stage.

WCAU-TV Signs

N. SNELLENBURG & Co., Philadelphia, Jan. 30 begins daily Monday through Friday, full-hour "Theatre Arts" on WCAU-TV there. To be aired remote 2-3 p.m. from auditorium of the Snellenburg store, program will feature audience-participation, variety format with prizes for contestants. It is largest locally sponsored contract in Philadelphia TV history according to Arthur Block, Snellenburg president, and Philadelphia office of Robert J. Enders Advertising, agency which handled contract.

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sixth place in December with 185 sets per 1,000 families.

The WTMI-TV calculations are based on the Dec. 1, 1949, Television Data Chart of NBC. "Depth of Penetration" figures for 58 markets follow:

| Area          | Philadelphia | New York | Boston | Chicago | Milwaukee | Detroit | Baltimore | Minneapolis-St. Paul | Richmond | St. Louis | Erie | San Diego | Cincinnati | Washington | Columbus | Toledo | Detroit | Miami | Savannah | Beloit | Wilmington | Erie | Buffalo | Syracuse | Rochester | Syracuse | Atlanta | Self Lake City | Omaha | Dayton | Louisville | Atlanta | Norfolk | Austin | Dallas | San Antonio |
|---------------|--------------|----------|--------|---------|-----------|---------|-----------|---------------------|----------|-----------|------|-----------|------------|------------|---------|--------|---------|-------|----------|-------|------------|------|---------|----------|-----------|---------|--------|-----------|--------|----------|
| Position Dec. 1 | 239          | 203      | 181    | 172     | 165       | 155     | 150       | 143                 | 139      | 133       | 133  | 129       | 130       | 119        | 115     | 111    | 106     | 105   | 103      | 101   | 100       | 96   | 96       | 95      | 92        | 91      | 75        | 67     | 57       |
| Position Nov. 1 | 229          | 202      | 181    | 174     | 167       | 156     | 149       | 139                 | 135      | 131       | 124  | 123       | 127       | 118        | 112     | 107    | 102     | 103   | 102      | 101   | 100       | 93   | 90       | 94      | 92        | 90      | 79        | 68     | 59       |

Sports Programs Lead New York Fare

SPORTS programs accounted for more TV time in New York during the last half of 1949 than any other form of video fare, according to an analysis just released by The Pulse Inc.

The report shows 18.9% of all New York telecasting time was devoted to sportscasts in the July-December period. This compares with 15.2% given over to sports in the January-June half of 1949 and to 23.4% of the July-December 1948 period.

Westerns, quiz and audience participation shows, dramas and mysteries also got larger shares of New York's total TV time in the final half of 1949. Less time proportionately was given to juvenile entertainment, feature films, news, comedy-variety and interview programs.

Comedy-variety shows continued as the most popular type of video fare, with drama and mystery ranking second. This is true of all three six-month periods.

Brazil Plans TV

TELEVISION station will be constructed in Sao Paulo, Brazil, by Emissores Associados, Brazilian radio network, it has been announced. Meade Brunet, vice president of RCA and managing director of RCA International Division, says RCA would supply all equipment for the new station, which is expected to go on the air next summer.

Hobby Store Uses TV To Build Sales

ITS advertising ear to the ground, the Burgess Battery Co., owner of the Burgess Handicraft Store, Chicago, now places all faith—and business—in one media, television, according to C. C. Fogarty, Chicago, Burgess agency. Reason for the enthusiasm is the sudden surge upward from a slumping 1949 sales curve.

The curve began its dip mid-way in 1949 reaching a low last September, a month of general decline in downtown Chicago stores, the Fogarty Co. reports. Last Tuesday of that month, Burgess began an experimental half-hour show, "The Burgess Hobby Parade," over WBBB (TV) Chicago featuring local celebrities and other well-known personalities who have unusual hobbies. Tied-in with the program (8-8:30 p.m.) was the natural merchandising plug for Burgess' hobbyland.

Chart, tracing week-to-week store sales, showed George Bell, Burgess Battery Co. vice president, that the sales curve was keeping pace with the listening power of his new TV show. The program also drew letters and postcards by the thousands, reports Fogarty, some 1,080 in a single week. The decision to concentrate Burgess' budget in television followed the experimental line set down by Mr. Bell—newspaper concentration in 1947, in radio in 1948, and now video. While the store sales in October dropped below the year before by 15% the first two weeks, 19% the third week and 3% the last week, they moved up 47% over the previous month.

hallen's NEW professional

Synchronous Magnetic Recorder

- Low Flutter in the tropics or the Arctic with Hallen Dynamic Tension. No clutches, belts, pads, or springs to give trouble.
- Fully professional.
- Conforms to Academy Standards.
- Two channel mixer and dialogue equalizer.
- Simultaneous playback permitting monitoring 1/2 of a second from the recorded track.

Amplifier is contained in a removable unit, permitting space between the amplifiers and the power supply with monitor speaker. This eliminates microphonic feedbacks usually present when a loud speaker and high gain stages are placed in close proximity.

$1850 f.o.b.

Write for further information

hallen CORPORATION

3503 WEST OLIVE AVENUE

BURBANK • CALIFORNIA

January 16, 1950

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Reel Takes

WALTER LOWENDAHL

In Hollywood where precocity often is so pandemic as to go unnoticed, Walter Lowendahl nevertheless was considered something of a prodigy in his TV work.

At the time, he was 20 and had produced not just an artistic picture—which any boy genius could do—but one with box office. For eight weeks his "Adventures in Music," featuring Jose Iturbi and other concert stars, ran in one New York theatre.

That mixture of the artistic and the commercial is perhaps the distinguishing characteristic of Transfilm Inc., of which Mr. Lowendahl at the age of 29 is now executive vice president. Transfilm has produced about 200 television commercials in the past year, a volume which, when all the figures in, may be a record.

They are commercials which in some instances have overshadowed adjacent programs in entertainment value. The Camel commercials for R. J. Reynolds and the Piel's Beer animations are notable examples.

Transfilm itself is a roster of television clients which reads like an industrial "400" book. Ford, Pontiac, Gulf Oil, Bromo Seltzer, Fort Pitt Beer, Colgate, Consolidated Edison, Duff-Mott, Life, Hotel New Yorker, Disney Hats, Swirl dresses, Look magazine, Benrus, Wildroot Hair Tonic: these are but some of Transfilm's video clients.

It is no accident that Transfilm commercials have won plaudits for high quality, based on a Lowendahl philosophy that corner-cutting doesn't pay.

"Good films can't be turned out on non-existent budgets," he says, "if quality can't be obtained cheaply."

That, he believes, is the stern lesson an advertiser must learn. And any advertiser who hopes to build a TV station on a minimal budget or scale for radio spots is less than realistic, he says.

Prices for one-minute, live-action commercials are leveling off at about $1,600 to $2,500, he believes. Many commercials, with elaborate scenic or casting problems, may cost more. Savings, however, often are available to the client who gangs his work, ordering several spots done on one shooting day with the same set.

Mr. Lowendahl's film background is a solid one. It began at the age of 16—only two years after he came to this country from Berlin. He went to work in Hollywood as an assistant for Lewis Lewy Productions, which did "Pete Smith Specialties" and other shorts for MGM. There he lost his German accent completely, and gained a thorough grounding in almost every phase of film production. In 1940 he helped form Artists Films, an independent outfit which produced, among others, "Adventures in Music." From there, in 1941, he went to New York to join Functional Films, predecessor of Transfilm Inc. Six months later he became vice president of Transfilm.

In 1942, Mr. Lowendahl was tall (6'2''), dark and 1-A—there was an olive-drab suit awaiting to match his olive skin. He joined a select group of soldiers who produced training films for the Army Ordnance Department at Aberdeen, Md., Proving Ground. He served as writer and project supervisor.

When he was mustered out in 1945, he resumed his vice presidency at Transfilm, an organization which rapidly mushroomed, winning prices for quality of its work, it is said.

Transfilm now owns its own 13-story building—the former Pathe Bldg.—at 35 W. 45th St., New York. Its 70-odd employees occupy four floors and it has facilities to do almost any film production task. It also is the neighbor of other distinguished names in films, for among its tenants are Louis de Rochemont; Famous Pictures, the Paramount subsidiary producing the Popeye animations; and the NBC television film exchange.

In that same potential setting, it is not surprising to find that Mr. Lowendahl believes New York is the preferable headquarters for industrial and commercial film-making. In that city, he points out, are the advertising agencies and clients who must be consulted during progress of many productions.

Such considerations are only part of the many details involved in the making of video commercials, educational films and documentaries. It is not inexusable, therefore, if Mr. Lowendahl sometimes feels the need to return to his two bedroom apartment in Manhattan for a change of pace. And what is his hobby there? Photography.

**BUYS 'CRUSADE'**

Bank Sponsors on WJZ-TV


The series, sponsored originally on ABC-TV by Times and Life magazines, has been re-edited for sponsorship locally on the ABC-TV station on a syndication basis.

The documentary series is being sponsored by the "Candy Co." Saturday, Jan. 28, 7-8 p.m., WXYZ-TV Detroit; Stromberg-Carlson for ABC Sunday, Jan. 29, 11 a.m., TV Rochester; Pilot Life Insurance Co. for NBC Thursday, Jan. 9, 10 p.m., WNEW-TV New York; Charlotte, N. C., and WFMV-TV Greensboro, N. C.

**PHILCO CORP.**

Big 1950 TV Output Planned

PLANS for wide expansion of Philco Corp's television receiver production and sales in 1950 have been announced by William Balderston, Philco president. Philco expects to manufacture and sell from 700,000 to 800,000 receivers this year, Mr. Balderston said.

"The excitement and the growth of television have exceeded even the most optimistic forecasts and predictions," Mr. Balderston stated. "The industry's production has increased from 200,000 receivers in 1947 to 1 million in 1948 to about 2,700,000 in 1949. All signs point to a further substantial increase this year with a potential sales demand for more than 4 million television receivers this year."

**CAP' TO CANDY**

Johnson Buys DuMont Show

DUMONT TV Network's adventure series for youngsters, Captain Video, has been purchased by the Walter H. Johnson Candy Co., Chicago. The program will be sponsored Monday, 7-7:30 p.m. on WABD (TV) New York, WXML (TV) Cleveland, WCPO-TV Cincinnati, WTVN (TV) Columbus and WTTG (TV) Washington. Tuesday through Friday the program will continue sustaining.

