Service IS A LOT OF LITTLE THINGS:

Farm families of the huge Midwest Corn Belt have come to expect a friend, a neighbor, one of the family—someone to lose or mangle a hand in every corn-picking season. The National Safety Council reports injuries occur on U.S. farms at the rate of five a minute and the cornpicker they say is one of the major causes. Trouble comes from clearing stalks and ears that lodge themselves in dragon-like teeth, deep within the machine.

An Illinois farmer recently developed a simple tool for safely clearing his own machine. In friendly Midwest fashion, he wanted to share his idea, so he wrote WLS describing the tool above. Within four days after he sat down to write us, WLS "Dinner Bell Time," America’s oldest farm service program, was telling listeners all over Illinois, Indiana, Michigan and Wisconsin how to make the tool for themselves. A little thing—yes, but then

SERVICE IS A LOT OF LITTLE THINGS

CLEAR CHANNEL
Home of the NATIONAL Barn Dance

890 Kilocycles, 50,000 Watts, American Affiliate. Represented by John Blair and Company.
Always a believer in the best possible radio signal to the most people, WHAS adds TV to its call letters resolved to deliver the best possible picture signal as well. The 12 bay high gain antenna now rising toward a 600 foot peak in the heart of Louisville will be the first such antenna in the United States. It heralds a new era of picture quality . . . a WHAS promise of better television service to more Kentuckiana viewers.
FLYING SAUCERS? MAYBE.
WSPD & WSPD-TV
DEFINITELY YES!

There’s been a lot of doubt about Flying Saucers, but There Is No Doubt About The

COMPLETE COVERAGE
of the Northwestern Ohio and Southern Michigan Market when you use Toledo’s Most Powerful AM Station, or Toledo’s ONLY TV Station.

WSPD
Hooper for Nov. & Dec.
Share of Audience
8 to Noon—Mon. thru Fri. 35.1
12 to 6 P.M.—Mon. thru Fri. 33.9
Evenings
Sunday thru Sat. 24.3

WSPD-TV
Hooper for Oct. & Nov.
Share of Audience
Evenings 6 to 10 P.M.
Sunday—91.6
Mon.—83.9  Thurs.—73.5
Tues.—88.9  Fri.—89.0
Wed.—83.9  Sat.—72.4

Represented Nationally by KATZ
NEGOTIATIONS completed last week whereby KBTB (TV), Dallas operation licensed to Potter Television Corp., will be transferred to Dallas News, operator of 50 kw WFAA. Purchase price understood to be in neighborhood of $500,000. KBTB took air Sept. 17, 1948.

IN FINAL stages last week was sale of KYA San Francisco by Mrs. Dorothy Schiff, New York Post publisher, to J. Elroy McCaw, owner of KELA Centralia and share-holder in KLZ Denver and KPOA Honolulu, for $155,000 plus net quick assets, bringing overall price to about $200,000. Associated with Mr. McCaw is Jack Keating, West Coast station representative. Transaction being handled by Howard Stark of Smith Davis.

CHICAGO is about to drive hard in effort to break FCC's TV freeze. City Council has pending strong resolution petitioning FCC to reopen licensing in Chicago lest it suffer irreparably as program-originating center. Chicago has four TV stations, as against seven in New York-Newark and equal number in Los Angeles.

THAT FCC staff study of transit radio may be nearing climax. Hilda D. Shea, chief of FM law, who's been on it practically fulltime for several months, has made five drafts of report, and is expected to come up with final one shortly. Question is whether transit radio is "broadcasting" in strictest sense of word. Whole subject still at staff level, but Musak petition (story page 23) may provide vehicle for public hearing.

ANOTHER COWLES station—WCPG Boston—may be sold in near future. Negotiations were reportedly under way last week to sell station to Boston College, Catholic institution.

EXPLOSIVE plan whereby Drew Pearson, provocative ABC commentator, would repeat his Sunday broadcast on WTOP, Washington Post-owned CBS-affiliated outlet, is still in suspended animation. Mr. Pearson, now on Coast, was interviewed by Washington Star-owned WMAL (ABC) but has said that project isn't dead. Adam Hat, Wm. H. Weintraub Agency and ABC understood to have previously agreed to repeat.

FOUR-FLY convention plan to come before NAB board subcommittee Wednesday. Mid-April proceedings would be bracketed into three-day engineering session followed by Saturday FM and Sunday independent meetings and closing with management conference.

GRiffin SHOE LOTION through Bervington, Castlemaine & Pierce, New York, preparing to add stations to its spot announcement campaign. Starting date Jan. 30, with contract to run through Nov. 11.

FORMER Judge Roy Hofheinz, president of KHHT Houston and licensee of other stations, (Continued on page 86)
delivers a buying audience

WGAL-TV is the consistent choice of all viewers in prosperous Lancaster and its adjoining area. It is the only television station located in this large and thriving market. WGAL-TV presents your sales message with eye and ear appeal to an audience that's growing by leaps and bounds because of interesting, skillful local programming, and the top shows of all four television networks—NBC, CBS, ABC and DuMont. WGAL-TV is doing a good job for many advertisers. Remember, too, it is the only station that delivers you this consistent, buying audience.

Cost?—surprisingly low! Write for information.

Represented by Robert Meeker Associates

CHICAGO  SAN FRANCISCO  NEW YORK  LOS ANGELES

STEINMAN STATIONS
Clair R. McCaffrey
General Manager

WGAL
WGAL-TV
Lancaster, Pa.

WKBO
Harrisburg, Pa.

WORK
York, Pa.

WRAW
Reading, Pa.

WEST
Easton, Pa.

WDEL
WDEL-TV
Wilmington, Del.
BECAUSE IT'S "Better Radio"

32% MORE INDIANAPOLIS LISTENERS TUNE TO WFBM!

- The October-November Hooper Station Audience Index proves WFBM's BETTER RADIO PROGRAMS pay off! It shows this favorite station of radio listeners in Indianapolis and the rich central Indiana area has 32% more listeners, in the total rated time periods, than any other Indianapolis station.

WFBM's "better radio" formula isn't magic... it's the potent combination of top network shows (WFBM is the only basic CBS affiliate in the State) plus outstanding, locally produced news, sports and musical shows and tie-ins with activities of top local interest.

What's more, WFBM's fine programming is supported by consistent promotion and aggressive merchandising activities... two more good reasons why your first radio effort in Indiana belongs on the Hoosier State's first station—WFBM!

First IN INDIANA ANY WAY YOU JUDGE!

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

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

January 23, 1950
Advertisers and listeners alike are flowing to KFH and KFH-FM. This is not accidental. It has been planned that way. Professional programming know-how combined with a generous budget for smart local shows, with top-notch talent and all the best on CBS have attracted most of the listeners. Little wonder that advertisers are flocking to KFH and KFH-FM. Study the gains in the Hooper Index. If you’re not on KFH, call your nearby Petry man for availabilities.

**KFH IS TOPS in Kansas and Northern Oklahoma**

**HOOPER STATION AUDIENCE INDEX**

CITY: WICHITA, KANS.  

City Zone  

MONTHS: OCTOBER-NOVEMBER, 1949

Total Coincidental Calls—This Period: 16,073

**SHARE OF BROADCAST AUDIENCE**

<table>
<thead>
<tr>
<th>TIME</th>
<th>HOMES USING SETS</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>KFH/KFH-FM (CBS)</th>
<th>FM, TV &amp; OTHERS</th>
<th>HOMES CALLED</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.-12:00 NOON</td>
<td>17.7</td>
<td>18.9</td>
<td>21.0</td>
<td>15.7</td>
<td>35.2</td>
<td>25.1</td>
<td>27.2</td>
</tr>
<tr>
<td>WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON-6:00 P.M.</td>
<td>19.2</td>
<td>23.2</td>
<td>24.5</td>
<td>22.2</td>
<td>22.5</td>
<td>25.2</td>
<td>28.1</td>
</tr>
<tr>
<td>EVENING SUN. THRU SAT. 6:00 P.M.-10:30 P.M.</td>
<td>31.3</td>
<td>13.2</td>
<td>16.9</td>
<td>31.7</td>
<td>18.7</td>
<td>33.9</td>
<td>14.0</td>
</tr>
<tr>
<td>SUNDAY AFTERNOON 12:00 NOON-6:00 P.M.</td>
<td>18.8</td>
<td>30.6</td>
<td>33.2</td>
<td>24.3</td>
<td>15.3</td>
<td>25.5</td>
<td>18.6</td>
</tr>
<tr>
<td>SATURDAY DAYTIME 8:00 A.M.-6:00 P.M.</td>
<td>NOT RATED IN WICHITA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL* RATED TIME PERIODS</td>
<td>23.2</td>
<td>17.8</td>
<td>20.7</td>
<td>27.0</td>
<td>22.2</td>
<td>22.2</td>
<td>30.1</td>
</tr>
</tbody>
</table>

**NOTE:** No interviewing was conducted during the World Series broadcasts.

"SHARE OF BROADCAST AUDIENCE" represents the proportion of the total broadcast audience (AM plus television) looking at or listening to a particular station. Base

for "HOMES USING SETS" computation is "Total Homes Called."

Where an FM station duplicates its corresponding AM station’s program schedule in its entirety, the FM station mentions are combined with the AM station’s mentions.

*Every rated hour given equal weight. For this reason this Total Index is not an

arithmetic average of the Day-Part Indices.

The Code of Practice governing the use of "CITY HOOPER RATINGS" applies to this

"STATION AUDIENCE INDEX."

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**EXPLANATION**

The above is reproduced directly from the Hooper Station Audience Index. The top row of figures give the exact figures appearing on the report made by Hooper covering the same period, one year ago. The middle figure is the current October-November, 1949 index while the bottom row in each tier of figures indicates the percent of gain or loss for 1949 over 1948.
FRANCIS X. BRADY appointed director of new combined media and research department at McCann-Erickson, Chicago, where consolidation of the divisions took place Jan. 1. He assumes all management responsibilities, personnel direction and coordination of activities.

ROBERT F. KEENE joins staff of Kal, Ehrlch & Merrick Inc., Washington. He also will handle some promotion for firm.

M. L. MCERROY, currently with Cluett, Peabody & Co., New York, specializing in market research, will join the firm as vice president of Assn. of National Advertisers. In new post, effective Feb. 1, Mr. McElroy will head ANA's media and research department.

BLAYNE BUTCHER resigns as radio director of former Newell-Emmett Co. (now Cunningham & Walsh), Hollywood, following transfer of Auto-Lite account to Cecil & Presbrey. He has announced no future plans.

EDWARD E. SCOVILL, formerly with CBS, joins Kenyon & Eckhardt, New York, as business manager of radio-television department. He had been with CBS since 1938 and prior to that was with J. Sterling Getchell Adv. and R. H. Macy.

HUNTER SCOTT ADV., Fresno, Calif., opens San Francisco branch office at 300 Montgomery St.

HARRY R. PEEBLES elected president of Albert P. Hill Co., Pittsburgh, succeeding ALBERT P. HILL, deceased.

IRA ALAN GOFF, formerly sales promotion director of WAMS Wilmington, Del., and Sunday Star, that city, joins Kates-Haas Advertising, also Wilmington, as account executive and director of radio and television.

MERVIN D. FIELD, formerly with Field & Peacock Advertising, San Francisco, establishes advertising agency under his name at 400 Montgomery St., same city.

C. GILBERT NORTON, account manager at O. S. Tyson & Co., New York, named agency's media director, succeeding LEIGH DOORLY, who has become account manager for different group of accounts.

WELDON HANBURY and ALAN AINSWORTH, latter formerly announcer at CBR Vancouver, join radio department of O'Brien Adv. Ltd., Vancouver, B. C.

CONNER, JACKSON, WALKER, MCCLURE ADV., San Francisco, moves to new and larger quarters in Sheldon Bldg., 461 Market St.

NORMAN GLADNEY joins Scheck Advertising Agency Inc., Newark, N. J., as vice president in charge of television and radio.

EDWARD R. McNEILLY, radio writer and formerly KFI-TV Los Angeles director, joins Roellet-Lauritsen, Los Angeles, as radio and television director. Other new additions to agency include JOHN SHERMAN, formerly of Art Services, as account executive; WARREN PRATT, formerly associated with Edgar Bergen, as account executive.

NORMAN P. TATE, formerly with Newell-Emmett (now Cunningham & Walsh), New York, joins New York office of N. W. Ayer & Son Inc., to handle art duties in the radio-television department.

PAUL WINANS, for 20 years head of his own Los Angeles agency, joins Hal Stephens Inc., that city, as vice president. He will head media relations department as well as service his own accounts.


MILDRED FLUENT, account executive of Abbott Kimball Co. of Calif., Los Angeles, for past five years, named a vice president.


HERBERT GRUBER, timebuyer with Biow Co., New York, for past six years, resigns to join Cecil & Presbrey, New York, in similar capacity.

BOONE, SUGG, TEVIS & WALDEN, San Francisco, will close its offices at end of this month. WILLIAM SUGG will leave agency field for sales work. PHIL BOONE, RICHARD TEVIS and CHARLES WALDEN will affiliate with other agencies, dividing BS&W accounts among them. Their future affiliations have not been announced yet.
Business is always better in Washington, D.C.