Mr. DuMont, Jan. 23, was placed through Franklin Bruck Advertising Agency, New York.

**Canada TV Units**

TWO CANADIAN branches of U. S. companies will build the first two TV transmitters in Canada. The Canadian government has been given an order for a TV station at Toronto by Canadian Broadcasting Corp., with the transmitter to cost $154,000. At Montreal, CBC gave a $250,000 order to RCA-Victor. Only these two companies were asked by CBC to quote prices, it was reported. "Next month," a CBC official said, "we'll be in full operation by fall of 1951. The money is part of the $4,500,000 recently loaned the CBC by the Canadian government for the building of TV stations and studios at Montreal and Toronto."

**WLWT (TV) Cincinnati** announces increase of 264% in number of sponsors during past year.
**TVA OffE**

**Welcomes SAG as Partner**

**TELEVISION AUTHORITY,** in an effort to seek peace in its jurisdictional tangle with Screen Actors Guild, last week sent the film union its first official offer to become a partner in bargaining for television performers.

The offer was made by TVA’s board and was announced by George Heller, national executive secretary of TVA. It was predicated on agreement by TVA and the Guild on certain points, among them:

1. That there be some machinery for breaking deadlocks which may arise between the two groups.
2. That on all important actions, such as calling a strike of all video performers, members of both TVA and the Screen Guilds must meet jointly for discussion and action.
3. That film sequences, film commercial spots and kinescopes of whatever nature should be solely within the hands of the parties involved.

The TVA offer was sent by letter to the Guild and was itself an answer to a guild request that TVA inform the Guild in writing what form of television agreement the live talent unions in TVA are willing to make with the film guild.

The TVA board suggested three alternative methods for settling these unresolved points. TVA said the Guild could (1) send a committee to New York to discuss and negotiate with TVA unresolved points in the partnership discussion; (2) these points could be submitted to mediation by a mutually acceptable party or parties; (3) the whole television controversy could be submitted to mediation.

**WKRC-TV Expands**

**Bolles, Cornell to New Posts**

Mr. Bolles

Mr. Cornell

Two executives of WKRC-TV Cincinnati have been promoted under the station’s expansion plans announced last week by Hubert Taft Jr., executive vice president of Radio Cincinnati Inc., WKRC licensee.

E. Joe Bolles, program director since April last year, has been appointed sales executive. Syd Cornell, assistant program director and member of the production staff, has become commercial production manager. Mr. Taft said the changes would strengthen WKRC-TV during its 1956 expanded operations. The appointments are effective immediately.

**Transfilm Inc., New York, has produced two one-minute TV spots for Camel cigarettes. Spots to be shot will feature press box interviews with big league ball players. Agency, William Esty, New York. . . . Fran Harris, television director of Ruthrauff & Ryan, Chicago, for past 1½ years, has resigned and established her own TV creative service, Fran Harris Productions, at 6533 Hollywood Blvd., Hollywood. Telephone is Hillsdale 3-8028. Among accounts being handled on a freelance basis is Ruthrauff & Ryan Inc., Hollywood.

**Norman Charles Lindquist,** formerly with Malcolm-Howard Agency, Chicago, as television director, has joined staff of Atlas Film Corp., Oak Park, Ill., in same capacity. He will coordinate sales and creative work in TV film commercials.

**OMY Productions,** 1512 Crossroads of the World, is a new Hollywood firm producing TV programs. Principals are Gene Gach, independent agent; Joe Cohen, announcer, and Alan Mann, radio and television producer.

**Cinenart**, 665 Fifth Ave., New York, has completed series of 20 TV film spots for National Board of Fire Underwriters. Series being offered free to all TV stations willing to air spots from time to time as public service. Film features common causes of home fires and stresses simple precautions required to prevent them.

**Ernest Chappell does narration.** Transfilm Inc., Hollywood, filming sequence of television commercials for Pontiac (passenger cars) at ABC Television Center, Hollywood. This is the first time outside organizing facilities of network. Agency for Pontiac, Taggart & Young, Los Angeles. Telefilm has completed nine-minute video film, “The Sea Devil,” based on hunt for giant ray off coastal waters of Central America. Film to be released on rental basis.

**Inter State Bakers, Kansas City (Butter Nut Bread), through R. J. Potts-Calkins & Holden, that city, has signed for production of 12 one-minute film spots by Five Star Productions, Hollywood. William Brewer, radio and TV director, is supervising production. Fully animated spots to be used over five stations in Midwest.

**United Productions of America, Burbank, Calif., has been signed to do third series of television commercials for Ford. Agency: J. Walter Thompson Co., New York.**

Estimated 1½ million feet of 16mm film annually will be used by United Productions of America for Ford. TV footage for Kin-Scoping, according to Ernest Felix, assistant treasurer of ABC Hollywood, film will be used for making master and copy kinescopes of Hollywood-originating productions for Ford television by TVA. Station recently completed construction and tests for two video recording units. . . . Peter Paul Inc. (Mounds candy bars) currently running spots on 40 TV stations.

**George Pal Productions Inc., Hollywood, produced “Puppetoon” films which have musical comedy format. Candy film plus similar cartoons for Almond Joy candy. Agency, Brisacher, Wheeler & Staff, Los Angeles.**

Harvey Zpermant, president of Cavelcade Pictures Inc., 959 Seward St., Hollywood, has announced establishment of New York sales offices and entering of audio-visual education field. Production will take place at West Side studios.

Negotiations are underway with several local photographers to adapt their films with narration of factual information for release. Frederic A. and Sylvia Christiansen were first to be signed. Audio visual series to be titled “Far Away People and Far Away Places.” Theatre and TV series to be called “A Dream of a Holiday.” Firm’s first film in cutting and editing stage is “The Earth Speaks.”

**Formation of national distributing division, for sale of several KTTV (TV) Los Angeles television programs, has been announced by Norman Chandler, president of station. New operation, to be known as Television Recording Ltd., to be supervised by Frank G. King, KTTV sales manager, assisted by Ralph Tuchman, sales service coordinator. Programs being offered for sale at this time includes Pantomime Quiz, now being shown in Los Angeles area and on WCBS-TV New York, sponsored by Metropolitan Chevrolet dealers; Buster Keaton Show, sponsored by L. A. Studebaker dealers and maintaining Mystery in My Hobby.**


**Sylvania** Television is recommending that all its dealers and distributors use maps showing television reception in their areas and avoid more sets. Maps illustrate how unusual topography influences set performance and how expert installation can provide the best possible reception.

**BERNDT-BACH, Inc.**

7365 Beverly Blvd., Los Angeles 36, Calif.

Manufacturers of Sound-On-Film Recording Equipment since 1937.

**BROADCASTING** January 16, 1950
Color's Debut
(Continued from Telecasting 8)
were “a little too bright”; 86.6% rated clearness of detail excellent or very good, 10.5% only good and 95% rated “truefulness-to-life of color” as excellent, very good or good.
Color sets also were installed in the homes of the FCC Commissioners to enable them to view programs telecast this month. Other test operations, of a technical nature, are being conducted in New York and Philadelphia (TELECAST-
ning, Dec. 26, 1949). A signal from the three-city operation, including the public reaction, will be furnished FCC for use in the color hearings.
Other special color features were shown in Washington prior to Thursday's public debut, beginning with a “sneak preview” New Year's night. On Jan. 8, CBS telecast a half-hour drama, Sorry, Wrong Number.

COLOR ADAPTOR
CBS to Study FCC Unit
PERMISSION was granted by FCC last week for CBS to duplicate for study, the automatic adaptor, invented by Edwin W. Chapin and Willmar R. Roberts of the Commission's laboratory division, which permits toochrome reception of either the RCA or CBS color systems as well as standard black-and-white TV (TELECASTING, Nov. 26, 1949).
Authority also was given CBS to distribute copies of the circuit diagram for the automatic adaptor which has been patented by the inventor and assigned to the government and FCC. CBS, in making its request, had told the Commission it wished to test and study the adaptor and possibly construct suitable models.
The adaptor was described during the color television hearing in late November as being a one-tube unit, as “a window” cost and capable of automatically following the transmitting from 525 lines and 60 fields to 405 lines and 144 fields.
The authority to CBS was granted on the following conditions:
(a) The authority granted herein is non-exclusive and shall expire six months from the date of this letter. (b) No construction of the above invention shall be carried on for commercial purposes without the consent of the Government of the United States and for the authority granted herein is waived. (c) CBS shall pay to the government a royalty on the annual gross sales of a color TV set manufactured by them in the United States. (d) CBS shall report to the Commission the results of the tests before the hearing in Washington on Feb. 20.

TV ‘THROTTLED’
Webster Criticizes FCC
TELEVISION is a “multi-billion dollar industry being throttled by a government bureau unable to make up its mind,” Glenn E. Webster of Webster Engineering Co., Cedar Rapids, asserted last week in a letter to Sen. Bourke B. Hick- enlooper (R-Iowa).
He contended the freeze should be lifted “at once,” and said “if and when color television is ready it will be absorbed by the industry as new improvements are incorpo-
rated in the motor car field.” He claimed color is not ready, and expressed hope that “something can be done to break up these long "winters.""
Mr. Webster said he considered the situation “so serious as to need some congressional attention.” He felt that “if more of us would write our Senators and representatives we might force some action out of this stagnant Commission.”
He wrote:
Every segment of society would be served from the steel maker to the manufacturer and the public by a quick decision on the part of the Commission.

FRANK M. FOLSON, president of RCA, has been asked by the Chicago Television Council to keynote the opening session of its second annual National Television Conference, March 6-9. He will explain how and why “TV comes of age.” More than 30 TV executives will address an expected 400 registrants during the three-
day session. About half have ac-
cepted invitations, according to Convention Secretary George Harvey, who will give the welcome address.
Three men—talking from the viewpoints “I Sell TV,” “I Pay for TV”—will become a two-hour panel that afternoon. Entertainment at the “Gridiron Dinner” Monday evening will satirize TV. Midwest video stars are slated to appear, and the event may be telecast locally on WENR-
TV.
Tuesday morning, March 7, dis-
cussionists of “New Slants on Creating, Writing and Directing" will include Beulah Zachary, producer of Kukla, Fran & Ollie; Ted Mills, program star, WNBQ (NBC) Chicago; Louis G. Cowan, president of the produc-
tion firm bearing his name, and Fred Bolton, art director, J. Walter Thompson Co., Chicago.

Sales and Management
Concurrently, four station exec-
cutives will outline their 1950 Approach to Station Sales and Station Management. The lineup, still incomplete, will represent single and multiple station opera-
tors. Among those scheduled to talk are new, small outlet, NBC AM and TV commentator, Clifton Utley, will moderate a discussion of “Color Now or Color Later” at the Tues-
day luncheon. Men from CBS and DuMont have been invited to talk on the topic.

MIXED VHF-UHF
FCC Denies CML Request
FCC DENIED last week a request (Docket No. 60-180) by the Chicago Mid-State Television Council for an amendment to the Chicago VHF-UHF television plan that was proposed last July [TELECASTING, July 18, 1949].
The request had been advanced by the Chicago Association of Measurements Labs., New York, which opposed adoption of a “hybrid VHF-UHF” television system [TELECASTING, Dec. 26, 1949].
Other requests submitted by CML were accepted by the Commission for consideration by partici-
pants in forthcoming UHF television hearings. These included proposals to:
1. Establish a municipal or small-
town station classification with a maximum power of 1 kw effective radiated power and a maximum height of 150 feet;
2. Reduce the minimum antenna height of the community type station to 250 feet;
3. Abolish channel assignments to metropolitan, community or munic-
ipal stations exclusively;
4. Establish new interference ratios;
5. Amend the television engineer-
ning standards to provide that the antenna and receiving antennas be integrated into the “inter area inter-
ference calculations.”

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TEST PATTERNS

Cross-Plugging Policy

WITH the exception of sign-off time on television where such periods come before the regular radio sign-off, KSTP and KSTP-TV Minneapolis, effective Jan. 1, eliminated all cross-plugging of air features, a general practice in organizations with both AM and TV outlets. Explaining the order, Miller C. Robertson, vice president in charge of sales, said: "Elimination of cross-plugs is being done because in the Minneapolis-St. Paul market television has come of age. It is no longer fair to advertisers on either facility to do any cross-plug-ging because the large number of people paying attention to the other." Only at the TV sign-off time stated does KSTP-TV refer viewers to the KSTP-AM frequency and plug the program currently on the air.

Theatre Service

(Continued from Telecasting 3)


The hearing will be held upon the following issues:

(a) To determine whether the existing and proposed transmission requirements for television theatre service can be satisfied by existing stars, and proposed common carrier wire facilities or by existing and proposed common carrier fixed station facilities operated in bands of frequencies now allocated to such stations.

(b) To determine the orders of frequencies and the spectrum space required, if any, at each order of frequency which would be necessary to establish a theatre television service.

(c) To obtain full information concerning existing or proposed methods or systems for exhibiting television programs on large screens in motion picture theatres elsewhere.

(d) To obtain full information concerning present or proposed television programs or television shows produced for television theatre service.

(e) To obtain full information concerning any technical data obtained in experimental operations conducted in the theatre television field, or otherwise available, including any public need or demand for the proposed service, and the public need or desirability in theatre television programs, approximate cost of such service, and the service and commercial feasibility of the service.

(f) To obtain full information concerning plans or proposals looking toward connection of theatre television on a commercial or non-commercial basis.

(g) To determine whether persons engaged in the management of theatre television services would be engaged as common carriers for hire in interstate communications by wire or radio, unless the plans or proposals conducted in the theatre television field, or otherwise available, including any public need or demand for the proposed service, and the public need or desirability in theatre television programs, approximate cost of such service, and the service and commercial feasibility of the service.

(h) To obtain full information concerning plans or proposals looking toward connection of theatre television on a commercial or non-commercial basis.

(i) To determine whether, if frequencies are to be allocated for the purpose of providing a theatre television service, such service would be conducted on a common carrier or non-common carrier basis and, if on a non-common carrier basis, the conditions under which such service would be made available.

(j) To determine the evidence adduced under the following issues to determine whether or not the public interest would be served by the issuance of a proposal for allocation of frequencies to a theatre television service and by the promulgation of proposed rules and engineering standards governing such a service.

DISCUSSION group at recent Telefilm Inc., Hollywood, spot commercial clinic in San Francisco includes (l to r): Helen Innis, Blaw Co.; Milton Wise, Long Adv. Service; Charles Tieschmann, Footo, Cone & Belding; George Voigt, Broadcasting’s San Francisco correspondent; David H. Sandenberg, Pacific Coast mgr., Adventure (back to camera), Telefilm.


PLAQUE from Niles Trammell, NBC board chairman, goes to George Wasserman (l), George’s Radio & TV Co. head, as first advertiser on first licensed Washington, D.C., TV station —WNWB. With him (l to r); Phillip G. Kellor, George’s mgr.; WNWB Com., Mgr., Mahlon Glascob; Robert J. Enders, Enders Agency.

FLANKED by Proprietor Willie Thall (l) of WLWT (TV) Cincinnati’s General Store, and his helper, Elmer, George Baker, manager of the Cincinnati division of Hughes-Feters Inc., distributor of Emerson radio and TV sets, okay the franchise making the pair sole dealers of Emerson sets in the imaginary town of Broken Tooth, "somewhere near Cincinnati."
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, regional advertisers-agencies

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.
We Need Your Help More Than Ever Before

NATIONAL RADIO-TELEVISION DIVISION COMMITTEE

1950 · MARCH OF DIMES · 1950

Chairman: JUSTIN MILLER, President, National Association of Broadcasters

Co-Chairmen: JOSEPH McCONNELL, President, NBC; HUBBELL ROBINSON, JR., Vice-President, CBS
WILLIAM H. FINESHRIBER, Vice-President, MBS; CHARLES C. BARRY, Vice-President, ABC

PRESENTS

The Following All-Star Programs In The Fight Against Infantile Paralysis

RADIO SHOWS · Electrical Transcriptions

FRANKIE LAINE with Ernie Hecksher and his Orchestra; CARMEN CAVALLERO and his Piano and Orchestra; HOWARD BARLOW and his 50-piece Symphony Orchestra; EDDY ARNOLD, the Tennessee Plowboy; ELLIOT LAWRENCE and his Orchestra; DORIS DAY-LES BROWN and Orchestra; FREDDY MARTIN and the Martin Men; HELEN HAYES; BASIL O’CONNOR; DISCS FOR DIMES and SPOTS.

TELEVISION PROGRAMS · 16mm. Sound Film

TOMMY HARMON; VICKY DRAVES, Olympic Diving Champion; RUBE SAMUELSON, Sports Writer; NANCY CHAFFEE, Tennis Star, in a Sports Quiz Program with Pantomime; HOAGY CARMICHAEL and his Piano; SANDY DREAMS, headlining an All-Kid Quiz Show; GISELLE & SZONY, Famous Dance Team; LARRY STEVENS, former singer on Jack Benny Program; JACK SMITH; MIKE STOKEY’S PANTOMIME QUIZ with SANDRA SPENCE, VINCENT PRICE and CHILI WILLIAMS.

Please Use As Often As Good Programming Permits—January 16-31—Thanks

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS—120 BROADWAY—NEW YORK 5—NEW YORK
FRANKLIN D. ROOSEVELT, Founder

HOWARD J. LONDON, Director—Radio, Television and Motion Pictures

BEEkman 3-0500
Programs

BASED on success of Thanksgiv-
ing-to-Christmas series of night-
ly readings from Bible, WCAU, Phila-
adelphia and Philadelphia Coun-
cil of Churches will inaugurate new
series during Lent. Programs will be
aired on Wednesday and continue
through Easter Sunday, from 11:25-
11:30 p.m. Object of series is to en-
courage men to read Bible by
hearing readings by prominent lay-
men in every walk of life. Bookmarks
listings solicited Bible Society,
every day of 1950, published by Amer-
ican Bible Society, are available by
writing to WCAU.

On-the-Spot Donation

ESTABLISHMENT of Omaha Re-
gional Blood Center in Council Cham-
ers of Omaha City Hall was occasion
for special program aired by News
Commentator Ray Clark of WOWO
there. During five-minute show, Mr.
Clark interviewed Ray Schuster, city
Red Cross nurse, concerning con-
sequent need for donors and other infor-
mcation about the collection of blood and
transfusion of blood bank. While dis-
cussion was going on, Mr. Clark donated pint
of his blood, giving listeners encour-
ging example of simplicity of process.

Politics 1950

JOIN political forum conducted over
KXTL Portland, Ore., features Repub-
licans and Democrats discussing view-
points on current state issues in eight-
week series. Show is titled Politics
1950, and each broadcast includes seven-
minute, intersegment presentation by two representa-
tives of each party, outlining viewpoint on appointed topic.
Subject is then thrown open for dis-
cussion, questions and comments by four speakers. Bob Thomas, news ed-
tory for KEX, is moderator. Subject
for following week is announced at
end of each show and questions from
listeners, directed to either party, are
solicited.

WAVE-TV's 'Spring Training'

NEW series, titled Spring Training,
aired on WAVE-TV Louisville, features
major league baseball players discussing
their "specialties" to video audience.
Players who make their homes in Louis-
ville cooperate in demonstrations with
Bernie Bratcher, TV sports announcer,
and Dick Jackson, show’s director.
Series will wind up with films direct
from big league spring training camps.

British Transcriptions

EXCLUSIVE Central New England
radio rights to World Theatre, series of stage-length transcriptions of
dramas featuring stars of Old Vic
Theatre, stage company, granted to
Play has about three hours in length
and will be heard Saturday, between 3
and 6 p.m. Majority of plays are
Shakespearean. Series is under local
supervision of Gladys Tomajan,
WTAG special program assistant.