Washington's mid-winter telephone book for this always-richer market bulges with 44 more pages than ever before . . . and in this all-ways richer market, Pulse shows that WTOP's always-bigger share of audience is now 36% larger than any other station.
INDIANAPOLIS' DYNAMIC NEW NEWS ANALYST...

Bill Folger

He joins the increasing list of WISH "personalities" featured in an impressive list of BIG shows programmed locally.

Fresh from several major news "scoops" in Washington, D. C., and the East. Bill is a reporter and analyst of national stature. His long background in reporting, his keen knowledge of people, his ability to snoop out the REAL news, plus his easy-to-listen-to manner are already keeping a majority of Hoosier ears glued like magic to his every broadcast.

WISH
Personality Station

1310 kc INDIANAPOLIS • A-B-C NETWORK
FREE & PETERS, National Representatives
George J. Higgins, General Manager

New Business

FALSTAFF BREWING Corp., St. Louis (beer), April 3 starts three-week, 15-minute transcribed Meredith Willson Show on stations in more than two markets. Packaged by William Morris Agency, format is comedy-mus. similar to previous Willson shows. Agency: Dancer-Fitzgerald-Sample Inc Chicago.

TRANS-WORLD AIRLINES, New York, through BBDO, also New York, currently using spot campaigns on four New York and three Chicago television stations. Twenty-second and one-minute announcements being used to promote TWA's "quickie vacations" to Arizona and Southern California.

FRENCH SARDINE Co., Terminal Island, Calif., places Cey Watson-Ersk! Johnson production, Hollywood Reel, for 13 weeks in 14 national markets: Los Angeles, Chicago, San Francisco, Cleveland, Washington, St. Louis, Milwaukee, Omaha, Buffalo, Pittsburgh, Columbus, Syracuse, Seattle and Rochester. Account was placed by Rhodes & Davis, San Francisco.

WEATHER SEAL, Atlantic City, N. J., signs with WMID same city for 15 minute across-the-board program, "Watcha' Deaf", Mon.-Sat., 8:30-8:45 a.m. Show also will be carried by WEDN Camden. Plans call for addition of six more stations on intra-state network basis for complete New Jersey stat. coverage.

REDDI- Whip, Los Angeles, appoints William Kester & Co., that city, effective Feb. 1, to handle advertising. Plans include use of radio for first time with 1 week participations on stations in Southern California and Phoenix. KRISP! KAKE HOME CO., Los Angeles (bulk and packaged ice cream cake cones), appoints same agency to handle advertising. Television participations ans spots are planned in Los Angeles area starting in February with later expansion to six Western states.

COLGATE-PALMOLIVE-PEET Co., Toronto (soap products), buying local programs on stations in various parts of Canada, and expanding regions programs. WBS Am Ontario (Superclub, Osho) expanded to six radio stations, five times weekly, 10 minutes, through L. H. Hengerty Ltd., Toronto; Barry & Beeti (Vel) expanding to five times weekly throughout Canada, through Harry E Foster Adv. Ltd., Toronto, and half-hour Mailbag (Vel, Palmolive) being used six times weekly on CHAB Moose Jaw, through Harry E. Foster Adv. Ltd., and Grant Adv. of Canada, Toronto.

Network Accounts • • •


FORD DEALERS OF AMERICA, Detroit, will sponsor Kulke, Fran & Ollie on 56 NBC-TV stations, 7 p.m., starting Feb. 1, one night a week, Wednesday, for 13 weeks. Agency: J. Walter Thompson Co., New York. Program is sponsored by RCA Records and Sealtest Inc. on other four evenings.

Adpeople • • •

SAMUEL HENRY Jr., in charge of Trans World Airline, New York, domestic advertising, and H. G. RIEGNER, head of advertising on TWA's overseas routes, given new titles of assistant advertising directors. Mr. Henry will be responsible for all media advertising, including radio and television, while Mr. Riegner will head production and distribution of promotional literature.

"Oregon's population has increased by 59.3 per cent in the last nine years — the largest growth of any of the 48 states."—(News Release, Nov. 4, 1949). The rich, fertile counties of southwestern Washington, lying within KGW's north-south broadcasting beam, have enjoyed a similar rapid population rise.

These new residents, already familiar with the high quality of NBC programs, have naturally turned to KGW to continue their established listening pattern.

This increasing population creates expanding markets for goods, greater demands for services and facilities of all kinds. Oregon's enlarged population offers an ever-growing advertising opportunity, bringing with it a more urgent need to concentrate effective selling on KGW, the ONLY Portland station that delivers Comprehensive Coverage in the fastest-growing market in the nation.
W B I G

"The Prestige Station of the Carolinas"

W B I G dominates "The Magic Circle"* having more of the 15 evening top Hooper-rated programs than all other stations combined within a 50 mile radius of Greensboro.

5,000 watts unlimited CBS affiliate
gilbert m. hutchison general manager

Represented by Hollingbery

* the richest and most populous area of North Carolina, the South's wealthiest and most progressive state.

Feature of the Week

PUBLIC exhibition recently of the "Twinspiration" homes in Wichita, Kan., was the climax to a public service inspiration by KFH in that city.

The station kicked off a non-stop promotion for the enterprises following the first turning of the earth in their construction. The homes are identical and of the modern ranch type. The project was sponsored to demonstrate the effective use of new building materials and the advantage of careful planning.

KFH's morning program, E. J. Notebook, that features Ethel Jan King and her announcer-partner Dave Wilson, kept listeners up-to-date with daily progress reports both Miss King and Mr. Wilson extended invitations over the air for the public to inspect the sit while construction was underway. They also supplemented radio programming with written invitation and newspaper publicity in the local newspaper for an "open house," which during Dec. 14-2 drew an estimated 18,000 persons.

On All Accounts

H E GOT the notion during World War II while serving as a public relations officer with the Army Air Forces: Why shouldn't a man experienced in radio teaching, announcing, continuity writing, program direction and station administration make a good radio salesman—especially since he really believed he could sell?

George Richard Guyan tackled his first sales assignment less than three years ago. Today, he is western sales manager of WGN, the Chicago Tribune's 50 kw operation—proof of his earlier conviction.

"There are so many ramifications to radio sales that come to you sooner or later if you know broadcasting from the inside," he believes.

George got his know-how the hard way. Fired from his first announcing job at WTMV East St. Louis after six weeks of being told repeatedly he "didn't know from nothing," he moved west to KFRU Columbia, Mo. At this seat of Missouri U., he found a sympathetic soul in one Mr. Chet Thomas, then general manager of KFRU and now head man at KKOK St. Louis.

Mr. Thomas not only restored the Guyan self-confidence by making George program director, but sensing a pedantic air about the man wangled him a couple of teaching jobs. One was at Missouri's famous journalism school, where George taught radio news-writing and the other was at Stephens College one of the midwest's top-rate women's schools, where he dispensed a practical course in broadcasting. He used KFRU's studio as a laboratory. Mr. Guyan's handbook for radio news-writers prepared while he was at M. U. was standard equipment in United Press radio bureau for several years.

About half-way through his three-year tenure at KFRU, two big things happened to George: He was named assistant manager of the station and he coped one of Stephens' "Ideal Girls" as his bride. (Each year the college selects ten seniors as "Ideal Girl" graduates.)

In 1939, he joined WBBM Chicago's announcing staff. He worked General Mills' Betty Crocker Show, handled narration work and commercial announcing on Procter & Gamble's Road of Life, and served as announcer on Glenn Miller's CBS Chesterfield show when they came to town. He also handled WBBM's well-known Gold (Continued on page 47)
WHEN WDAY takes its Talent Parade "on the road," farmers and their wives for miles around turn out in a gay party mood. To quote a recent radio magazine article:

"WDAY has promoted its weekly 30-minute Talent Parade until it is a regional phenomenon. . . . For many (people) it is the first live entertainment they have ever seen. . . . For others, it is the big social event of the season."

WDAY's amazing popularity among the Red River Valley's "landed gentry" is one of the wonders of radio. But there's a lot more to the story: WDAY also gets the highest city Hoopers in the nation! What's more, both "audiences" have average Effective Buying Incomes 'way above the national average!

Write to us or ask Free & Peters for all the facts about this fabulous station!
We could paint a very fancy picture of all the things that make KWKH a truly outstanding station—but it would boil down to this: a "native-southern flair for Southern programming, together with 24 years of solid radio experience in this market. Know-How, we call it. . . .

Latest Shreveport Hoopers (Nov.-Dec. '49) prove that KWKH's formula and methods really pay off:

For Total Rated Periods, KWKH gets a 52.0% greater Share of Audience than the next station.

These figures are for Shreveport only, of course. But better yet, KWKH delivers an equally loyal rural audience throughout our prosperous oil, timber, and agricultural area.

Let us send you all the facts, today!
TIME SALES

RADIO TIME SALES reached an estimated $429 million in 1949, maintaining their consistent upward trend to reach a new record 3% above the preceding year's totals, according to the 1950 BROADCASTING - TELECASTING YEARBOOK, which will be mailed to subscribers this week.

The YEARBOOK estimates television time sales at $24,750,000 and FM's at $6 to $7.5 million, for overall AM-TV-FM time sales approximating $460 million. These figures are before deductions of agency commissions, etc., which broadcasters count as an expense of sale. AM time sales were divided as follows, according to the YEARBOOK's 16th Annual Business Index, which is based upon extensive sampling of all types of broadcasting stations throughout the U.S.:
- 42.2% local time sales
- 29.8% national network time sales
- 26.2% spot sales
- 1.8% regional network time sales

Local advertising remained the foundation of radio revenues but spot sales showed the largest gain—7% as against a 6.4% increase in local time sales. Network advertising showed its first decline: A loss of 4.6% resulting from a bad summer despite fall and winter rallies. Regional network revenues gained about 2.3%.

Radio Receipts Up

In terms of dollar volume, AM radio's 1949 time sales receipts ran some $12,570,000 ahead of 1949's. Local advertising was up $11 million; spot sales up $7.2 million; national network down $6.1 million, and regional network up $170,700. (See Table I.)

On the basis of past years' experience, the YEARBOOK estimates that radio's income from the sale of talent and from other sources totaled about $22 million in 1949, bringing gross revenues up to $451 million aside from TV and FM time sales and without counting an estimated $77 million spent by advertisers for talent and programs on their own account.

In television, network time sales were placed at $9.9 million; spot sales, $8.6 million, and local time sales, $8.28 million. There seemed little doubt that a substantial portion of this sum was new money to broadcasting, surveys having shown that TV budgets for the most part are an additional appropriation rather than a deduction from AM budgets.

Radio's 3% gain in net revenues, which should be compared to 1949's 11.4% increase, was the smallest gain percentage-wise since the end of the war.

But it should be remembered that 1949 was a year of business jitters. Other indices of prosperity dropped off sharply, especially during the summer and early fall. There was a general feeling of insecurity among the nation's businessmen. Thus radio's revenue picture at the end of 1949—$12 million ahead of 1948—was considered excellent.

Radio's net time sales since 1940 have almost tripled. With the growth of television, they seem destined to reach the $500 million mark early in this new half of the century.

TV Sales Triple

The estimated $24,750,000 in television time sales in 1949 should be compared with $8.7 million in aggregate revenues for the visual medium in 1948, which means that TV's time sales revenues almost tripled in 12 months. Authorities thought it reasonable that this total could be nearly doubled if TV's problems with the FCC were removed quickly. Accurate FM revenue estimates are difficult to make in the absence of a complete division of revenues where AM and FM stations are operated jointly. In many such cases, of course, FM is sold as a bonus to AM. In these circumstances, any time sales figure is a rough estimate. Most experts, however, felt

(Continued on page 57)

HOOPER SALE? Has Had Talks With Nielsen

RESURGENT REPORTS that C. E. Hooper is about to sell his radio research organization to A. C. Nielsen were again denied last week by Mr. Hooper, who admitted, however, that he and Mr. Nielsen have discussed the sale of "certain portions" of the Hooper Network Program Rating Service.

Mr. Hooper insisted that any proposals which have been made by Mr. Nielsen "do not involve his reported absorption of our business or organization." He did not define the "certain portions" of his service which are under discussion, but it was believed that they are confined to the National Network Program Ratings commonly known as "Hoopers." The Hooper City Ratings Service, which measures the division of audience at various hours of the day and evening among the stations serving each city in a list of more than 100 U.S. markets, would presumably be retained by Hooper and continued by his organization.

Mr. Hooper's statement said:

"It is true that there have been discussions between A. C. Nielsen and me regarding his purchase of certain portions of our network audience rating services. Most emphatically the proposals do not involve his reported absorption of our business or organization. Such proposals are not firm or final and are contingent upon approval by Nielsen stockholders and directors. If and when I have received a firm proposal, the trade will learn of our reaction to it without delay."

Despite Mr. Hooper's emphasis in denying that his conversations with Mr. Nielsen involve more than "certain portions of our network audience rating services," some observers believe that a deal for the sale of C. E. Hooper Inc. can and probably will be made in the months ahead.