Hat Designing

NEW fashion show, Frankly Fe-
nisseur, on KGO-TV San Francisco,
marking television viewing of 15
minutes of almost total commercial.
Program features Bobby Lyons, adver-
sising and fashion consultant, who
shows how to create hats at
home from basic pieces available at
The Millinery Bazaar, local hat shop
and one of show’s sponsors. Completed
hats are modeled by girls wearing fur
from another of program’s sponsors.
Female guest from foreign country
is interviewed about fashions and
news of feminine interest in her home-
land each week. Show is created
and packaged by William Winter.

Custom-Made Stories

YOUNG listeners can order custom-
made stories from PaulBoles, writer
and narrator of children’s series, My
Own Story, on WKBZ Muskegon, Mich.
Children are requested to write to sta-
tion and suggest ideas for stories they
would like to hear. For example, a
boy or girl might ask for story about
dog, passenger train and snow man.
Around such ingredients, Mr. Boles
weaves his broadcast.

TV Goes Latin

FLOOR show of Pan American Casino
Club in Baltimore has been incorpo-
rated into a local five program over
WAAM (TV) Baltimore, Saturday, 7-
7:30 p.m. Show is titled Pan Amer-
ican Casino and produced from
WAAM’s studios. Background for
singing and dancing talent is provided
by Producer Dennis Kane and Art
Director Barry Mansfield. Show is
participating.

Long-Distance Cooperation

MERE 1,000 miles was no obstacle to
WHIT New Bern, N. C., when it aired
game by its local midget football squad
in Miami recently. Broadcast origi-
nated in Orange Bowl and was piped
over special lines to New Bern.
WHAT Miami furnished sportscaster,
announcer and remote engineer to
WHIT for broadcast. Team’s trip and
game airing were sponsored by New
Bern Recreation Dept.

Good-will Stressed

BI-LINGUAL good-will program, In-
ter-American Voice of the Air, began
originating in Washington fortnight
ago. Conducted by Mr. Francisco C.
Banda, show emanates from WQW-
AM-FM and is heard Monday, Wed-
nesday, Friday and Sunday. Latin-
American music, news, commentaries,
and interviews with distinguished per-
sionals in international field are fea-
tured. Dr. Banda is well-known
figure in Washington diplomatic world
and is recognized authority on Inter-
American affairs.

The Prisoners Speak

INMATES of penal or reformatory
institutions in Massachusetts cur-
rently heard on series of weekly half-hou-
hour broadcasts over WMEX Boston. Calm
The Prisoners Speak, each pro-
grar has panel of four inmates and is pre-
sented by United Prison Assn. of
Massachusetts. Association also pre-
sents expert in penology or inmate
activity. Series has been planned by
UPA in cooperation with Massachusetts
Department of Correction and inmates of
Norfolk State Prison Colony and Men’s
Reformatory at Concord. The Prison-
ers Speak is produced by George W
Slade, former educational director for
New England Westinghouse stations
WBZ Boston, WEEA Springfield.

First... Where There’s Most!

WJDX NBC Affiliate

in Jackson, Mississippi

Recent Department of Com-
munications study shows MISSIS-
SIPPI’s retail sales store AM-
PAC’s growth from 1937 to 1947 may
be duplicated in the past decade of
Mississippi’s growth and ex-
pansion. When you buy 10 years
WJDX—WJDX years of success in
rural radio broadcasting from the
west coast to the east coast.

19 Years’ Leadership

Represented Nationally by the
George P. Hollingsby Co.

Page 64 • January 16, 1950
71%... OF ALL AM-FM-TV BROADCASTERS USE ANDREW TRANSMISSION LINES AND FITTINGS

The considered judgment of the entire industry is a safe guide. It will pay you, too, to specify Andrew Transmission Lines and Fittings for your station.

LEADERSHIP IN SERVICE TOO!

ONLY ANDREW OFFERS YOU COMPLETE INSTALLATION SERVICE INCLUDING ENGINEERING PROOF OF PERFORMANCE. Work is done by factory engineers, placing complete responsibility upon ANDREW.
January 6 Decisions... ACTION ON MOTIONS

By Commissioner Hyde

Zenith Radio Corp., Chicago—Commission continued indefinitely hearing scheduled on Jan. 16, re petition for authority to conduct "Phoneline" tests on limited commercial basis, pending action on petition for reconsideration and grant without hearing of WJKZ.

By Examiner Fanny N. Littwin

WCTT Corbin, Ky.—Denied leave to amend application so as to increase maximum expected operating values shown in engineering data attached to application toward CHLO St. Thomas, Ont., to 270 m watts average power, and to 256 m watts at peak of vertical angle, and toward stationary point in Tenn. to 70 m watts in the horizontal plane, and to 86 m watts at pertinent critical angle; and so as to show increased expenditures for studio equipment, installation of land costs of buildings, and total cost of installation.

January 6 Applications... ACCEPTED FOR FILING

KVOI Lafayette, La.—CP to change from 1340 kc to 1340 kc w to 1400 kc 5 kw-d 1 kw-w AM-1140 kc

January 6 Applications... ACCEPTED FOR FILING

KVTM Omaha, Neb.—CP to change frequency from 1370 kc to 1370 kc, 5 kw-d 2 kw-e AM-920 kc

January 9 Applications... ACCEPTED FOR FILING

WBNF-FM Youngstown, Ohio—CP to change station's 1410 kc 5 kw-w from 1360 kc to 1360 kc 1 kw-w, 1 kw-d AM-1420 kc

January 9 Applications... ACCEPTED FOR FILING

WWGD Grand Rapids, Mich.—CP to change from 1420 kc to 1420 kc 1 kw-d w 1 kw-u, DA-N AM-1330 kc

WJW Cleveland, Ohio—CP to change from 1050 kc to 1050 kc, 5 kw-d 5 kw-w WJKZ-1420 kc

January 9 Applications... ACCEPTED FOR FILING

KOB Albuquerque, N. M.—Request for extension of SSA to operate on 770 kc 5 kw-d 2 kw-w for period beginning March 16, 1950.

Modification of CP

CP New FM stations for extension of completion dates: WFOE-FM Hattiesburg, Miss. WFLC-AM Columbus, Ohio. WZKZ-FM Wayne County, Ind. License Renewal

WMBR Peoria, Ill.—Request for renewal of CP for new AM station.

Modification of CP

KMTV Omaha, Neb.—CP to replace CP for new FM station for extension of completion date.

TENDERED FOR FILING

AM-830 kc

WNYC New York—CP for extension of SSA to operate between hours of a.m. EST at New York and surround on day, and 10 P.M. EST during the BPT using DA designed therefor, for period of six months beginning March 2, 1950

January 9 Applications... ACCEPTED FOR FILING

WBCM Baltimore—CP for additional change frequency etc. for extension of completion date.

WHLO Niagara Falls, N. Y.—Same.

KATL Houston, Tex.—CP for increase power etc., for extension of completion date.

KOFL Tulsa, Okla.—CP for new FM station for extension of completion date.

KWSN-TV Nashville, Tenn.—CP for new CP specify existing trans. site and change ERP from 14.4 kw, aural, 7.2 kw to vis. 25.7 kw, aural, 11.85 kw License Renewal

WNHC New Haven, Conn.—License renewal AM station.

TENDERED FOR FILING

KWBR Cedar City, Utah—RETURNED Jan. 6, 1950.

The Kettle-Moraine Bestg. Co., Hartford, Wis.—RETURNED Jan. 4, 1950, for new CP for new AM station 1550 kc 5 kw-d.

APPLICATIONS RETURNED

KUSB Cedar City, Utah—RETURNED Jan. 6, 1950.

The Kettle-Moraine Bestg. Co., Hartford, Wis.—RETURNED Jan. 4, 1950, for new CP for new AM station 1550 kc 5 kw-d.

January 10 Decisions... BY THE SECRETARY

WWCA Gary, Ind.—Granted license for new station 1270 kc 1 kw-d AM-1490 kc WJKZ-1420 kc

WXON Glendale, Mont.—Granted license for new station of 1200 kc 1 kw-w AM-3170 kc

KAMQ Amarillo, Tex.—Granted license for new station 1290 kc 1 kw-d AM-1330 kc WJKZ-1420 kc

KTRA-AM San Antonio, Tex.—Granted license for new station 1280 kc 1 kw-d AM-1330 kc WJKZ-1420 kc

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CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
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1329 Wisconsin Ave., N. W.
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40 years of professional background
PAUL GODLEY CO.
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RAILWAY
PORTER
INTERNATIONAL
Washington, D. C.
1469 CHURCH 1422
1100 W. RUSSELL RC.
ARLINGTON, VA.

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
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There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
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Member AFCCE*

Commercial Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 9111
Washington 4, D. C.
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1469 CHURCH ST., N. W. DE. 1232
WASHINGTON 5, D. C.

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

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

GAUTNEY, RAY & PRICE
(successors to John Barron)
CONSULTING RADIO ENGINEERS
1032 Warner Bldg.
Washington 4, D. C.
National 7757

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C.
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CONSULTING RADIO ENGINEERS
363 E. 75th St. TRIangle 4-4400
CHICAGO 19, ILLINOIS

McIntosh & Inglis
710 14th St., N. W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE*

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CONSULTING RADIO ENGINEERS
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Dixie B. McKey & Assoc.
1829 Jefferson Place, N. W.
Washington 6, D. C.
Member AFCCE*

WELDON & CARR
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DALLAS, TEXAS
1728 Wood St. Riverside 3611
Member AFCCE*

CHAMBERS & GARRISON
CONSULTING RADIO ENGINEERS
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE*

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

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CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. Republic 3883
WASHINGTON, D. C.

WILLIAM E. BEnNs, jr.
& ASSOCIATES
3738 Kanawha St., N. W.
Oldway 8071
Washington, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE*

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& ASSOCIATES
3738 Kanawha St., N. W.
Oldway 8071
Washington, D. C.

Philip Merryman & Associates
Heatherdell Road
ARDsley, N. Y.
Dobbs Ferry 3-2793
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SPECIALIZING IN ANTENNA PROBLEMS
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Radio Engineering Consultant
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CONSULTING RADIO ENGINEERS
Executive offices: 48 East Ave.
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Riverside, Ill. — Riverside 6652
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ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
720 Milton Road, Rye, N. Y. RYE 7-1413

Member AFCCE*

CONSULTING RADIO ENGINEERS

BROADCASTING • Telecasting
January 16, 1950 • Page 67
Help Wanted

Manager

For 250 watts of successful small, northwestern station. Give complete personal and professional history. Box 2467, BROADCASTING.