They recall that in June 1947, Mr. Hooper offered to sell his complete service to BMI for $1 million and believe that the offer would stand today if the industry were inclined to reconsider it. They argue that Mr. Hooper would prefer to sell to an industry group such as BMI, which presumably would conduct the audience research as a nonprofit industry service, rather than to another individual business concern.

(Continued on page 56)
**NEW AGENCY**

A NEW national advertising agency to be known as Carlock, McClintock & Smith Inc., will be established on May 1, it was announced jointly by H. L. McClintock, who has resigned as vice president and director of N. W. Ayer & Son, and Paul Smith, president of Paul Smith Advertising Inc. The firm is expected to have the account of Prudential Life Insurance Co., which sponsors Family of Stars on CBS and the Jack B. Berg Show on NBC. As one of its clients, Broadcasting learned.

The agency will have its headquarters in New York. Officers of the new organization are Mr. McClintock, president; Mr. Smith, vice president and chairman of the plans board, and M. E. (Mike) Carlock, who has resigned as vice president of Benton & Bowles, vice president and secretary. Mr. Smith's present agency will be merged with the new firm.

Mr. McClintock has been with N. W. Ayer since December 1929, in the Philadelphia, Detroit, Chicago and New York offices. He was first with the public relations department; for 12 years was vice president in charge of radio, television and motion pictures, and for five years had been a member of the board of directors and of the creative production board.

**Carlock's Background**

Mr. Carlock had been with Benton & Bowles for seven years. He formerly was with the Metropolitan Life Insurance Co. and had been promotion manager of the Encyclopaedia Britannica and prior to that with the Hutchinson Agency, Minneapolis.

Mr. Smith, before organizing the agency bearing his name, was with D'Arcy Adv. Co. on the Coca-Cola account for 5 1/2 years. Between 1932 and 1942 he was art director for Kenyon & Eckhardt.

James E. Hanna, vice president and manager of the radio department of N. W. Ayer & Son, will succeed Mr. McClintock at N. W. Ayer as vice president in charge of radio and television.

Mr. Hanna has been with N. W. Ayer for the past 22 years. At one time he was in the Detroit office as copy chief and in 1940 moved to the New York office as copy chief of radio. In 1944 he was named vice president and manager of the radio department.

Other accounts for CM&S are expected to be announced soon. Prudential Insurance is currently handled by Benton & Bowles, New York.

**SET PRODUCTION**

Production of radio and television sets totaled 9,680,773 units in 1949 of which 6,391,371 were AM only, 875,505 AM-FM and FM only, and 2,413,897 television, according to annual figures of Radio Mfrs. Ass'n.

RMA members are estimated to turn out about 80% of TV sets and a somewhat higher proportion of AM and FM models.

While the numerical production compared to 14,132,623 sets in 1948, the average dollar value increased as TV output comprised a larger share of the total.

Production Gains

Early in 1949 the AM-only volume was at a low ebb but it picked up swiftly last August and the production rate in latter months almost equaled that in 1948. Peak 1949 month for AM-only was November, with 787,833 units.

FM-AM and FM-only sets went through a mid-year slack period but also spurted in the later months. Added to the 875,505 FM-AM and FM-only sets produced by RMA members are approximately 400,000 television sets with circuits tuning the FM band. Allowing for a heavy share of FM circuits in non-member company TV sets, the total increase in FM circulation last year is estimated at about 1,500,000 sets.

Peak month in television production last year was November, with five work weeks. That month the RMA companies turned out 414,523 TV sets. In December (four weeks) the TV total was 229,961 sets. As usual, the year-end holidays cut down the December output. Post-war output of TV sets by RMA companies has passed the 3,600,000 mark and the all-industry total is in the neighborhood of 4,000,000 sets. The 1946 TV output totaled 866,832 sets.

Auto and portable sets continued in high production last year. In the case of auto sets, production totaled 2,291,884 compared to 4,808,013 in 1945. Output of portables totaled 1,175,056, compared to 2,114,133 in 1948.

Following is a month-by-month table of RMA television and radio set production in 1948:

<table>
<thead>
<tr>
<th>Month</th>
<th>AM Only</th>
<th>AM and FM</th>
<th>FM-AM and FM-only</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>91,330</td>
<td>192,341</td>
<td>51,181</td>
</tr>
<tr>
<td>February</td>
<td>98,969</td>
<td>192,341</td>
<td>51,181</td>
</tr>
<tr>
<td>March (five weeks)</td>
<td>166,534</td>
<td>192,341</td>
<td>51,181</td>
</tr>
<tr>
<td>April</td>
<td>166,534</td>
<td>166,534</td>
<td>51,181</td>
</tr>
<tr>
<td>May</td>
<td>160,756</td>
<td>166,534</td>
<td>51,181</td>
</tr>
<tr>
<td>June (five weeks)</td>
<td>79,512</td>
<td>166,534</td>
<td>51,181</td>
</tr>
<tr>
<td>July</td>
<td>195,706</td>
<td>166,534</td>
<td>51,181</td>
</tr>
<tr>
<td>August (five weeks)</td>
<td>135,453</td>
<td>166,534</td>
<td>51,181</td>
</tr>
<tr>
<td>September</td>
<td>204,326</td>
<td>166,534</td>
<td>51,181</td>
</tr>
<tr>
<td>October</td>
<td>204,326</td>
<td>166,534</td>
<td>51,181</td>
</tr>
<tr>
<td>November (five weeks)</td>
<td>232,773</td>
<td>166,534</td>
<td>51,181</td>
</tr>
<tr>
<td>December</td>
<td>292,061</td>
<td>166,534</td>
<td>51,181</td>
</tr>
</tbody>
</table>

**HILL APPOINTED**

LUTHER L. HILL, formerly general manager of the Cowles Broadcasting Co., which includes KRNT Des Moines, WNAX Yankton-SiouxF City, WCO Bostom and WOL Washington, was named publisher of the Cowles-owned Des Moines Register and Tribune at the annual meeting of the company's stockholders Jan. 11.

Mr. Hill joined the Register and Tribune organization in 1935 and in 1936 was named general manager of the firm's radio stations. After serving as a brigadier general in the Air Corps, Mr. Hill was named advertising director of the newspapers in addition to his duties with the broadcasting company. He served in these capacities until September 1946, when he was made vice president and general manager of the newspapers.

Also at the meeting, Carl T. Koester, formerly controller and assistant treasurer of the newspapers, was named treasurer, and the following officers were re-elected: Gardner Cowles, president; John Cowles, chairman of the board; Cowles, vice president and executive editor; Arthur T. Gormley, vice president and business manager; Vincent Starzinger, secretary and general counsel.
Six to Eight Week Hearings Predicted

By: JOHN OSBORNE

EXTENSIVE enhancement of the McFarland FCC bill and far-reaching hearings on many controversial radio-television issues — lasting from six to eight weeks and slated to begin next month — were prescribed last week by House Interstate & Foreign Commerce Committee leadership.

After consultation with Rep. Robert Borchardt (R-Ohio), committee chairman, Rep. George Sadowski (D-Mich.), head of the radio subcommittee, told BROADCASTING he plans to introduce his own bill, now being prepared, which would incorporate certain features of the McFarland measure (S 1975) and a host of "more substantive" matters.

The Sadowski version will be ready in "about two or three weeks," and will serve as the basis for legislation dealing with communications problems besetting not only FCC but other government branches. Rep. Sadowski wants to elicit views of broadcasters, Justice Dept. and others branched in addition to those of the Commission.

Rep. Sadowski said "we may not press for legislation but we do want to get all the information we can," during the proposed hearings, on these subjects:

- Allocation and assignment of frequencies as between those allocated for private users, and those through the President for government utilization.

- Cancellation of licenses by FCC—this under present regulations.

- Immunity of licensees from slander voiced by political candidates—this of FCC regulations which conflict with state laws.

- Radio fraud provisions, currently embodied in the McFarland bill.

- FCC's network regulations.

- Television and particularly color TV with respect to present allocation of channels in some areas and lack of provision for others.

- Monopoly and "interwoven ownerships" involving investigations by the Justice Dept.

'Broad' Hearings Wanted

In disclosing his plans for new legislation and hearings, Rep. Sadowski emphasized his subcommittee's "stripping away" the non-policy measure introduced and guided through the Senate by Sen. Ernest W. McFarland (D-Ariz.). But he also stressed that his group wants to hold "broader" hearings than those conducted by the Senate Interstate Commerce Committee last summer [BROADCASTING, June 18, 1949].

The McFarland bill passed the Senate last August after the Commerce Committee reported it out with certain amendments to the original measure, including a "deadline" on FCC's action on applications [BROADCASTING, July 25, 1949], and dropping certain other features.

During the hearings, which drew broad approval of the bill, the Commission called for revision or deletion of a number of basic provisions. Sen. McFarland reportedly had the tacit approval of the Commission, save Comr. Frieda Hennock, before steering his measure unanimously through the Senate. The McFarland subcommittee, however, when the legislation came before the House Commerce committee, which deferred consideration in the last session.

Full Exploration

Elaborating on his outline for the hearing, Rep. Sadowski said he thought communications should be explored from "top to bottom," starting at the government level with use of frequency space by various agencies and departments, including the Interstate Commerce Dept., General Services Administration, and Defense Dept. (Army-Navy-Air Force), and involving the Interdepartmental Radio Advisory Committee which metes out spectrum space for government use.

This phase of the House plan is apparently furnished by the Senate FCC subcommittee, which is investigating the allocation of frequencies between government and private users, as well as to a proposed "highly system of domestic and international radio communications [BROADCASTING, Oct. 24, Nov. 28]."

Network Question

With respect to the Commission's new regulations, Rep. Sadowski said he looks into the "lobbying" question: "Shall networks be subject to direct FCC regulation?" He said he has received, from time to time, from the networks' affiliates dissatisfaction with the present network-affiliate structure.

In addition, he wants to get the Justice Dept.'s official word on what it has been doing with respect to "charges that networks are "monopolistic" and violate the anti-trust laws," as charged by Gordon Brown, WSAF Rochester, who has suits pending.

Mr. Brown paid Rep. Sadowski a visit last week, apprising him of (Continued on page 50)

UNbeknownst even to several members of the FCC, there is about to be perpetrated one of the most artful acts of legislative sabotage ever foisted upon an unsuspecting 'Congress, Commission, art and public.

The act is the introduction in the House a bill a bearing the name of Rep. Sadowski (D-Mich.) to amend the Communications Act of 1934. But we doubt whether it is Mr. Sadowski's handiwork. It was drafted in rough by the Law Bureau of the FCC in collaboration with Kurt Borchardt, communications specialist of the House Interstate & Foreign Commerce Committee.

We suggest that this bill is designed to block House approval of the McFarland Bill (S 1973), which unanimously passed the Senate last August and which had the support of the FCC. The McFarland Bill would reorganize the FCC and strip the lawyers of the power they have accumulated over the years—power that has permitted them to run the Commission.

The lawyers do not want the Commission reorganized, yet they do not want to meet deadlines. They do not want the appellate provisions of the archaic Communications Act changed.

So, after the last session adjourned, the lawyers set out quietly to change things. Richard A. Solomon, chief of the Litigation and Legislation Branch, maintained the liaison with Mr. Borchardt. The draft that was become the Sadowski Bill was cleared through Gen. Counsel Benedict F. Cottle. The masterminding, we believe, was done, as always, by Assistant General Counsel Harry Plotkin, brilliant lawyer, whose credo is that those acquaintances he hasn't won just aren't finished.

The McFarland Bill could have passed the House last session, since there had been exhauster Senate hearings. It was a stripped-down reorganization bill in which virtually all differences had been resolved. It would eliminate dilatory tactics by the FCC staff and place policy responsibility where it belongs—with the Commission, not with its own brain-truster legal lights.

But the FCC lawyers got on the licks.

If our grapevine is correct, the Sadowski bill would (1) impose penalties short of revocation of licenses through suspensions and fines, and imbue the FCC with power to play fast and loose with licenses, in a manner far more drastic than the "cease and desist" provisions of the McFarland Bill; (2) negate the statute the explosive substance of the Port Huron decision on political broadcasting; (3) subject all frequencies to license, including those allotted to Government for the military; (4) reinstate anti-trust provisions of the White Bill several years ago; (5) get into the TV-color fracases; and (6) barge into FM.

Such a bill would embody such a strange admixture of bitter and sweet as to whet the appetite of many a crusading politician. It also broad mean smear-hearings and headline hunting. It could mean a legislative stalemate in this electric age, and from this point of view, the strategy of the FCC lawyers, that is what they're shooting for. It would leave things status quo. It is the divide and conquer thesis.

We hope the House Committee won't be taken in. We hope Chairman Cross will ascertain why the FCC (by letter) supported the McFarland Bill in the Senate and (by letter) opposed the identical bill in the House. We hope he will look into anti-trust, political "fairness," licensing of Government frequencies, and other controversial matters, let it hold hearings for further amendment of the law. If the House Committee fails for this smoke-screen, FCC's lawyers can claim Congressional scalp along with those of the Commission.
LIGHTNING
THAT TALKS

THE DRAMATIC story of broadcasting's role in the
personal, economic and political life of the United
States will be told this year to hundreds of audiences
through the medium of the radio-sponsored All-Radio
Presentation film, "Lightning That Talks."

Starting with the first formal showing in New York
March 1, with a thousand top advertising industry
executives attending, the promotion film will tell ra-
dio's story in the dramatic language of motion pic-
ture.

Once before the motion picture medium was utilized
by broadcasters but on a more modest basis. This
film, produced a decade ago, was widely shown.

Move to do a similar job, but with a modernized
touch, came last March at the 1947 NAB convention in
Atlantic City. Eventually the All-Radio Presentation
Committee was formed. This committee has held
scores of meetings and its members have devoted
large amounts of their time to the difficult task of
planning, writing and producing a motion picture film
that depicts broadcasting's important place in the
national scheme.

Total subscriptions—including a fund of $50,000
subscribed by ABC, CBS and NBC—are around the
$150,000 mark. Final cost of the film, turned out by
the Independent Motion Picture Producers Society,
will be $85,000 for one 35mm print, additional 16mm
and 8mm prints costing extra. Station subscription
fees are based on station income and range from
$25 to $1,000.

Elaborate plans have been worked out for com-
community showings of the film. The All-Radio commit-
te is preparing full instructions with publicity and
promotion kits. Committee officers are Gordon Gray,
WIP Philadelphia, chairman; Maurice B. Mitchell,
director of Broadcast Advertising Bureau, secretary;
Eugene S. Thomas, WOIC (TV) Washing-
to, assistant treasurer. Victor Rotner, former CBS vice
president and now a vice president of R. H. Macy Inc.,
New York, was producer.

WITH A HIGH voltage hiss, roar
of thunder and musical background, the
filmed story of radio is intro-
duced. These titles appear, "The
Broadcasting Industry of the
United States Presents 'Lightning
That Talks'." The scene quiets
down, many stars are seen, followed
by the subtitle, "The Story of
America's Greatest Voice."

A rolling title carries on the in-
trductory sequence in this way:
"This is a true story. Every inci-
dent shown here is an actual ex-
pense, showing the businessmen
and radio listeners to whom these
things really happened . . . filmed
where they happened."

The story opens with a sequence
of heavenly orbits, a storm appear-
ing in the background as Benjamin
Franklin is introduced during the
lecture of a professor in a plane-
tarium. As the story is moved along
by use of screen devices, the pro-
fessor explains that Franklin's
"greatest interest was how to bind
the people of the Colonies together
by improved communications. He
published seven newspapers."

The camera dollies in to Maurice
B. Mitchell, director of Broadcast
Advertising Bureau, seated in the
professor's audience. Mr. Mitchell
comments, "I wonder what Frank-
lin would have thought of my kind
of communication—radio."

The heavens become an electronic
battleground as the camera tells
the story of Franklin and the kite,
using a true replica of the original
key. Sparks jump from the key
across Franklin's knuckles as the
electrical storm subsides and the
scene returns to the peaceful beauty
of the opening.

"Verily, what a wonderful place
to continue my experiments with
lightning. This is truly heaven,"
Franklin comments.

From the key comes, faintly,
then strong and clear, the 1920
voice of KDKA Pittsburgh and the
Harding election returns. Sparks
jump from the key to Franklin's

PRODUCTION crew for the International Movie Production Service on the
all-radio film (1 to r): Gene Farrell, music composer; Dr. I. M. Levitt, technical
advisor; Ben Grodus, director; Joe Brun, cameraman.

knuckles, providing the only static in sight. His hand pulls away from the key as though in astonishment, as he says, "What! They have made the lightning talk?"

Through a series of heavenly sweeps, Franklin approaches the ground, traveling through the years of radio as he deduces how radio is being used after 30 years of development. History from 1921 to 1941 is depicted by snatches of broadcasts, including events, personalities and messages.

"Every aspect of America...and the world...every interest...every mood of the people is reflected by radio," Franklin observes. As he gets closer the sound track introduces a series of commercials, the audience becoming aware of messages promoting soap, cigarettes, food...DIAMONDS. The camera stops short, the earth appearing as a ball in the distance as Franklin says, "Verily, can even a diamond be sold by the unseen spoken word?"

Thus the first of a series of sequences showing commercial radio in operation is presented, abetted by the techniques of the cameraman and the producer.

SEQUENCE 2 has been introduced by the diamond reference and opens with a radio commercial built around "D. A. D.,...not Dad but...Diamonds, Davison's..." -The voice is coming from WDAK Columbus, Ga., which Franklin observes from his heavenly perch via an airplane shot of the city.

The commercial continues: "This is Bill Byrd, the manager of Davison's Department Store in Columbus. That explains one D...Davison's. Yes, Davison's has opened a new department of fine jewelry..." The shot dissolves from a Columbus street scene to the facade of the store and into the counters, Franklin exclaims, "How wonderful the general store has become since my time."

A jewelry counter scene is spiced by the babble of customer-clerk discussions. The camera moves up a few floors to the office of Mr. Byrd, the manager, who is chatting with Allen M. Woodall, president and general manager of WDAK Columbus.

"The boys in the New York office, Mr. Byrd observes, "are so impressed with our diamond campaign, Allen, that I can now go along with you on this new idea. And it was only a month ago that I called you in." Follows a flash-back showing Messrs. Byrd and Woodall in Mr. Byrd's office after store hours. Here is their dialogue:

BYRD—Allen, I've got a sick baby on my hands. I've tried to push our new diamond department but it won't go.

Frankly, I don't think you and your radio can do much with it, either.

WOODALL—The trouble is, Bill, though everybody knows Davison's, people down here just ain't used to buying good jewelry in a department store. They have got to be taught that they can buy them at Davison's, and can buy them cheaper here.

BYRD—Heck, I know that, Allen, you don't have to remind me. But can radio do it better?

WOODALL—Bill, give it a chance.

You've spent $400 this month advertising diamonds in the newspapers—and sold two of them. Spend the same money on my station. We can beat that.

BYRD—You'd have to beat that...

WOODALL—How many sales would you be satisfied with?

BYRD—Sell four diamonds for me and I'd be happy.

WOODALL (as they walk away)—O. K. Here's what I want you to do.

The scene shifts to a romantic moonlight scene with a young couple sitting on a swing listening to a radio on the window sill as an announcer's voice intones:

Yes, Diamonds at Davison's. Davison's Department Store has just opened a brand new department. Now you can buy diamonds at Davison's. Davison's can afford to give you top quality for at least 10% less, since the purchasing power of...

Another closeup shows a wife ironing kiddie clothes as hubby smokes his pipe and reads. They hear a Davison's commercial which inspires the wife to suggest buying mother a dinner ring. He's highly unconcerned at first, does a slow burn, but a few frames later he's at the Davison jewelry counter approving the wife's selection.

End of flashback and Messrs. Woodall and Byrd are talking again in the latter's office:

WOODALL (chuckling)—Well, did we sell your four diamonds for you?

BYRD—Oh Brother! We'd never been on the air before and in less than three weeks we sold more than 60 diamonds.

WOODALL—What does that come to in dollars?

BYRD—Does Macy's tell WDAK? Mind your own business.

WOODALL (laughs)—That's right, you ARE an affiliate of R. H. Macy's. BYRD—And now they've okayed our establishing a radio program on all merchandise for their southern stores. I'd like to...

As a comely miss admires a diamond ring on her finger, she picks up the telephone to put in a call for Cedar Rapids, Iowa.

GIRL—Did you get our Cedar Rapids offer yet?

FRANKLIN—Cedar Rapids? That's many miles from Columbus, Georgia.

GIRL (reacting to Cedar Rapids voice)—Peaches. How come she's out buying peaches at this hour of the morning?

* * *

THE scene dissolves from the girl to the ME TOO store in Cedar Rapids where autos jam the streets and a long line of people stretches around the corner. At the head of the line is a truck of peaches with customers buying one of fruit right off the truck. The camera dollies back to a shirt-sleeved meeting where Weaver Witwer, wholesale grocer, and the others are worried because some cases of peaches are two weeks overdue from Colorado.

The meeting breaks up, the peaches are still missing, and after some informal scenes Weaver Witwer's assistant, Flaxlock, Mr. Witwer's assistant, looks flabbergasted as he says on the phone:

Holy cow! Did the refrigeration cock out on all three cars? Be there

(Continued on page 20)

BROADCASTING • Telecasting

January 17, 1950

"Mr. Sol Talkoff.
Editor and Publisher
Broadcasting Magazine
Washington, D. C.

Dear Sol:

As this DAY approaches for the film, "Lightning That Talks" at the Capitol, I want you to know how much we appreciate the cooperation of Broadcasting Magazine over these arduous months.

If we are a bit jittery, it is because of the wide scope of the project and even in advance of the premiere. There were times when we thought it probably wasn't worth the tribulation, although none of us even for one instant lost our enthusiasm for the job that could be done.

We are now set to go. We have no doubt that this inspired work will do more to sell radio by the American plan to America than any single promotional effort since the calls whistled.

Your preview in the January 23 issue of Broadcasting, Telecasting is another of many timely and encouraging displays that have been published on your committee's efforts over these last three highly active and exciting years in the production of this film.

Now comes the curtain-call.

This is to thank you, on behalf of our committee, and of radio for your contributions over nearly 60 years to development of a sturdy, wholesome and effective art and industry.

Sincerely,

[Signature]

[Space for signature]
Lightning That Talks
(Continued from page 19)

in an hour? O.K., we'll look at 'em.

It's night, and the merchandisers sample ripe peaches as ripe juice
squirts all over them. Bill Drake, ME TOO owner, shakes his head:

DRAKE—Three cars! What do you
think, George (his assistant)?

GEORGE—Well, I guess we've
solved these problems than this.
We'll tell 'em on the radio tomorrow
this is our special instead of the
canned beans we were planning —
mahs.

WITWER—That's right, Bill. You
really do use radio to push this stuff,
and we'll do so.

DRAKE—I use it all right. I've been
telling them, six days a week for 11
years, that no matter how low any-
body else sells any item, I'll match
that price.

GEORGE (on phone)—Johnny, hit
this real hard on the air tomorrow.
ME TOO has three cases of peaches
that will be sold tomorrow at a great
price—60 cents a lug. Yes, hold up
the beans... Yeah, Colorado... O.K., Johnny.

RADIO ANNOUNCER (voice coming
from radio in home of Mr. & Mrs.
Milburn)—U. S. Grade 1 Colorado
peaches, packed 3, 4, and 5 to the row.

WITWER—What a buy! What an opportunity.
Your last chance to get these ripe
peaches for canning, or pies, for the
table. Remember. It is a first, 1st,
first served, so be early...

MR. MILLBORN—Don't we have
enough canned stuff already?

MRS. MILBORN—Oh, we could al-
ways use more.

The commercial continues in
other homes and in other towns as
radio sets in with vigor and ex-
citement. A policeman waves his
arms and blows his whistle as cars
come from all around to buy peaches,
and the sequence ends with this
dialogue:

WITWER: Bill, looks like you're not
going to have a peach left by noon.

DRAKE—Oh, we always crowd them
in. We're not the first sparter. Ditto's the
way we've built this business—from
one to nine stores since 1938. You
should have been around when we
made an announcement... (fade).

A series of dissolves passes
through kitchens where folks are
frantically preparing peaches as a
radio announcer says:

And now... Jack Birch, brought to
you by the Prudential Life Insurance
Co., etc.

Transitional shots take the audi-
ence to a porch where a salesman
with portfolio is waiting. House-
wife opens the door and looks at him:

SALESMAN—I'm Mr. Conway from
the Prudential Life Insurance, ma'am;
I'd like just a couple of minutes of
your time.

HOUSEWIFE—Oh, Prudential! Why,
just this morning I heard your
Jack Birch program. I've been listen-
ing to him for so long I feel
friends. Come on in.

FRANKLIN'S VOICE—Radio's a
foot inside the door—a good insur-
ce agent needs little else.

SALESMAN—Jack Birch has been
making friends for us from Maine to
California.

FRANKLIN—California! How big
this country has become.

The camera tilts up to the sky
and comes down to show Oakland
bridge, San Francisco, at late dusk.
A Marin-Dell milk truck passes the
camera, which then moves into the
plant where Tom Foster, general
manager, is talking with Mr. Spinnetti,
head salesman, both rather
agitated.

SPINETTI—Did you have to come
in touch just for that?

FOSTER—They're important
fighters. If they move into a new ter-
ritory before us—well, it's that much
harder.

Plant Superintendent
MacDonald, in pajamas at home, is
formed he's to take a truck and
move into San Jose in the morning.
With Ed DeBocha, a salesman, they
enter Avilla's Market in San Jose
in early morning:

DeBOBRA—Here they are—no one
else has them here. (fade).

DeBOBRA—We've been buying a lot
of our milk from families in this valley.

BREAD MAN (seeing Marin-Dell
truck)—Hey, since when did Budda
come to Santa Clara?

DeBOBRA—Budda's the m.c. of our
amateur show—you know our radio
program.

AVILLA—Sure, I know it—how do
you think I know your milk?

MacDONALD—Your customers
know this milk, too, even though they
never saw it here.

AVILLA—I guess so, well—let's try...

At Alongi's Super-Market another
scene takes place as the Marin-Dell
puts on another pitch. A pretty
Spanish girl, overhearing, says:

GIRL—I once wrote Budda and told
him that I would buy Marin-Dell if they
sold it here.