New England independent station seeking qualified writer and producer. Must have record-proven results and excellent character. Replies confidential. Salary plus expenses. Box 797D, BROADCASTING.

Salesman

Must have wide experience in selling time. Must be able to close deals for high dollar amounts. Send full sales resume. Box 767D, BROADCASTING.

Wanted, experienced salesman for eastern station. Must be able to close deals for high dollar amounts. Send full sales resume. Box 787D, BROADCASTING.

Help Wanted (Cont'd)

Announcers

Wanted, experienced writer and producer to work on local and telephone shows. Must have some experience in television and radio. Box 829D, BROADCASTING.

Wanted, director to supervise commercial production. Experience in national advertising and network is essential. Box 802D, BROADCASTING.

Wanted, experienced sales manager for small station in Ohio. Must have at least one year experience in sales management. Box 778D, BROADCASTING.

Salesmen

Wanted, first class salesman. Must have at least one year experience in sales. Box 799D, BROADCASTING.

Wanted, experienced and aggressive time salesman. Must have at least one year experience in sales. Box 778D, BROADCASTING.

Wanted, experienced and aggressive salesman for station in New England. Must have at least one year experience in sales. Box 797D, BROADCASTING.

Wanted, experienced and aggressive salesman for station in the Midwest. Must have at least one year experience in sales. Box 797D, BROADCASTING.

Wanted, experienced and aggressive salesman for station in the southeast. Must have at least one year experience in sales. Box 797D, BROADCASTING.

Wanted, experienced and aggressive salesman for station in the southwest. Must have at least one year experience in sales. Box 797D, BROADCASTING.

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Wanted, experienced and aggressive salesman for station in the south. Must have at least one year experience in sales. Box 797D, BROADCASTING.
Announcer, 22, single, veteran, 2 years of college, graduate of radio and television. Some experience. Excellent sports background. Desires position to travel. Box 750D, BROADCASTING.

Announcer, veteran, graduate oldest broadcasting school, recent amateurateur shows in Chicago, Detroit, Cleveland, and Boston. Available all-round experience, especially morning. Box 730D, BROADCASTING.

Announcer, 25, single, veteran, 2 years of college, graduate of radio and television. Desires position to travel. Box 730D, BROADCASTING.

Announcer, graduate radio school. Will anywhere in east or Midwest. Part time, night work or full time. Salary any. Box 740D, BROADCASTING.

Announcer, good staff man, 2 years experience as New York announcer. Wishes to continue in same line as major. Speech and dramatics at Cooper Union. Desires position in major New York station which anticipates cutting staff. Disc jockey duties, responsible prompt on-air specialty, commercial announcements. Excellent references. Age 37. To reply: Box 756D, BROADCASTING.

Announcer, young man, trained announcer, former disc jockey, desires position in New York. Will travel. Box 770D, BROADCASTING.

Announcer-engineer-combines network caliber announcing with any large city's best. Football, baseball, basketball, play-by-play, last class ticket. Box 780D, BROADCASTING.

January journalism grad from Notre Dame on first job. Desires position to start. Married, will travel. Disc on request. Box 790D, BROADCASTING.

Morning man, 8 year success, Wisty, Friend, and Wist. Desires position. Married, employed. $600. Box 746D, BROADCASTING.

Announcer-engineer, 20 months experience. Has engineer and announcer. Dad immediately. Midwest and west only. Box 790D, BROADCASTING.

Announcer, 21, single, 4 year college, just completed, news, disc jockeying, console operating and advertising experience. Disc and photo available. Box 780D, BROADCASTING.

Announcers, 5, single, well experienced, in AM and FM including any direction that you may wish to give us. If and when. Experience since crystal set. Disc and picture. Box 66D, BROADCASTING.

First phone, experienced transmitter, console, remote, married. Will go anywhere. Box 760D, BROADCASTING.

Engineer, young, single, first phone, second telegraph, No broadcast experience. Box 580D, BROADCASTING.

Chief engineer seeking better boss. Abilities in AM and FM including any direction that you may give us. If and when. Experience since crystal set. Box 560D, BROADCASTING.

Engineer, first phone,Married, living single, feeds himself. Must have $600. Box 680D, BROADCASTING.

Control operator, 3 young clear channel stations. E. E. Degree, married. Prefer midwest area. Box 630D, BROADCASTING.

Engineer, first phone, inexperienced but with experience. Loves radio. Box 722D, BROADCASTING.

Engineer, 1st phone, inexperienced but does have taking a chance. Box 722D, BROADCASTING.

Engineer, cost of ticket, experience available immediately. Will travel references. Box 103D, BROADCASTING.

Able, conscientious, experienced chief -engineer now employed that capacity. Willing engineer, proficient, with experience of small station and excellent results. Box 760D, BROADCASTING.

Engineer, 21, single, married, 5 years FM experience. Wishes position permanent in Kansas City. Wishes position permanent. Box 840D, BROADCASTING.

Engineer, very married, experienced 5 years. Desires position midwest or west. Box 700D, BROADCASTING.

Engineer, first phone, married, willing to travel, inexperienced but willing to learn. Box 740D, BROADCASTING.

Engineer, first phone, married, 150 mile, N. Y. No experience, hard working. Box 700D, BROADCASTING.

Engineer, RCA Institutes grad with first phone and control room experience. Desires position in A or B Bon, PO Box 1905, Williamson, W. Va.

Single man with first phone desires position in A or B class. Box 700D, BROADCASTING.

Engineer, 15 years experience transmitter and control room, combination system. Has construction chief AM and FM, low frequency and high frequency. Box 190D, BROADCASTING.

Engineer, first class telephone telegraph. Has traveling experience, goes anywhere. Box 760D, BROADCASTING.


Engineer, 30, single, desires position immediately. Any offer considered. Box 550D, BROADCASTING.

Announcer, 38, single, smart, energetic, consistent. Desires position immediately. Any offer considered. Box 550D, BROADCASTING.

Combination engineer-anouncer, 11 months experience in all phases of small station. Experienced in newscasting, color on football and baseball. Desires position in any part of country. Box 732D, BROADCASTING.

Engineer, single, desires position in any part of country. Will, car, free to travel. Graduate of radio. Box 722D, BROADCASTING.

Available immediately, Engineer 1st phone, inexpensive but with experience. Box 722D, BROADCASTING.

Equipment and operating engineer. Design, install, operate all but most complex. Desires to get in on broadcasting engineer position, 1st class license, excellent references. Family man, single, age 35. Desires position in reliable, good health. Contacts with companies. Box 740D, BROADCASTING.

Write, your application in Washington. Available immediately. Box 71D, BROADCASTING.

Production-Programming, others

Radio news pays off—NARD Report. News editor can build new programs or perk up lagging department. 10 years radio, newspapers, public relations. Heavy on sports. References background, disc furnished. Box 730D, BROADCASTING.

Engineer, experienced producer, organized, Merchantile phone 1 BOX 101, BROADCASTING.

Wanted. Program director of small eastern station. 7 years experience, all types of operation. Box 780D, BROADCASTING.

I am extremely interested in direction and production. Six months experience as announcer, continuity, 4 years as 2 years professional training in production and directing. Willing to put in 20 hours. Desires position anywhere. Write, your application in Washington. Available immediately anywhere. Box 71D, BROADCASTING.

Write-producer, grad. col., grad. 3 years experience, desires position in any part of country. Box 722D, BROADCASTING.

Woman's program director, excellent voice, know continuity, traffic. College graduate, references bottle. Single, free to travel, disc available. Box 722D, BROADCASTING.

Newman, experienced collecting writing, broadcasting news. Capable agent. Busy up and running news dept. College graduate. Has Kappa Box 105, BROADCASTING.

Woman copywriter, announces NY World Journal. Desires position in any part of country. Has newspaper and station experience, initiative. Westeriner wants job in California. Box 730D, BROADCASTING.
Situations Wanted (Cont’d)

Cont. director, wide experience all fields of radio and TV, know design, writing, programming, etc. For major market station, but interested in only permanent location. Woman’s program director, 4½ years experience in educational, commercial radio, desires permanent, Prefer east or southeast. Box 743D, BROADCASTING.

Program director and continuity dir. presently employed, looking for station with ideas and knows radio, 6 years experience, desires really new station, but interested only in permanent location. For全额 4½ years experience with any agency. We can make your department pay for themselves but not married, non-drinkers, ready to settle. Let someone who has experienced do you entertainment worry for you. We’re able, ready, willing. Write 767D, BROADCASTING.

He’s unlovely! He’s single! He’s not our style or willing and able to spend time and energy on your agency. Direction and production knowhow, promotion, publicity, sales, script, copy, programming. Dictation, rapid typer. Here is your man Friday—who doesn’t care about the day or the pay, but only what you have to say! Box 791D, BROADCASTING.

Young lady, fully experienced in continuity, traffic and program department, in responsible position. Box 787D, BROADCASTING.

Available at once, experienced copywriter, woman, commercial college graduate, single, 24, excellent references, expects employer. Box 786D, BROADCASTING.

Wanted—Station seeking new township manager, expects experience of radio-newspaper background. Age 26, single, well educated. Good references. Box 800D, BROADCASTING.

Program director, proven record. Hyco 1000 kw, Chicago, 5 years. Sports 450, College grad. Box 802D, BROADCASTING.


For Sale

Stations

1600 watt full time successful independent station, Y. Good mechanical, $156,000. Principals only. Box 782D, BROADCASTING.

Equipment, etc.

For sale. Two RCA 70-C2 turntables complete with BASIC prizewinner. $390. One RCA (GR) distortion and noise meter, 1671-A which now $475. Box 786D, BROADCASTING.

WE 106B transmitter, 1 kw, 3 sets tubes. Complete operating system, 10 kw motor, 1 706 C oscillator HP 350 500 V. Controls complete. Two 2000 V generators, also high voltage rectifiers. Best offer, buys all or part. Box 792D, BROADCASTING.

One practically new Presto recording and amplifier model “P.” complete; used very little. Cost $850. I offer for sale as fitted with wanted new condition; cut less than box or dealer prices. Presto, BROADCASTING.

For sale. Raytheon RF1000 1 kw FM transmitter. Used 2½ years at 109.9 kw. Excellent condition. Best offer. Box 793D, BROADCASTING.

For sale. Complete Presto lateral disc recording set including 39-A channel master, 25-A channel, 1 kjc, 465 recorder, recording amplifier and 6-55 recording head with 1-c cutting head. Good condition with reasonable price. Write Box 614, Nacogdoches, Texas.

RCA 1050 Add. Transmitter, Ideas 490-R guyed tower complete with lighting equipment and Western Electric 34A filter amplifier. 6 KW stabilized. Equipment and amplifier, in excellent condition, reasonable offer. WABD, Mobile 5, Alabama.

Attention West Coast Station Managers

Hard hitting aggressive sales manager available. Outstanding record in national and local AM and TV sales.

Good administrator, but no rock-

chair executive.

Best references from leading time buyers.

BOX 803D, BROADCASTING.

Situations Wanted

Managerial


Write W. A. Jackson, Box 15, Bakersfield, Cal. 10 kw W5B805F-2 transmitter. New, never operated. Edward Johnson, WILM, Wilmington, Delaware.

For self-supporting TV-FM Lehigh tower; 250 v RCA transmitter. 2RE1, frequency-modulation equipment. All or part, make offer. G. J. Morey, WNL, New London, Conn.

Wanted to Buy

Stations

Interested buying local or regional if priced right. Reply in confidence to experienced broadcaster. Box 789D, BROADCASTING.

Experienced broadcaster will pay cash for outlet in small single-market station. Prefer full-time network or adjoining states. Confidential. Box 790D, BROADCASTING.


Equipment, etc.

Wanted—Post war 250 watt AM transmitter, State price and condition, complete. Box 792D, BROADCASTING.

Wanted to buy—3 kw, FM transmitter preferably RCA, Collins or GE. Can use frequency-modulation equipment at about 400 feet of 1½" transmission line. Box 793D, BROADCASTING.

Wanted—RCA MI-6407 recording head. Advise condition and price. WCO, Columbus, S. C.

Help Wanted

Salesmen

SALES MANAGER

Independent 1 kw station in inland middle-Atlantic state is looking for a sales manager with the courage and ability to tackle a tough problem with a healthy reward. Mor-

tality, not age, important. Experi-

ence essential. Write, giving back-

ground, education, age, family data, etc. Enclose photograph if available. State salary requirement. Box 795D, BROADCASTING.

Announcers

Help Wanted—Announcers

New England station has opening for a "top" morning man. Excellent sal-

ary to deserving announcer. Must have experience, know-how and sense. Send experience data. Box 800D, BROADCASTING.

School

Are you looking for WELLDREN TRAINED men? To operate and maintain TV, FM or AM station equipment?

Tell us your needs! Our graduates have been employed by all of the nation’s largest Television and Radio broadcasting stations.

Three men are high grade with F.C.C. Licenses and are well quali-

fied to operate and maintain Tele-

vision and Radio Broadcast equip-

iment. Our graduates are employed by the Nation’s largest Television and Radio-Electronic concerns.

Do you want to be a Mr. Television? Write for free information to

DEFOREST’S TRAINING, INC.

2253 N. Ashland Ave., Chicago 14, I11.

Employment Service

OPENINGS AT ONCE

5 announcers-despatchers (women and female) (typing & announcing)
(1st class radiotelephone operator)
2 radio editors (same production)
1 radio receptionist
1 traffic man
1 mor-er (close contact, excellent, sells)
1 marketing manager (construction & maintenance sales)
2 technical salesmen (all round man)
5 radio TV employment agencies
5 radio TV employment offices
5 radio TV employment service.

Available Now

MANAGER-TRAINING INST.

FINANCIAL TRAININ.

DEFOREST’S TRAINING, INC.

2253 N. Ashland Ave., Chicago 14, III.

Case and Slips

5 radio TV employment BUREAUS.

For Sale

Stations

FOR SALE

Radio Station and equipment WMMI—Peoria, Illinois—

1960 KC—1000 Watts

Gate equipment, excellent coverage, rich industrial and farm market subject to Court and FCC approval. Write, wire or phone 4-1416 Julius B. Venesky, Re-

ceiver in Bankruptcy, Mid-State Broad-

casting Co., First National Bank Building,

Peoria, Illinois.

Equipment, etc.

What do you offer for?

Brand new Truscon R-30 280 foot self-

standing tower. Will last out and bolt with A-3 lighting, anchor bolts and base re-inforcement steel. Ideal for TV-FM. Cost well in excess of $10,000.

Branding GE B-9B 4 bay FM a-

tenna. Cost $1,000.

To be sold FOB, Warren.

WHHH, 2nd Nat’l Bank, Warren, Ohio

ALLIED ARTS

NEAL L. MOYLAN, production manager of New York State Ra-

dio Bureau, Dept. of Commerce, for two years, transfers to New York State Dept. of Health as director of production in Office of Public Health Education. He will supervise produc-

tion of educational radio and television programs, educational radio and television programs and exhibits. He is former staff member of WPBL Syracuse, N. Y.

TOM GREEN resigns as vice president and general manager of National Retail Radio Spots Inc., Hollywood transcription firm, having sold his interests to JACK BOSS and PHIL SINGER. Mr. Green will organize new firm with offices at 6263 Hollywood Blvd.

CHIFA Edmonton, and CKVM Ville Marie, Que., receiving Press News service for the benefit of Canadian stations receiving this service of the radio subsidiary of Cana-

lian Press.

CARDINAL Co., Hollywood television-radio station producing firm, has started cutting new five-week, quarter-

hour transcribed philosophical-

remaines sequence titled Jack Hall Show.

KSD-TV St. Louis and WNAC-TV Boston sign for TeleneWS-IN5 This Week In Sports review.

ROBERT KENNETH JAMES Inc., Los Angeles, packaging quarter-hour show Kids News View featuring Jimmy Filder. Firm recently signed DEE ENDE WILBACH, producer-director, to produce its forthcoming half-hour radio dramatic series featuring Joan Crawford.

WORLD BROADCASTING SYSTEM announces contract renewals and ex-

tensions for its transcribed service by WCKY Cincinnati; WHLS Fort Huron, Mich; KID Idaho Falls; KFV1 Geneva, N. Y.; KGY Olympia, Wash.; KFJJ Klamath Falls, Ore., and KIYI Shelby, Mont.

ELLIS F. REHM, account executive with Lockwood-Shackelford Advertising, San Francisco resigns to join western sales division of Philco Corp., with offices in San Francisco.

Equipment

Dr. DAVYD ULRK, chief engineer of Lancaster, Pa., plant of RCA Tube Dept., resigns. He will be retained by RCA as a company consultant.

APPARATUS AGENCY Div. of Gen-

eral Sales & Service Co., announces effective Jan. 1, recently organized and Distributor Div. GEORGE L. IRVINE, manager of Appa-

ratus Agency Div., appointed man-

ager of new section, and R. D. MOORE, manager of trade relations and spe-

cial contracts of Apparatus Agency Div., named assistant manager.

NORMAN L. HARVEY, formerly head of applied research branch of physics laboratory of Sylvania Electric Product Co., appointed president of the engineering of Colonial Radio Corp., wholly owned subsidiary of Sylvania Electric.

LOURENCO Marques Radio, Johannesburg, S. Africa, begins all day program-

ming, with stations broadcasting 16 hours on weekdays and 14 on Sun-

day.
BROADCASTING

Central Contact Urged

JUGESTION that Protestant church representatives in local community unite in groups to act as a body of central contact with
al stations was made last week by the Rev. Everett C. Parker, oted Radio Commission di-
tor.

Dr. Parker spoke last Thursday a luncheon at New York's Na-
al Arts Club, held in connection
with a week-long religious radio workshop at which ministers and liguators met for study broadcast techniques.

Dr. Parker pointed out that such internal action removes from stations the responsibility for fair location of time to various Pro-
testant causes.

At a panel on discussion pro-
grams, held Wednesday at the bical Theological Seminary, oductors of religious programs are urged to present fairly stes of controversial issues. Par-
pating in the panel were Doris S. with NBC director of talks of religious broadcasts; George oth, CBS director of religious casts, and Dorothy Kembel, BS director of religious and educational programs.

EN. WILLIAMS

To Commerce Committee

EN. JOHN J. WILLIAMS (R-
el) will replace the late Sen.
yde Reed (R-Kan.) on the Senate Interstate & Foreign Commerce committee, the Republican Policy comittee announced last week.

Sen. Williams, who has been a member of the Senate Finance committee, is serving his first term, which expires Jan. 3, 1953. He was born in Sussex County, N.J., Mar. 17, 1904, and for-
erably was associated with the radio business. Sen. Reed died at age 80, is home in Parsons, Kan., last Oct. 8.

Charles G. Roberts Jr.

HARLES GREENWOOD RO-

BERTS Jr., product manager for adio and television broadcast equipment in General Electric's radio communications division in Schenec-
ty, N. Y., died on Jan. 7 t Syracuse Memorial Hospital after brief illness. A native of Oil City, Pa., he was bom in 1892, served with RCA Internation-
al Div. from 1930 until rejoin-


FCC Actions

(Continued from page 68)

Decisions Contd.:

WFIL-FM Philadelphia—Granted ic-

terference complaints and requires station
102.1 mc 15 kw, 650 ft.

WALLA Walla, Wash.—Granted li-

cense for new noncommercial educa-
tional station WYCI 103.1 mc 5 kw ub.

WOMN Ann Arbor, Mich.—Granted li-

cense to extend height of antenna of com-

mercial educational station to show

ACTION ON MOTIONS

(By Commissioner Hyde)

FCC General Counsel—Granted peti-
tion to extend time for applications on Feb. 6 to file exceptions to initial decision on noncommercial educational stations.

KENNAMETAL, Inc., Grants petition requesting denial without pre-
judice of application.

Capital Bstg. Corp., Harrisburg, Pa.—Granted petition requesting dismount without prejudice of application.

WKNX Fowey, Wis.—Granted petition to extend time for application.

Booth Radio Stations Inc., Flint, Mich.—Granted petition to extend time for application.