DeBOBRA—We have boxes of such
letters from here. As from every-
where else around San Francisco.
Since we first started, Foster, the
general manager, has put 90% of our
advertising money into radio. And
looks only been around when Marin-
Dell was worth $30,000. Today, it
stands better than $4 million.

MISCELLANEOUS—We were the first
place to first place in San Francisco in
one year, and have held that place
since 1935. Why, I bet you that we
have eight full routes in San Jose
inside one year.

FRANKLIN (after a few more com-
ments) Versus here is lightning that
sells—diamonds and peaches—insur-
ce and milk—tangibles, intangibles.

Back in the professor's library,
his wife walks in with a glass of
milk—Marin-Dell milk, of course.
Their son wonders why papa makes
a face every time anyone mentions
radio.

MOTHER—You know your father is
a professor of journalism, and I'm
afraid this is one if the few things
he's not very intelligent about.

FOSTER—Now, Rosaline, what do
you see in radio?

MOTHER—First of all, I like it.
Second of all, if I didn't listen, I
wouldn't know what all the women
in the club were talking about.

FOSTER—Boh! I have seen
figures that say people don't listen
most of the time... Besides, it's hard
enough to get away from radio with-
out having to discuss it at home. Now
let me be—you know I'm speaking at
the Poor Richard Club in Philadel-
phia in a couple of days and I must
prepare.

SON—Is that Poor Richard, like
Poor Richard's Almanac?

PROFESSOR—Yes, the club is
named after Ben Franklin—it's a
group of men in the advertising field.
Son, what are the Almanac's for?

PROFESSOR—Well, if I can cut out
most of mother's camera work, I'm
going to illustrate my talk with the
home movies we took last year on our
cross-country trip.

SON—What's the talk about, Dad?

PROFESSOR—America. And Ben
Franklin as an American businessman.

Addressing the Poor Richard
club, the professor describes Ameri-
can as the most wonderful place to
buy and sell goods the world has
ever known. Quick glimpses into
typical American scenes, from farm
to factory, fail to mention radio.
The speech finished, the audience
applauds and leaves, and one of
the advertising men talks over the
speech as he shoots some pool. Mr.
Mitchell is in a good frame of
mind.

FIRST AD MAN—How'd you like
that, Mitch? All about America—and
not a word in it about radio. The
professor's just to tell you the truth.
I really put you guys in your place.

MITCHELL—Where has the profes-
or been for the past few years? Or,
who does he think he's kidding? It
was a good speech—until he tried to
sneak past radio. Why, Franklin
would have loved it. That is what it
has done IN America and FOR America.

FIRST AD MAN—But he was a publisher
SECOND AD MAN—I guess Pub-
liser Franklin would have also
owned the biggest radio station in
town—

THIRD AD MAN—Strange how the
lightning he fooled around with has
turned out to be the most great means of
communication we have.

MITCHELL—That's it. Radio is
Lightning That Talks.

SECOND AD MAN—Yeah, and it
strikes again and again in the same
place. Maybe THAT's why it sells so
hard.

FIRST AD MAN—But how does
the cost of radio advertising compare
with newspapers and magazines?

MITCHELL—When you look at sales
results—which is the only way a
shrewd advertiser looks at it—the
existence is in radio. All media
are profitable, of course. But radio
is getting more sales out of the
advertising dollar than any other.
That man over there shows just one
of the reasons why (pointing to
man reading newspaper folded vertically
and turning pages rapidly)...

... See how easy it is for him to
pick those pages at a glance from
one news item to another? He isn't
even seeing most of the ads in that
paper—much less reading them.
Newspaper studies show how that
an average advertisement is read only
by about 8 out of every 100 of them
readers and what if he does read
the ad?

FRANKLIN begins to talk in a
voice impact demonstration,
with the appeal of printed and
spoken copy compared. Back to Mr.
Mitchell.

MITCHELL—In radio you can't help
but get more listeners to your sales
message... there's nothing that ever
competes with the commercial. Lis-
then. (Ball game announcer ends an

BROADCASTING • Telecasting
Procter & America
Upper arrays Franklin is to them a Riverside Drive apartment in New York, where a middle-aged woman is polishing glasses to the droll observations of Godfrey as he does a Glass Wax commercial.

FRANKLIN—Ah . . . radio tells them about a product at the very time and right in the kitchen—where they use it.

In a worker's apartment twin kiddies listen to a swing band broadcast. Mama, working at the stove, listens to a health program about calories in a balanced diet.

BOY—Oh, Ma, I don't want any carrots.

MOTHER (applying what she's just heard to You): Now notice the time in the stew—carrots are good for your eyes, son. Good for your buds, too.

Mother nods in self-satisfaction.

The camera turns to a bocci-ball court in the park, as an Italian leaves his portable radio and goes up to throw. The crowd is building.

A mechanic's wife brings in her groceries to a small cabin.

Dissolving again, the screen presents a feathery cloud scene as the camera pans down to a fishing schooner and then a small cabin cruiser. Close-up comes a luscious gal and her scant bathing suit shows her charms.

POLLY—My! Americans don't hide a thing now.

A well-to-do young man and the girl enjoy the cruiser's portable radio. They wave as they pass the film crew.

Next scene shows the mechanic's wife hanging out the wash as a radio on the window sill gives out a segment of a daytime serial.

In a big garage two men are working on an auto and listening to Clem McCarthy's description of a horse race.

Seated in an old touring car, an elderly lady makes notes on a paper while it goes out to be a racing form.

In the parlor of a low-income house a woman is dusting a table and listening to a religious broadcast.

A schoolroom scene is built around a historical radio drama.

An elderly man, propped up in bed, listens to his radio:

There's the pit. It's long, a hard drive down to right field and it looks good for a . . . Blank scoops it up with a 2-meter and throws it to second. James touches the bag and throws to first—it's a double play.

Sore as blazes, the old man shouts at the radio.

In the interior of a bus, the pass-
sengers listen to FM transit radio. One man speaks to the driver:

FIRST MAN—Oh, we finally got radio on this bus. 'Bout time.
SECOND MAN—It's a awful clear.
DRIVER—Oh, sure, it's FM and . . .
SECOND MAN—FM! Our radio at home has FM in it.

The jam appears. It's terrific.

From car radios come sportscasts, music, serious music, news, the Lone Ranger (it's evening).

FRANKLIN—A man can listen to a radio everywhere he goes—and he does. No one need be lonely anymore. There is entertainment and company all the time and in every mood.

The mechanic's children, in their bedroom, listen to the Lone Ranger. Father comes in. The kids kiss him and return to their listening. Other twilight scenes find families listening to their radios. The mechanic's son tunes in his radio homework, a program.

In the medium-income home of a large family group (grandma, parents and a bunch of children, all eating ice cream), Bob Hope is wise-cracking via the radio.

Children listening together as well as alone. That must be another reason for radio's great strength. For as any good speaker knows, people relate better when they are together.

A well-to-do family listens in a large library to Jack Benny's quirps. An elevator operator in a swanky apartment house listens intently to the introduction to The Fat Man program, jumping as the indicator board buzzer shows a penthouse call.

On the penthouse terrace overlooking New York City the folks are sitting around in formal garb, talking quite informally. One couple leaves, winding up in a coffee shop where they listen to a disc jockey introducing "Good Night Sweetheart."

The camera dollies out into the dark night.

The finale finds Franklin appearing in a house sitting bolt upright, head toward up with a portable radio. After an audionary end title:

FRANKLIN—Radio reaches everything outside the only medium that gets into heaven too.

Shot of globe turning; voices.

JAMES C. PETRILLO (l) president of the American Federation of Musicians, receives a certificate of appreciation from A. W. Woolford, special assistant to the Veterans Administration, for the AFM's aid in making possible the transcribed radio series Here's to Veterans. The show, according to AFM, is now being heard over 2,200 radio stations, giving the widest coverage ever achieved by a transcribed program in the U. S.

AFRA ELECTION

Reel May Be Secretary

FRANK REEL, assistant national executive secretary of American Federation of Radio Artists, is expected to be elected AFRA national executive secretary by a referendum of national board members, results of which were to have been tabulated over the past weekend. If chosen, he will fill the vacancy created by the resignation of George Heller who took leave of absence from AFRA to head Television Authority.

Mr. Heller's job as executive secretary of AFRA's New York local, from which he also took leave, is expected to be filled by his assistant, Ken Groat, by action this week of the local's executive council.

**FIRST 15 PROGRAM HOOPERTINGS—Jan. 15 Report**

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Shows</th>
<th>Sponsor &amp; Agency</th>
<th>Hoop.</th>
<th>YEAR AGO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack Benny (CBS)</td>
<td>180</td>
<td>American Tobacco (BBDO)</td>
<td>547.4</td>
<td>547.4</td>
</tr>
<tr>
<td>Radio Theatre (CBS)</td>
<td>172</td>
<td>Lever Bros. (JWT)</td>
<td>24.3</td>
<td>24.3</td>
</tr>
<tr>
<td>Godfrey's Talent</td>
<td>155</td>
<td>J. H. Lighten-Driver (Y&amp;R)</td>
<td>25.7</td>
<td>25.7</td>
</tr>
<tr>
<td>Scouts (CBS)</td>
<td>207</td>
<td>William R. Warner (K&amp;E)</td>
<td>31.2</td>
<td>31.2</td>
</tr>
<tr>
<td>Walter Winchell (ABC)</td>
<td>270</td>
<td>William R. Warner (K&amp;E)</td>
<td>29.7</td>
<td>29.7</td>
</tr>
<tr>
<td>Radio Theatre (CBS)</td>
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</tr>
</tbody>
</table>

*Second broadcast on the same day in some cities provides more than one opportunity to hear program.*

* N. W. Ayer producer for Surf; JWT for Lux toilet soap.
S. C. SESSIONS
Eye Radio Budgets, Sales
THE subjects of sales, agencies and station budgeting were featured at the annual meeting of the South Carolina Broadcasters' Assn. held Jan. 20-21 at the Hotel Columbia, Columbia, S. C.
Registration Friday (Jan. 20) was followed by a luncheon at which Gov. J. Strom Thurmond and Columbia's Mayor Frank Owens delivered welcome addresses. In the afternoon, three speakers were heard closely followed by discussion participation.
Speakers were: W. Wright Esch, WMJ Daytona Beach, Fla., owner, and past president of the Florida Broadcasters' Assn., "Small Market Sales and Operation"; Jim Henderson, president, Henderson Advertising Agency, Greenville, S. C. in "TV - Agency Side - Is There a Good One?"; and Robert W. Roussaville, WQXI Atlanta, on "Putting a Station on the Air in the Black." At an evening cocktail party Columbia stations WIS WKIX WOCOS WNOK were hosts. Dinner speaker was Allen Newcomb, WIS morning m.c., author and lecturer, who spoke on "This Racket Called Radio."
Saturday sessions were concerned with business topics with a report delivered by Mel Purvis, WOLS Florence, chairman of the committee on preparation of a libel bill. Discussion also centered on the problem of exclusive rights agreements by stations for football broadcasts [BROADCASTING, Jan. 16].

Kenneth Fox Resigns
KENNETH J. FOX has resigned as advertising director of Peter Fox Brewing Co., Chicago, maker of Fox De Luxe and Silver Fox beer. His resignation last week followed that of J. R. Fox, secretary and director.

PLYMOUTH 'SOLD' ON RADIO
81 Detroit Dealers Start Campaign on CKLW
SIGNALLING the start of an "all-out" advertising campaign, 81 dealers comprising the Greater Detroit Plymouth Dealers have launched two half-hour shows on a 52-week basis to be programmed over CKLW Windsor.

The programs, Hollywood Theatre of Stars and The Henry King Show, are heard Sunday 2:30-3:30 p.m. Blending dramatic and dramatic, the shows were produced by C. P. MacGregor Co.

Commenting on the arrangement, MacGregor's Midwest manager, William M. Mertz Jr., said one important thing that he had discovered during the negotiations was that radio needed to be really "sold" to the automotive people. The medium itself must be sold to the dealers first before attempting to sell a specific program.

"We are in a buyers' market today," he noted, "and I am convinced that radio during the year 1950 will do even a bigger job than it has in the past in that The Plymouth Dealers of Detroit (all 81 of them) have furnished a success story that can be put to use in other communities - large and small."

OUTSIDE SALES
Test Period by WMOR (FM)
SUCCESS of non-station salesmen in an outside organization selling radio to local merchants is being tested by WMOR (FM) Chicago for 13 weeks with Anthony A. Abraham, publishers' representative. Mr. Abraham, through arrangements completed with Station President Bernard I. Miller, is selling one-second spots to be aired only between 6 and 7 p.m. daily. Minimum cost per spot is $6.50. He also is booking English and foreign-language commercials for WMOR, and selling a few of its packaged programs.

Although this is his first radio assignment, Mr. Abraham is using his regular telephone sales force of 20 persons to contact potential Chicago-area FM clients. A former employee of his firm, Marie Mason, has been named station sales manager, Mr. Miller said. She will handle time sales for all evening accounts between 6 p.m. and midnight. Daytime hours are completely sold to Consumers Aid Inc., which has installed in-store broadcasting service in Jewel Food Stores. Station retains control over product type, copy content and sponsor, and programming remains unchanged.

SETTING the contract for the Greater Detroit Plymouth Dealers with CKLW are: (l to r) Mr. Mertz; Jack Rose, Plymouth; Carl Krause, president of Detroit group; Jim Mason, Plymouth; Robert Powell, president, Powell-Grant Adv.

SPAC COMMITTEES
NBC '50 Groups Named
NBC's 1950 Stations Planning and Advisory Committee has elected its convention and promotion committee, Clair McCollough, SPAC chairman, appointed last week.

They are:
Sound Broadcasting Promotion Committee - Ewing C. Kelly, KCRA Sacramento, chairman; Stanley W. Barnett, WOOD Grand Rapids; J. B. Conley, Westinghouse Stations, Philadelphia; Harold Exess, WSJS Winston-Salem; Milton L. Greenebaum, WSAM Saginaw; Jack Harris, KFRC Houston; P. A. Sugg, WKY Oklahoma City; Walter E. Wagstaff, KIID Boise; Charles P. Hammond, NBC, New York; and Sydney Eiges, NBC, New York.

Television Interconnected Promotion Committee - John T. Murphy, WLWT (TV) Cincinnati, chairman; Harry Bannister, WWJ-TV Detroit; Walter J. Damm, WMJ Milwaukee; Wilbur M. Havens, WTVR (TV) Richmond; Robert Thompson, WBEN-TV Buffalo; James Nelson, NBC, New York.

VICE President VICTOR C. DIEHM
Named WHOL Executive
VICE President VICTOR C. DIEHM, co-owner and general manager of WAZL Hazelton, Pa., and general manager of W MG W Meadville, Pa., has been elected vice president and a director of the Allentown Broad- casting Corp., owner and operator of WHOL Allentown. Mr. Diehm will continue his affiliation with WAZL and WMGW.

The WHOL board of directors will remain the same with Lewis Windmuller as president. Other directors are Charles G. Helwig, Henry K. Bauman and E. H. Schoell.

Mr. Diehm is a director of the Pennsylvania Broadcasters Assn., member of the NAB FM Committee and chairman of the Pennsylvania State Chamber of Commerce Community Development Committee. He formerly served as Pennsylvania Governor of Kiwanis, international chairman of Kiwanis Public Relations and program chairman of Kiwanis International Convention. Mr. Diehm previously was affiliated with the Steinman stations.

Mr. Diehm
**PRE-NARBA TALKS**

U. S.-Mexico Meet Seen

The possibility of U. S.-Mexican talks on NARBA before the full NARBA conference resumes in the spring was indicated when government and industry representatives met to prepare for bilateral sessions with Cuba starting Feb. 1 in Mexico City.

The advisability of undertaking negotiations with Mexico, which did not participate in the three-month Montreal phase of the NARBA conference, was canvassed at the present time, State Dept. officials reported.

Even if no bilateral sessions are held with Mexico in advance, it seemed likely that efforts would be made to bring her into the full conference when it resumes in the U. S. on or after April 1.

A firm approach to the Havana negotiations was urged by many of the 40 industry representatives attending the day-long preparatory conference, held Tuesday with Comr. Hyde presiding.

NAB President Justin Miller told the government representatives that the U. S. should "stick by our guns and refuse to concede" to Cuban channel demands even if the result is "no treaty" for the present.

He commended the FCC and State Dept. for their rejection of the Cuban proposals at Montreal.

The principle of "national sovereignty," he said, is applicable to the U. S. as to the Cubans who preach it so much, he said. On the basis of relative needs, he continued, the U. S. position is "impeccable."

One consulting engineer said the cost of yielding to Cuba's request would be $100,000 to $120,000 for a single broadcaster of his acquaintance.

E. B. Crane of the "XL" station of the Northwest cited a suggestion of Chairman Edgerton (D-Colo.), of the Senate Interstate and Foreign Commerce Committee, that efforts be made to interest Cuba and other Caribbean nations in using FM instead of AM (Broadcasting, Jan. 16). In the ensuing discussion it was brought out by T. A. M. Craven, former FCC member and now a consulting engineer and by Andrew G. Haley, Washington attorney, that similar efforts had been made in the past without success.

Adair Recommendation

George P. Adair, consulting engineer and former FCC chief engineer, recommended that the U. S. approach the negotiations by "taking our own house in order." He called on FCC to decide about pending clear-channel case so that "we can see where we're going."

Comr. Hyde said the government delegation would be smaller at Havana than at Montreal and would rely heavily upon the counsel of industry representatives attending the sessions.

Organizations indicating plans to send representatives included NBC, CBS, NAB, Clear Channel Broadcasting Service, Westinghouse Radio Stations, the Washington firm of Segal, Smith & Hennessey, and the engineering firms of Jansky & Bailey, and Craven, Lohnes & Culver. The Florida Assn. of Broadcasters also may send a representative, it was reported.

Vandivere Named

Edgar F. Vandivere of FCC's Technical Information Division was named by Comr. Hyde to head a volunteer committee to work on specific planning details for the Havana sessions.

Among those attending the preparatory conference were:

- Walter Radius, director of the State Dept.'s Office of Transport and Communications Policy, and John Cross of Macquoid, Tipton & Taylor, State Dept. Telecommunications Policy staff.
- James Herrick, head of FCC's AM Engineering Unit.
- Edgar F. Vandivere, also of FCC's Engineering Unit.
- John C. Kittner, assistant to FCC general counsel.
- Claude Beel, communication advisor to Senate Interstate and Foreign Commerce Committee.
- Joseph V. Ream, CBS executive vice president, chief operating officer, in charge of general engineering.
- Gustav R. Drach, ABC vice-president and general attorney, and William Duttera, NAB counsel.
- Andrew G. Haley, Washington attorney for ABC, and John Preston, ABC chief allocations engineer; NAB President Justin Miller of Denver.
- H. L. White, vice-president, WWJ, Detroit.
- Edward Houghton, vice-president, WOR, New York.
- Edward Houghton, president of Muzak Corp., of Muzak's subsidiary, which is being named Muzak FM.
- Harry E. Houghton, president of Muzak, and Paul A. Porter, of the acclaimed law firm of Arnold & Porter, Muzak's counsel, announced that the company was about to take its petition before the FCC.

Specifically, Muzak's petition envisues the use of supersonic signals and of multiplexing.

**MUZAK**

To Ask FCC for Use of FM Stations

MUZAK CORP. this week is expected to file a petition with FCC for a hearing looking toward permission to use FM stations to carry its programming.

If the piped music organization is successful in its bid, it was said, Muzak will abandon, wherever possible, use of the telephone lines now used in its operations, and contract with local FM stations for transmitting its program.

The result would be, according to a Muzak spokesman, a sizable revenue increase for FM stations.

Since Muzak now has 75 franchisers operating in over 200 cities in the U. S., Canada, Mexico, Puerto Rico and the Hawaiian Islands, the use of FM stations which might benefit is considerable.

At the same time, Muzak believes it will benefit because FM transmission will be cheaper than by telephone lines. Muzak clients also will benefit, the company feels, because the savings will be passed on to its customers via cheaper rates.

And Muzak itself hopes to profit further from the cheaper rates by attracting more low-budget customers to its services.

MUZAK Refuses Renewal With WWDC-FM

Muzak Refuses Renewal With WWDC-FM

In the middle of a new controversy last week following an announcement by Muzak Corp. that it would not renew its contract with WWDC-FM Washington to provide records for Capital Transit Co.'s musical service.

A published report by Paul Porter, of the Washington law firm of Arnold, Fortas & Porter, that Muzak would pull out of the field because of "the uproar over transit radio" drew immediate fire from Ben Strouse, vice president and general manager of Capital Broadcasting Co., WWDC-AM-FM li- censure.

Mr. Strouse charged that Mr. Porter had distorted and withheld "basic information" on Muzak's withdrawal from the Washington transit radio field; expressed doubt that the decision was based on any "public uproar"; and asserted that Muzak "is now sweating" because of FM radio's threat to its "beautiful little library in the functional music field."

The decision, he added, probably was dictated for "competitive reasons."

To Seek FM Use

These developments followed closely on the heels of an announcement in New York by Harry E. Houghton, president of Muzak Corp., that the firm plans to petition FCC for a hearing looking toward permission to use FM stations for its programming (see separate story).

"The fact of the matter is that FM stations throughout the nation — including WWDC-FM — are now going into the functional music business on a competitive basis," Mr. Strouse declared.

WWDC-FM already is making arrangements to supplement its present music library from sources other than Muzak, he added. The station's contract with Muzak expires in May.

Mr. Porter told Broadcasting that Muzak is "not primarily concerned with transit radio and does not regard it as a prime issue," and said a number of other reasons were involved including, presumably, the company's proposal to use FM frequencies. He indicated, however, that Muzak does not intend "as a general practice" to supply its library facilities where transit radio is meeting "opposition" because it should not be construed to mean that transit music is not performing a "public service."

Of the 20 FM stations now operating a telecasting, only three have (Continued on page 58)

**TRANSIT MUSIC**

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Specifically, Muzak's petition envisues the use of supersonic signals and of multiplexing.

**Details of Request**

The FCC will be requested to amend rules to authorize use of supersonic emissions, to permit Muzak to negotiate special contracts with FM stations on an affiliation basis to provide the service; (2) to modify present requirements which prohibit the installation of FM transmitters in the transmitters of FM stations, and (3) to amend other regulations relating to station identification, the identification of musical records, and the announcements of sponsored programs.

The petition for special multiplexing, Muzak said, was for the purpose of permitting the use of a number of programs simultaneously to take care of all types of its business. Currently Muzak clients largely fall into four categories, each of which is given individual music, including hotels, restaurants, stores and shops, business offices and banks, and industrial plants.

At the present time, a Muzak spokesman said, some FM stations already are utilizing the supersonic signal in connection with broadcasts of background music and are required by FCC regulations to equip commercial establishments.

Muzak counsel considers such operations a violation of FCC rules.

Pending action by FCC on the Muzak petition, the company will request the FCC to advise all FM broadcasters that such service via FM is legal and to permit such services to multiple addresses, either by the station itself or through agency relationships, is contrary to FCC regulations and policies and they are amended as requested.

Muzak said a large number of its franchise holders are also licensees for FM stations and that a number of such licensees will join Muzak in the request for the rule-making hearing.

**January 23, 1950**
LUCkMAN QUITs

WITH startling suddenness last Wednesday, Charles Luckman announced his resignation of the $2,000,000-a-year presidency of Lever Bros., Co., a more than $7 million advertiser in radio and television. 

Coming in the middle of one of the periodic visits to the U.S. of the European subsidiaries of the parent companies, Unilever Ltd. and Unilever N.V., Mr. Luckman's statement gave as his reason for resigning "our inability to resolve a basic disagreement as to the future policy of the American company."

In a simultaneous statement, Sir Godfrey Heyworth, chairman of Lever Bros. and Unilever Ltd., and Paul Rykens, Dutch chairman of Lever Bros. and Unilever N.V., said: "The boards of the parent companies accept with regret the resignation of Mr. Charles Luckman from the presidency of Lever Bros. Co., and recognize the responsibility of that company to its association.

Mr. Luckman's resignation comes at the successful completion of one of the largest industrial moves of recent years, the shift of Lever's expansive consolidation and moving to New York and its splendid headquarters.

Volume Doubled

During Mr. Luckman's six-year tenure at Lever Bros., the company almost doubled the volume of its soap and food business. Under his guidance, Lux toilet soap was brought to first place in the industry. Rinso became one of the largest selling soaps in the world.

Moreover, during that time, Mr. Luckman guided all six of the Lever Bros. network radio programs into the 15 top-ranked shows on the air, marking the first time in the history of advertising that any company had been able to place such uniformly high ratings for its programs.

Mr. Luckman always has been a strong supporter of the broadcasting industry, and has long been a staunch ally of the governmental agencies that this industry has done so much to protect.

Liquor Ads

Mr. Luckman ** ** indicated the fact that little more than two weeks ago, Mr. Luckman called a news conference to outline his extensive future plans in behalf of the company. These included projects that would, in their normal course, have occupied Mr. Luckman for several years. At that time he told Broadcasting of his contemplated plans to widen the company's use of television without intruding on the established budget of radio.

We are not aware of any prosecution of a radio station by local authorities for violation of any such law. The legislative body which by national legislation has already legislated for the establishment of such a bureau will not, through the means of a bill affecting advertising, usurp its function and, in effect, partially reinstate the 18th Amendment.

We would emphasize that there is already regulation in the broadcasting industry of advertising of alcoholic beverages. Enforcement of self-regulation as set forth in the NAB's "Standards of Practice" and station rules is left to each licensee's reasonable and proper discretion. In addition, the broadcast advertising of such beverages is subject to the provisions of the Federal Alcohol Administration Act. Further, all broadcast stations submit regular reports of the license to the Federal Trade Commission which maintains a careful check.

Some advocates of the Langer bill agree with industry authorities that the measure would outlaw all such radio advertising, since all radio is interstate. Local as well (Continued on page 85)
Spot Radio Does Cost Less Today—

Startling Comparisons Prove That WHO Costs 52% Less Than In 1944!