WHCM Cambridge, Md.—Granted peti-
tion for extension of time.

Westinghouse Radio Stations Inc., Portland Ore.—Granted petition to extend time for application.

WLOM Sussex, W. Va.—Granted peti-
tion for leave to amend application to file for license to cover.

WCUM Cumberland, Md.—Granted peti-
tion for extension of time.

Chesapeake & Ohio, Virginia—Granted permis-
tion to amend application to file for license to cover.


New Bedford Bstg. Corp., New Bed-
ford Mass.—Denied petition for extension of time.

BY (By Examiner Jack P. Blume)

Radio Reading, Reading, Pa.—Granted petition for extension of time for filing of hearing from Jan. 9 to March 9.

KALB Swatara, Pa.—Granted petition to extend time for filing of hearing from Feb. 3 to March 3.

WUSP Bellingham, Wash.—Granted permis-
tion for leave to file for license to cover.

By (Examiner Elizabeth C. Smith)

Tufo Bstg. Co., Tula, Tex.—Granted peti-
tion for extension of time for filing of application.

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(Continued from page 68)

January 10 Applications . . . . . .

APPROVED FOR FILING

AM—1260 kc

WEIM Fitchburg, Mass.—CP change from 1340 kc 5 kw ub to 1260 kc 1 kw to SA 1 kw un D-A MDAMENED to request 1 kw un and make changes in D-A.

CP to Reinstated

WHNC-FM Henderson, N.C.—CP to reinstate in lieu of CP.

License for CP

KTED Laguna Beach, Calif.—License to cover CP granted to A.A. Communications Inc.

Modification of License

WLBJ Detroit—Modified license change name of station KXANFM to Booth Radio and Television Stations Inc.

WFBF Milan, Mich.—Same, KLAS Las Vegas, Nev.—Modification of change in studio location.

January 10 Applications . . . . . .

APPROVED FOR FILING

AM—780 kc

The Southeastern Bstg. System, Waycross, Ga.—New AM station AM-1260 kc is AMENDED to request 780 kc.

Major Market

Independent

Excellent facility located in one of the midwest's important markets.

$125,000,000

Midwest Network Station

Well established property in a very desirable market. Impressive profits.

$100,000,000

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES.

BLACKHURST-BLACKHURST COMPANY, INC.

MEDIA BROKERS

125,000.00

WASHINGTON, D. C.

100,000,000

CHICAGO

S. A. BARTON, INC.

Harold E. Murphy

430 Prairie

SAN FRANCISCO

Sterling 4341-2

Ray V. Hamilton

Eskridge 3-5672

Blackburn-Hiram Inc.

Randolph 4-4550

(Broadcasting • Telecasting)

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FCC Actions (Continued from page 71)

January 12 Applications...

ACCEPTED FOR FILING

License for CP

KWDL Waterloo, la.--License for CP new AM station on 650 kc, to transmit 1,500 watts day; operated by WDC Alline, Tex. party to proceeding.

WATP Patterson, N. C. --License for CP new AM station on 1540 kc, to transmit 200 watts day, 100 watts night, operated by WATP under license for period beginning March 2, 1950.

AM—1150 kc
Jack Ceci, Midland, Tex.--CP new AM station on 520 kc, to transmit 250 watts day W/D AMEND-K to request 1150 kc 1 kw D.

License Renewal

WHED Washington, N. C. --Request for license renewal of station WRED, on 1430 kc.

Request for license renewal of FM station WZNY, on 100.1 mc.

Request for renewal of license for station KPSD-FM San Diego; KJDS-FM San Antonio.

KXPF-FM, Rapid City, S. D. --Request for license renewal.

KFWC-FM Cedarburg, Wis. --Request for license renewal.

WGA-TF Cedarburg, Wis.; WQZ-FM Fall River, Mass.; WPIC-FM Phoenix, Ariz.; WJDL-FM Johnstown, Pa.; WVLX-FM Reading, Pa.; WCNS-FM Columbus, Ohio; WCCO-FM Minneapolis, Minn. --Request for license renewal.

Request for license renewal of station WFNK, on 1370 kc.

Request for license renewal of station WWG, on 1260 kc.

NOP On This Issue...

WQIC-Detroit.

FM stations.


FM stations.


Want market facts and figures?

All the basic information and media men use regularly in selecting the markets for any consumer product is wrapped up in CONSUMER MARKETS.

Here you find clearly detailed the market characteristics, conditions, and trends in every state, county, and city of the country. More in the U. S., U. S. Territories and Possessions, Canada, and the Philippines.

In addition, you'll find much useful qualitative information in media Service-Ads, like the Portland, Oregon Journal's reproduced here, which supplement and expand on the CM market facts that only individual media can offer.

All SRDS subscribers have CONSUMER MARKETS and hundreds of others have purchased at $5.00 each.

FCC ROUNDOUP

New Grants, Transfer, Changes, Applications

Summary to January

Summary of Authorizations, Stations On the Air, the Applications

January 12

Class...CPS...AM...FM...TV

Total

On Air Licensed

2,088

2,954

184

326

264

FM Stations

733

487

202

46

22

TV Stations

98

98

31

35

32

* Four on the air.

Docket Actions...

Initial Decisions

WEPC Miami, Fla.—Initial decision issued by Hearing Examiner J. Fred Johnson Jr. to deny application for license for new AM station.

WNCM-Springfield, III.—Adopted order making final proposed moves on 930 kc in Springfield, Ill. Licenses for new directional station to Lincoln Best, at Springfield on 970 kc, and for new directional station to NEPMR, Springfield, to Lincoln Best.

OPINIONS and ORDERS

WIMA Lima, Ohio, and Sky Way Broadcasting, Inc. —Adopted order designating for hearing at Lima Feb. 19 application of WIMA, for license to cover permit for new station to get attached to present grant.

KMPC Los Angeles, WJR Detroit, WGFV Cleveland, Ohio, and KDFW Dallas, Texas —Granted, on request of WGFV, for permission to make modifications and changes, including extending directional night, operating on 970 kc with 1 kw night, 5 kw day.

WFWX Chester, Pa. —Granted change in time of operation on 970 kc, from 1200 to 2200, with direction, and to install FM antenna on southeast tower. Granted.

KNEW Spokane, Wash. —Granted change in time of operation on 1200 kc, 900 to 1000, with direction, to install new fulltime directional antenna with double pattern, using 5 kw fulltime.

Grant Transfer

WHCC Waynesville, N. C. —Granted assignment of license from Smoky Mountain Beasts, Inc. to WHCC Inc.

Because we sell...We're 65% Sold!

WGRD

GRAND RAPIDS, MICH.

New Applications...

AM Applications

Butler, Ala.—J. G. Stutzenower Jr., 740 kc, in low power, estimated cost $7,000.

Packard, N. Y.—Oper.

Columbus, Ohio, 1050 kc, in low power, estimated cost $7,000.

Fite, insurance and bond business: Fite, 1570 kc...

Grants Pending

KVMK Los Angeles, WJR Detroit, WGFV Cleveland, Ohio, and KDFW Dallas, Texas —Granted, on request of WGFV, for permission to make modifications and changes, including extending directional night, operating on 970 kc with 1 kw night, 5 kw day.

WFWX Chester, Pa. —Granted change in time of operation on 970 kc, from 1200 to 2200, with direction, and to install FM antenna on southeast tower. Granted.

KNEW Spokane, Wash. —Granted change in time of operation on 1200 kc, 900 to 1000, with direction, to install new fulltime directional antenna with double pattern, using 5 kw fulltime.

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BROADCASTING • Telecasting

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Mr. MILLER Sen. JOHNSON
board. clearances might be duplicated with no harm to them. He said such agencies as FCC and others "have not only come hopefully to regard themselves as arms of the Executive, but as having no lower functions as if they were part and parcel of the Executive." He maintained this to be a "dangerous" trend with "totalitarian aspects.

Joe Johnson suggested that the power of appointing members of commissions should be withdrawn from the President and given to Congress—the Speaker of the House, for example.

With respect to the possibility of substituting FM for AM in Cuba and other Caribbean countries, the Coloradan said: "FM renders better service than AM in areas where static interference is serious and where the area to be covered is non-circular. Moreover, its use would eliminate pressing frequency problems and AM interference for us since there are already ample FM frequencies. . . . It might pay us to make a loan or grant for the installation of FM receivers at the rate of replacement of all existing AM receivers with FM sets. . . ."

On Color TV

"Since it is generally agreed that color is essential, most importantly the public interest would not be served by waiting until 30 million families have invested upward of $7 billion dollars in black-and-white sets before switching to color." He said he was "sorry there has been unavoidable delay in reaching something on color but that thought FCC's "present hearing has been justified by the new interest it has aroused in this area."

The entertainment program for the dinner included Eddie Gallaher of WTOP-CBS Washington as m.c., and radio and television singers Jody Miller, Jeanne Warner, Steve Oids and Gene Archer.

Guests aside from FCC members and staff executives included Navy Sec. Francis P. Matthews, who is part owner of WOW Omaha, Sen. E. W. McFarland (D-Ariz.), whose bill to reorganize FCC procedures has passed the Senate and was promised further assistance by Sen. Johnson; Sens. Brien Mcahoon (D-Conn.), Charles W. Tobey (R-N. H.), Owen Brewster (R-Me.), Homer Capehart (R-Ind.), and W. M. Bricker (R-Ohio), as members of the Senate commerce committee; former Sen. Burton K. Wheeler of Montana, now practicing law in Washington, D.C.; chairman of the House Interstate and Foreign Commerce Committee, and a number of other congressmen and government officials.

TRAFFICKING

(Continued from page 29)

Citizen actually intended to construct the station for purposes of sale rather than operation. In cases where, in addition to the business of license, there is also involved a transfer of a construction permit for modification of facilities, under which construction permit the applicants have not commenced, the Commission will authorize the transfer of such construction permit, subject to certain relatively minor modifications of existing facilities but not when it involves a total modification. Such a transfer is major or minor will depend upon the facts of every case. Illustrative of the former is a construction permit to change transmitter site. Illustrative of the latter is a construction permit to change facilities from a local station on daytime only to a full time regional station.