By every standard that means anything whatsoever to forward-looking advertisers, advertising on WHO costs less today than in 1944.

Comparing figures from the 1944 and the 1949 Editions of the Iowa Radio Audience Survey,* you find that in 1949 Iowa radio homes had increased to the point where WHO cost 10.6% less per thousand radio HOMES than in 1944!

Even more startling, you find that in 1949, multiple-set homes had increased to the point where WHO costs 52% less per thousand radio home SETS than in 1944 — and modern research has proved that the increased number of home sets is even more important than the increase in radio homes. (Junior listens to his favorite serial program while Dad hears the evening news — Mother listens to a dramatic program while Sister is tuned to popular music — or the whole family listens to the same program, but in different parts of the house. Thus it is no longer correct to speak of "radio homes" — SETS make today’s audiences!)

By applying the Iowa Surveys’ percentages of one-set radio families and multiple-set radio families, against population estimates,** you find that Iowa had 769,200 radio homes in 1949, against only 596,000 in 1944. Whereas there were only 904,000 sets in Iowa homes five years ago, this number had sky-rocketed to 2,140,000 in 1949! Yet this 136% increase in radio sets is for homes alone; it omits the hundreds of thousands of sets in Iowa cars, offices, barns, stores, trucks, restaurants, etc.

The phenomenal increase in the number of Iowa’s radio homes and radio sets — and the decrease in costs — boils down to this:

<table>
<thead>
<tr>
<th>WHO — CLASS C — ¼-HOUR MAXIMUM DISCOUNT†</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Iowa Radio Homes</td>
</tr>
<tr>
<td>---------------------------</td>
</tr>
<tr>
<td>1944</td>
</tr>
<tr>
<td>1949</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Number of Iowa Radio Sets (In Homes)</th>
<th>Cost</th>
<th>Cost Per Thousand Radio Sets (In Homes)</th>
<th>Percent Decrease In Cost Per Thousand Radio Sets (In Homes) In 1949</th>
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<tr>
<td>1944</td>
<td>904,000</td>
<td>$67.50</td>
<td>$0.075</td>
</tr>
<tr>
<td>1949</td>
<td>2,140,000</td>
<td>77.00</td>
<td>$0.056</td>
</tr>
</tbody>
</table>

†The ¼-hour rate is indicative of all other time segments since WHO’s cost is figured on a ratio basis. Class C time is shown because it changed very little during the last five years — that is, Class C has remained primarily Daytime . . . from 8 to 12 mornings and from 1 to 6 afternoons.

Note that all these figures are based only on extra sets in Iowa homes. The figures do not include hundreds of thousands of “non-home” Iowa sets, plus millions of sets in WHO’s BMB secondary night-time counties — these are the reasons why WHO is today a “better buy” than ever. For additional facts about WHO’s great audience-potential, write to WHO or ask Free & Peters.

*The 1949 Iowa Radio Audience Survey is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University — is based on personal interviews with over 9,000 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

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

**Sales Management’s Surveys of Buying Power.
CENSUS FACTS
Will Aid Advertisers

BILLIONS of facts providing advertisers with new and accurate information on the nation's business and populace will be made available by census projects now underway, Philip M. Hauser, acting director of the Census, told the Washington Advertising Club Tuesday. New data on radio and television homes will come from the 1950 decennial census, he reminded.

In bringing out the extent of recent changes in the people and business of the nation, Mr. Hauser explained that retail sales increased from $40 billion in 1938 to $120 billion in 1948. After discounting effect of the changing value of the dollar, he said, the decade brought about a 60% increase in the physical volume of goods sold to the public. The number of stores did not change materially.

Mr. Hauser chided newspapers for political-inspired criticism of the census question on personal income. The editorial pages of these newspapers don't see eye-to-eye with their advertising departments, he said, judging by letters sent to the Census Bureau.

Release of Data Soon

Business census data, based on 1948 figures, will start coming out in about a month, he said. The 1950 decennial census will provide information by the smallest geographical division on population, housing and agriculture. Fifth type of basic nationwide information coming out of the Bureau is the census of manufacturing, based on 1947 production, he added.

Mr. Hauser said the census will provide the nation with a measurement of the significant changes since 1940 among 150 million people in 43 million families, 45 million dwelling units, 6 million farms, 2.7 million retail, wholesale and service businesses, and 240,000 manufacturing establishments.

The 1950 census data will cover metropolitan areas including all adjacent and related counties; urbanized areas, including all central cities of 50,000 or more plus thickly settled areas; unincorporated places having 1,000 or more inhabitants, never before identified separately, and all places of 2,500 or more.

Pioneers Dinner

RADIO PIONEERS, organization of veterans of over 20 years radio background, will hold its annual dinner April 4 at New York's Ritz Carlton Hotel, William S. Hedges, NBC, president of the club, announced last Monday. Mark Wood, of ABC, chairman of the Hall of Fame committee, reported the committee's decision that candidates who have been deceased two years or more qualify for membership and he asked members to submit names of these late radio pioneers.

Sale Rescue

RADIO went to the rescue of Keystone Shoe Store sales in Steubenville, Ohio, early this month, when a fire nearly flattened the establishment, WSTV Steubenville reports. When Keystone replenished its supply from the Kirby warehouse, supplying 80 stores in a three-state area, and obtained two temporary locations, the company found the local newspapers could not accommodate its advertising in time. Answer was spot announcements on WSTV, which resulted in an opening day sale exceeding anything in the Keystone chain's history. Now, WSTV adds, Keystone is a 52-week contract customer.

WERE REVAMPS
Staff Changes Listed

IN line with the reorganization of WERE Cleveland, Sidney Andrin, special events and promotion man at WGAR Cleveland, has been appointed consulting director. In other changes, Ed Steventon, former announcer, becomes publicity director; Bill Reid has been added to the announcing staff; Marianne Wiluf named society editor, and Gerald Bowman appointed to the new writing staff.

News coverage and presentation have been revised with the accent on local news. Local facilities of the Associated Press are being added to the INS wire already in use, the management stated.

Radio Study

DETAILED SURVEY of development to date in the field of international communications and its governing body of law is submitted by Harry P. Warner, Washington radio attorney and chairman of the General Advisory Committee on International Communications, in an article published in the current report of the ABA's Section of International and Comparative Law. The article discusses the aspects of the Atlantic City conferences of 1947 and succeeding steps to implement provisions of the radio, telephone and telegraph agreements. In addition to Mr. Warner, other committee members include: John R. Benney, William G. Butts, Frank C. Byrd, Lawrence Chaffee, M. Robert Dee, George Jackson Eder, John A. Eubank, Peter G. Geuris, Linus G. Glotzbach, Rush H. Limbaugh and Joseph E. Lucas.

WCAU Election Ordered

ELECTION for technicians at WCAU Philadelphia on affiliation with IBEW (AFL), has been ordered within the National Labor Relations Board. NLRB issued the order Jan. 13.

BROADCASTING • Telecasting
IT'S YOUR MOVE, BUSTER!

Buster better stop yawning and make a good move in his checker game. If he'd be more alert, he could win the game.

Alert advertisers know about a good move to make in Baltimore radio. They buy W-I-T-H, the BIG independent with the BIG audience.

The reason why this is such a good move is that W-I-T-H delivers 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 grocery stores, 42.3% were tuned to W-I-T-H.

That means that just a little money goes a long way on W-I-T-H. Get W-I-T-H on your schedule fast! Call in your Headley-Reed man for the whole story today!
we pause

to

honor…
MARTHA DEANE, because she was twice cited by Ohio State University's institute for Education by Radio for outstanding versatility and exceptional reporting; because she is a happy housewife and mother of twins; because her show, as judged by Pulse, Inc., has been one of the most popular women's shows in New York during the year 1949; because 32,000 women wrote her within 5-days after her asking them to do so; because she jumped sales 200% for one sponsor in New York and brought him 33 new wholesalers; because she's a grand woman to represent WOR.
we pause to honor... (continued)
BARBARA WELLES, because she is a smalltown girl who made big-time radio gasp by her sensational and exclusive WOR reintroduction of Britain’s Pears Soap to the American public; because, within two weeks, she pulled 19,334 requests for a sample of paint; because she’s a gifted ex-actress, but no prima donna; because her WOR show ranks consistently as one of the most popular women’s programs in New York; because she’s a shimmering tribute to why WOR sells more, more often, for more people, to more people, than any other station in the United States.

Martha Deane and Barbara Welles are only two of the personalities who, day in and day out, contribute their great talents to making WOR the station heard by the most people where the most people are from Canada through Georgia. It is people like these who can permit WOR to use a phrase to be long remembered; i.e.,

WOR

—sells more, more often, for more people,
    to more people

...than any other station in the United States!
TAX REVISION
Would Curb Co-op Station Buys

OVER 200 U. S. Senators and Congressmen are on record favoring proposed tax-equality legislation which would "discourage" cooperative and educational organizations from purchasing radio stations and other properties, Rep Noah H. Ma-

son (R-Ill.) told Broadcasting last week.

Rep. Mason noted strong sentiment in Congress for some form of tax equality, to plug present loopholes in the tax system, which he said would accompany any repeal of excise taxes. He said the House Ways & Means Committee will re-

view the tax structure shortly looking toward such legislation. Non-

profit firms now have commercial properties and investments totaling $157 billion worth of the country's wealth, and are exempt from cor-

porate taxes, he added.

Singles Out Incidents

He cited again the purchase of KGA Spokane, Wash., former ABC outlet, by Gonzaga U. last fall, and

Duffy's Taverns, which has been tape-recorded in San Juan, P. R. and which he has singled out for alleged tax escape [Broadcasting, Oct. 10, 17, 1949].

Rep. Mason said that his bill (HR 5064), currently pending, would not be aimed, in the case of radio, at non-commercial outlets licensed by FCC or any stations generally used for educational purposes. Instead, he pointed out, it would curb tax-

free organizations which invest in stations for commercial gain in di-

rect competition with private in-

vestors of firms which do not enjoy similar tax-exempt privileges.

During the war, when excise profits were taxable up to 90%, many cooperative and educational organizations "got in on the ground floor" and took advantages of tax loopholes, he asserted, and even now, with a tax rate of some 58%, many enjoy a non-taxable status. By closing these loopholes, Rep. Mason figures the government stands to pick up about $1 billion to compensate for loss of $600 million or $700 million from excise tax repeal.

LOBBY PROBE
House Launces Inquiry

PROBE of lobbying activities by a House Select Committee got under-

way on Capitol Hill last Tues-

day. As the first step staff inves-

tigators outlined progress of their work to members of the group headed by Rep. Frank Buchanan (D-Pa.).

After the session, which did not touch on radio, Chairman Buchanan indicated hearings would deal with the views of groups and other prop-

erties are considered by the com-

mittee to border on possible violation of the Lobby Registration Act. No date has been set for the hearings, he added. Preliminary reports, dealing mostly with housing legislation, reportedly uncovered some "irregularities" but no "fraudulent abuses," some members indicated.

Meanwhile, Sen. John Bricker (R-Ohio) has charged that certain heads of independent agencies—some of them, "experts"—have tried to influence legislation. "In some cases," he noted, they are the "very men who drafted the legisla-

tion under committee considera-

tion." He did not identify any.

The committee is trying to de-

termine whether certain organiza-

tions have failed to register as lobbyists, and whether certain reg-

istrants have complied with the act. Representatives of radio in-

terests are expected to come under the committee's scrutiny.

MBS AWARDS

MUTUAL's "President's Cup" for

workchildren's show was awarded to KVER Albuquerque for its work on the network's "Kid's Block" of shows.

Robert A. Schmid, MBS vice president in charge of advertising, pro-

motion and planning, announced the prize. William T. Kemp, the station's general man-

ager, received the award from Frank White, MBS president, at the close of the two-month-long contest among the network's 500 affiliates.

Awards were made on the basis of promotion of the 5:6 p.m. child-

ren's show, featuring "Streets Narrow, Tom Mia and B-Bar-B Riders.

Divided Into Categories

A total of 37 prizes were awarded, including 15 awards for the best overall promotion of the "Kid's Block," and 22 prizes for the out-

standing jobs in specific promotion categories.

The top 15 awards were distributed in the three station classifications—stations in cities of 100,000, and over population; in cities be-

tween 25,000 and 100,000, and in cities under 25,000.

These winners are: Classification No. 1—William Schwietzer, WEBR Buffalo; Ron Tuten, WJHP Jacksonville; Joe Baker, KBNM Albuquerque; Vivian Blanken, KPLD Denver; Herb Sonnenberg, KJH Los Angeles.

Classification 2: William Kemp, KVER Albuquerque, N. M.; Wal-

demar C. Potter, KSSF Apple-


Classification 3: Ed Brein, KFVD Fort Dodge, Iowa; Don Corrigan, KCKO Tulear, Calif.; Bert Scoppone, WDAY Willmar, Minn.; N. D.; Louis C. Wrather, WENK Union City, Tenn.; Bob Bingam, WCNC Elizabeth City, N. C.