[Editor's Note: FM illustration of former general manager, was re-elected Class A to Class B; in television, to change from community to metropolitan station.]

WBG elects Price is Board Chairman

Election of Ralph C. Price, president of Jefferson Standard Life & Fire Co., as chairman of the board of WBG Greensboro, CBS-affiliated, regional, was announced last Wednesday following the annual meeting of the North Carolina Broadcasting Co., WBG licensee. Mr. Price formerly had been chairman and president.

Gilbert M. Hutchinson, general manager of the company, and a director of North Carolina Broadcasting, and Mrs. Lorraine P. Ridge, widow of Edney Ridge, former chairman of the board, was re-elected to the board. Jefferson Standard owns two-thirds of the corporation and Mrs. Ridge one-third. Aileen Gilmore was re-elected to the board. Joseph M. Bryan, executive vice president of Jefferson Standard, formerly a director, resigned.

HELP WANTED

A good Philadelphia station is looking for a good AM time sales manager, who wants to work and wants to make money doing it.

BOX 810D, BROADCASTING
NARBA CONFERENCE SCHEDULED TUESDAY

GOVERNMENT-industry conference called for Tuesday to discuss NARBA and forthcoming (Feb. 1) U. S.-Cuban sessions on respective national and frequency assignments. Plans announced by FCC and State Dept., which said "any licensee or other person associated with or interested in standard broadcasting and its international regulation is invited to attend and participate in the Tuesday morning meeting."

FCC Comr. Rosel H. Hyde, who headed U. S. delegation to Montreal NARBA conference last fall and is slated to go to U. S.-Cuban session in Havana in same capacity, will be in charge of Tuesday session. It will start at 10 a.m. at State Dept., 1778 Pennsylvania Ave., NW, Washington. NARBA conference, currently in recess after U. S. refusal to accept Cuba's channel demands, slated to resume in U. S. about April 1, following completion of U. S.-Cuban negotiations. Meanwhile, it was considered almost certain that industry would be invited to send delegates to Cuban sessions along with official government delegates.

AID OFFERED FOR STUDY OF TV IMPACT ON 'GATE' JOSEPH H. McCONNELL, NBC president, Friday afternoon offered National Collegiate Athletic Assn., on behalf of all network broadcasters and network affiliates, to study the problem of TV's impact on sports gate.

Meeting, on motion of Ralph Furey, Columbia U., recommended that NCAA members in convention in New York that until facts of TV impact on sports gate are in "don't blame everything on television." Accorded.

Meeting, on motion of Ralph Furey, Columbia U., recommended that NCAA business meeting held Saturday appoint television committee to confer with sports administrative officials and to study and report at June meeting of NCAA's executive committee. Resolution also recommended that NCAA members make no television commitments before 1950-1951 college year.

DELAY GRANTED IN SUIT SECOND extension on suit brought by Salt River Valley Broadcasting Co., for KXO Phoenix and KTUC Tucson against CBS has been granted until Feb. 6 by Chicago Federal District Court Judge James P. Campbell.

CAYTON NAMES BLACK ALLAN BLACK, director of television for Cayton Inc., New York, since 1947, has been named director of television and radio for agency, replacing late Earl McGill.

MOVES TO HEADLEY-REED FRANK BRESLIN, recently with John E. Pearson Co. as radio salesman, has joined Headley-Reed Co. Mr. Breslin also has served with Young & Rubicam as timebuyer and wabc, with NBC 12 years.


IRE TO MAKE AWARDS AT MARCH MEETING INSTITUTE OF Radio Engineers' 1950 Morris Liebmann Memorial Prize to be awarded Otto H. Schade, research engineer, RCA-Victor Div., Harrison, N. J., at IRE annual convention March 12-15 at Commodore and Grand Central Palace, New York. Award is for his contributions to analysis measurement technique and system development in TV and related communications.

Among those to be named Fellows—highest membership progression in IRE—are:

Jack R. Poppele, vice president of Bamberger Broadcasting Service, New York (now General Tele-radio Inc.) and president of Television Broadcasters Assn., "for his long and continued leadership in the broadcasting field and in particular for his recent contributions to television broadcasting.

Stanley B. Bingley, Bamberger chief transmission engineer formerly of Philco Corp., for contributions in television engineering.

Alva V. Bedford, research engineer, RCA Labs Div., Princeton, for contributions to sound recording and development of TV circuits.


Roy H. Marvin, project engineer, General Electric Co., Schenectady, for contributions to measurement and development in tube and vacuum tube allied fields.

Garland Mountjoy, chief radio engineer, Stromberg-Carlson Co., Rochester, for work in design of radio circuitry and receiver design.

Daniel C. Urey, manager, Lancaster (Pa.) Engineering Section, RCA Labs Div., for work on special purpose and power tubes.

AMERICAN STORES BACK AMERICAN STORES Co. for reported first time in 10 years to use radio to boost its Acme Super Markets in Baltimore area with signing for Lautr Alyn Show, weekdays, 12 noon-12:30 p.m. on WCBM for the next 18 months, for WINS prospective purchase.

Food Fair Stores begins 10th WCBM year with renewal of weekday Dialing for Dollars, through Theodore Newhoff Agency, Baltimore.

Albert M. Cooke Inc., meat packer, for seventh year renews WCBM weekday Lucky Basket, grocery giveaway, through Harry J. Patz Agency, Baltimore.

KTHT PLAZA DEDICATED KTHT HOUSTON's new studio facilities, termed "Radio Plaza" and described as most luxurious complex in South, dedicated Saturday with Frank White, MBS president, scheduled to participate. Ultra-modern design to accommodate TV with only slight modifications; 200-seat auditorium included. Executive office of President Roy Hofheinz has private dining room and kitchen.

WMEX CASE ARGUED COMPLEX WMEX Boston license renewal and transfer case went before full FCC Friday in oral argument on examiner's recommended report which failed to find sufficient evidence for conclusion that ownership data had been willfully withheld [Broadcasting, Sept. 12, 1949]. Commission Counsel Walter Emery in effect told examiner, to wit: WMEX, S. Pote, who with his sister, Antoinette Iovanna, would gain majority interest under proposed transfer, had assumed "real" or practical control of WMEX since inception along with other owners and technicals. WMEX counsel, Arthur W. Scharfeld, contended Potes had not concealed their identity and had reported stock interests when required. He urged renewal and transfer grant as recommended by examiner.

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Closed Circuit
(Continued from page 4)

Speidel Corp. All four networks submittin shows.

ESSO STANDARD OIL Co., through i agency, Marshall & Pratt, New York, reportedly looking for television show.

IL PROGRESSO ITALIANO-AMERICAN owner of WHOM Jersey City, which last week was granted application to change call letters to WINS New York (story page 41) because of inability to sell WHOM, reportedly intending to reapply to FCC for permission to move WHOM to New York. Such petition was withdrawn by Il Pr gresso when Whom-when purchase agreement fell through.

FIRST RETURNS from Electric Institute telephone survey of Washington area TV dealers and service companies on effects CBS public demonstrations of color last week reportedly show black-and-white set sales "way down," service calls (from people who tried to adjust monochrome sets to get color) "way up." Final results due this week.

EYES will pop and tongues wag in at least one district when list of nominees for NA board elections is sent to member stations early next month.

WITH ACQUISITION of facilities of WWD Washington (presumably to become WOOL Peoples Broadcasting Co., licensee also WRFD Worthington, Ohio, Fred Palme broadcast consultant and station executive, who joined NBC-T network as executive producer. Show start Jan. 20 on NBC-TV, every Monday 9:30-10:30 p.m. BBDO, New York, is agency.

WHITEMAN BECOMES V. P. ALBERT R. WHITMAN, vice president of Bentley & Bowles, New York, since 1942 and also charge of merchandising on all products since 1948, has been named vice president of Campbell-Mithun Inc., Minneapolis, effective Feb. 1. Mr. Whitman during war was on leave to OWI as deputy director in charge of food and gasoline information program and later was national director of fuel and stove rationing. He has been with B&B in various capacities since 1933.

CONGRESS TO SEE COLOR CBS will show its color TV system to members of Congress this month, officials said Friday. Senators invited Jan. 23, House members, Jan. 25-26. All shows will be later afternoon and held at Walker Bldg. in Washington with demonstrations now being held. Government officials will be invited for late showings.

PROSPECTS FOR SET SALES PURCHASE RATES for radios, television and players, 1950 estimate, issued Friday by U. S. Chamber of Commerce Domestic Distribution Dept. Frequency of purchase and size of trant entertainment market follows as follows: Average income of families, two years, $26; above average income, two years, $64; below average income, six years, $45. Total purchases for 1950 estimated at $740,000,000, $17.60 per family, or 7.5% of total to be spent for all product groups.

BROADCASTING • Televsion
The number of radio stations competing for listening within the WLW Merchandise-Able Area has increased from 153 in 1946 to 258 in 1949 . . . an increase of 69 percent.*

Nevertheless, during February-March, 1949, WLW received 20,046,400 Home Hours of Listening per week—compared to 20,315,137 during the same period in 1946 . . . a decrease of only 1.3 percent.*

Further, on a cost-per-thousand basis, WLW delivers advertising impressions at slightly more than half the cost of using a combination of the best local stations in each of the 27 major markets of WLW-Land.

And that’s why we repeat . . . it’s still Bargain Day at The Nation’s Station!

*Nielsen Radio Index

It’s still **bargain day** at WLW
DETROITERS have the money now.

WWJ-TV has the audience now.

ADVERTISERS are doing the business now.

TEN CONTINUOUS YEARS of full employment for over a million workers have made Detroit America's most prosperous major market. With auto manufacturers planning to EXCEED last year's record production of 6,240,400 cars, the 1950 outlook is exceedingly bright. Looks like another three-billion-dollar year for Detroit's retailers!

THE 150,000 TV sets now in the Detroit market are concentrated within easy range of WWJ-TV's strong, clear signal. Lion's share of this audience belongs to WWJ-TV, first television station in Michigan . . . two years ahead of Detroit's other two, in TV know-how and programming.

1949 WAS A GOOD YEAR for WWJ-TV advertisers. Naturally, 1950 is proving even bigger. Aggressive advertisers seeking increased sales in this fabulously wealthy market can achieve them through WWJ-TV.