22 Awards

The 22 stations and the winners of prizes for outstanding jobs in specific promotion categories are:

Harry Hoensly, WHK Columbus, Ohio; William Sprague, WHK Cleveland, Ohio; Kermit Edney, WHKP Hendersonville, N. C.; Bill Monroe, KENT Sheveport, La.; Gene Haines, WJFW Hanna, Mo.; Bob Instad, KOVC Vincennes, N. D.; Betty Crocker, KNNR Roseburg, Ore.; Wayne Phelps, KUZB Borger, Tex.; George H. Bell, WITC Dubuque, Iowa; William Carrier, WRBC Jackson, Miss.; Dick Bolender, WBRK Pittsfield, Mass.; Earl Corbett, WGNE Elkhart, Ind.; Don Gundersen, KDTH Dubuque; Don Getz, WGN Chicago; Don O'Neil, WHKK Akron; Fran Ide, KRGD San Diego; M. Waller, KTRK Houston; K P A C Port Arthur; Clarence N. Nagler, WMAK Nashville; Jack Swensen, WLOL Minneapolis; Helen Penny, WRCX Duluth; Lennon Kelly, KTRH Sioux City; Charles Curtin, WNAC Boston.

THE Silver Horse Emblem of the Round-up Riders of the Rockies is awarded to CBS star Gene Autry (2d l) on the occasion of his visit to Denver a fort-
night ago. L to r are Joe Dekker, Denver Civic Theatres; Mr. Autry; Hugh B. Terry, KLZ Denver vice president and general manager, making the presentation; Harold Rice, Southern District manager, Fox Intermountain Theatres, and Robert C. Hill, district manager, Columbia Pictures.

List Children's Show Promotion Winners

MBS AWARDS

"President's Cup" for

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WPAT

NOW 24 HOURS A DAY...
MORE POWER—5000 WATTS

ON YOUR DIAL AT 93

DAVE MILLER
9:00 - 11:00 AM
3:00 - 6:00 PM

EMERY DEUTSCH
1:00 - 3:00 PM

DAY AFTER DAY AFTER DAY!
7 star-studded days a week!

Milo Boulton
11:00 AM - 1:00 PM

HOUR AFTER HOUR AFTER HOUR!
24 star-studded hours a day!

STAR AFTER STAR AFTER STAR!
'round the clock—every star-studded minute!

JOHN HENRY FAULK
6:00 - 8:45 AM

SHOW AFTER SHOW
AFTER SHOW!
hour after hour every hour!—day after day—
every day!

JOE CUMMISKEY
6:00 - 8:00 PM

DON KERR
8:00 - 10:00 PM
10:00 - 12:00 PM

Stand PAT with w-P-A-T

Owned and Operated by the Herald-News, Passaic-Clifton, N. J.
Paterson, N. J.

January 23, 1950 * Page 33
WANNA LIFT YOUR VOICE TO PRAISE (Ky.)?

Sure, you could probably find a lot of kind words about Praise (Ky.), but there certainly wouldn’t be any superlatives about sales or business!

Us, we save our applause and admiration for the Louisville Trading Area, our State’s one great market. And by broadcasting exclusively to these 27 Kentucky and Indiana counties, WAVE gets the plaudits and commendations of a high-income audience—one whose families have a 40% higher standard of living than those in the rest of the State.

Truly now, Gents, isn’t WAVE’s market the kind you revere, respect, and reel in? We pay off in cash—not Praise!

LOUISVILLE’S WAVE

NBC AFFILIATE
FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

5000 WATTS . 970 KC

Page 34 • January 23, 1950

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Still Commenting
EDITOR, BROADCASTING:

It’s amazing to me the number of people I run into in business who comment about the sketch [On All Accounts, BROADCASTING, Sept. 5], and it’s still going on, more than three months after publication. It seems they not only read, but remember BROADCASTING.

Mac Lean Chandler
Lee Burnett Inc.
Chicago

* * *

Lauds Spry Story
EDITOR, BROADCASTING:

I just read with a great deal of pleasure the magnificent Spry article in the Jan. 2 issue of BROADCASTING.

Grant V. Flynn
Rutkrauff & Ryan
New York

* * *

High Life’s High Praise
EDITOR, BROADCASTING:

We have . . . ordered two subscriptions to your magazine and I am sure that it will be a helpful and useful guide to us in the future.

I certainly appreciate the fine article on our Lawrence Welk program. . . . I think it is one of the best we have ever seen in print . . .

Frederick C. Miller
President
Miller Brewing Co.,
Milwaukee

[EDITORS NOTE: The radio story of Miller Brewing Co. was in BROADCASTING, Jan. 12, 1948.]

* * *

NAB Appearances
EDITOR, BROADCASTING:

I noticed your editorial in BROADCASTING (Jan. 16 issue) entitled “Radio Anonymous” and the statement that “in scanning the list of appearances prior to the opening of the hearings Thursday, we fail to find radio represented.” Attached you will find a copy of a statement which was prepared for use as NAB’s appearance at the hearing, which is (as of Jan. 16) still in process of being cleared by NAB’s special committee on judicial, legislative and administrative appearances. No doubt you are familiar with the NAB by-law that the board determines all questions of policy with respect to the administration of NAB affairs.

In this field of NAB appearances—in order to protect the interests of all groups in the association—

the board has established, as a matter of policy, that such appearances must be reviewed by this special committee of the board. Unfortunately, this sometimes produces delay and prevents the expedition which might be possible without such a review procedure. However, as NAB represents a large family, it is necessary that careful consideration be given to all angles of such problems in advance of a commitment to one position or another. . . .

Justin Miller
Natl. Assn. of Broadcasters
Washington

* * *

Bold, Bald Facts
EDITOR, BROADCASTING:

I am writing to urge the formation of a league for the suppression of pictures of Lee Little of KTUC Tucson, Ariz. Having known Lee for many years, I feel he is one of the least photogenic men in radio—certainly he is no Victor Maura, especially on top.

So, I hereby urge that no matter how many network affiliations Lee may gain or lose at KTUC in the future, his pictures be either suppressed or published in the classified columns.

Glenn Snyder
V. P. and Gen. Mgr.
WLW Chicago

Mr. Little
Mr. Snyder

‘‘. . . Which one has the Toni?’’

[EDITOR'S NOTE: BROADCASTING engages in no outside activities or reform movements, and therefore cannot lend its name or good offices to the project for formation of LSPFL. Besides, there are too many alphabetical ‘‘outfits’’ anyway.]

* * *

Tale of Tall Towers
EDITOR, BROADCASTING:

In looking through the Jan. 2, 1950, issue of BROADCASTING-TELECASTING, I noticed an article on page 56 regarding the tower now being constructed for WCON [Atlanta, Ga.], and a statement to the effect that Mr. Harvey J. Adenholt, chief engineer, claims the

(Continued on page 49)
Television Service for the Norfolk Metropolitan market

Sales go up when your products are seen as well as heard on WTAR-TV ... in the Norfolk Metropolitan Market—Norfolk, Portsmouth, Newport News, Va.

WTAR-TV is inter-connected to supply full NBC service. A new $500,000 TV and Radio Center contains ultra-modern TV studios, transmitter, and film facilities. A completely equipped RCA Mobile Unit for special events coverage.

Put your products in the selling picture of 133,000 families in this big, eager and able to buy market. Contact Edward Petry & Co. for WTAR-TV availabilities to start April 1.

Inter-connected NBC Affiliate

24,500 watts of power

Nationally Represented by EDWARD PETRY and CO., INC.
Lang-Worth Member Stations to Share in Rich Bonanza of Sponsors' Gold during 1950

A Nation-wide survey, just completed, conclusively proves that advertisers and agencies are supporting Lang-Worth's plan to increase local station income. This plan, initiated July 1947, was designed to promote a greater use of the Lang-Worth Library Service among advertisers and agencies—to facilitate the use of this service over Lang-Worth member stations and capture advertising money that heretofore was directed to local newspapers and other non-radio media.

160% DOLLAR INCREASE

According to signed reports from Lang-Worth station members, advertisers and their agencies spent $3,521,430 during the 12 months of 1949 sponsoring Lang-Worth production programs. This represents an increase of 160% over 1947, the year the plan was started, and 66% increase over 1948.

Reports from member stations and interviews with agencies all point to a still greater commercial use in 1950, making the estimate of $5,200,000 most conservative (see graph).

573 STATIONS POLLED

The figures used in this statement are based upon signed reports received from 573 Lang-Worth stations (92% of the total). Every type of station was represented. From 50 KW's in major markets to 250-watt outlets in suburban areas. 55% were network, 45% independent.

I feel it important to emphasize that this statement is restricted to income received solely from a special group of shows conceived and written by our program department and made available to advertisers and agencies for sponsorship over Lang-Worth member stations. It does not include several million dollars of additional revenue from participating and disc jockey programs built from the Lang-Worth Library by the member stations, but not reported in this survey.

The Lang-Worth shows included in station reports were: The Cavalcade of Music, Mike Mysteries, Through the Listening Glass, The Emile Cote Glee Club, Meet the Band, Riders of the Purple Sage, The Concert Hour, Blue Barron Presents, Keynotes by Carle, The 4 Knights, Drifting on a Cloud, Salon Serenade, Airlane Melodies, Pipes of Melody, Time for ½ Time and Your Community Chapel.

WHY $5,000,000 FOR '50

The normal trend of advertisers toward an accelerated use of Lang-Worth Service during the past 3 years (see graph), coupled with "inner-circle" reports from advertising agencies and station representatives, more than justify the statement that "$5,000,000 for '50" is a modest estimate.

However, Lang-Worth will not sit by complacently and rest on yesterday's laurels. Rather, we are now geared to use these success records as the impetus for an even greater effort towards fulfilling tomorrow's prophecy.

Lang-Worth Program Service will be still more attractive to advertisers in 1950. New and outstanding name talent is making our present production programs even more inviting to
sponsors' gold. New IDEA programs, half-hour and 15 minutes across-the-board, with separate voice tracks and personalized announcements are in the works . . . plus an abundance of production aids and gimmicks which are made possible only through the amazing NEW Lang-Worth 8-inch Transcription.

**NEW 8-INCH TRANSCRIPTION**

Advertising agencies have a reputation to protect and must exercise extreme caution when recommending a product for their client's use. The NEW Lang-Worth 8-inch Transcription has received the enthusiastic endorsement of every advertiser and agency who attended the special auditions held throughout the country.

Beginning April 1, 1950, all Lang-Worth member stations will be equipped with full service of the NEW Lang-Worth 8-inch Transcription. Not only is the product superior in tonal fidelity . . . not only is the signal to noise ratio greatly increased, but now, for the first time, agencies can guarantee to their clients brand-new, crystal-clear transcriptions. Now, for the first time, agencies may recommend with complete confidence a still broader use of the Lang-Worth Program Service.

$5,000,000 for '50 is a pushover! Personally, I anticipate a 100% dollar increase in 1950 over 1949.

C. O. Langlois, President

**LANG-WORTH**

**FEATURE PROGRAMS, Inc.**

113 WEST 57th STREET, NEW YORK 19, N. Y.
Editorial

Business Bolt

WITHOUT ATTEMPTING the risky business of reviewing radio’s new promotion film in advance of its full-length showing, we can predict from a reading of the script that Lightning That Vastly is out to talk big for broadcasting.

It would have been easy for the creators of the film to fall into one of two errors. The one being excessive emphasis on the focused brow type of radio documentary, and the other being too much wind in it about the social significance of radio. The other being a hell-for-leather pitch about radio’s advertising effectiveness.

It is nice to report that, judging by the script, the film nicely follows a line between the two extremes. Quite likely, when seen on the screen, the picture will make clear on the one hand, that broadcasting is seriously regarded by the American public and, on the other, that it serves a useful purpose in helping to distribute goods.

The four sales success sequences in the film are convincing demonstrations of both points.

Some people who have been inclined to undersell radio as a force in U.S. life are apt to be as astonished by Lightning That Talks as the public was when Ben Franklin flew his kite.

Forced upon them up, the industry should compliment the men chiefly responsible for making the film. They were:

Victor Ratner, former CBS vice president, now R. H. Macy vice president, producer of the film.

Gordon Gray, vice president of WIP Philadelphia and chairman of the All-Radio Presentation Committee.

Maurice Mitchell, BAB director who turns actor in Lightning That Talks and who has now put his sales wizardry into selling Lightning.

Ben Gradus of International Motion Picture Producers Service, a film expert who absorbed enough radio lore to shoot a radio picture of great conviction.

We look forward to the lightning striking all over the U. S.

Ledger Lesson

THERE’S a business lesson to be had in Broadcasting’s new, 1950 Yearbook, starting with the figures on radio’s 1949 net time and an index summarized elsewhere in these pages.

The pertinent time-sales figures: In AM, up $12 million to a total of $429 million; in TV, up $16 million to a total of $247.4 million; in FM, for whom no previous year’s figures were available, up to a total of $6 to $7.5 million.

The gain in AM sales, still the nationwide backbone of broadcast advertising, sounds better dollar-wise than percentage-wise—3%, the lowest since a bare 0.6% increase was clocked out in 1938. But 3% in the year 1949, though no cause for complacency, does not call for shamefaced, either. No other major advertising medium could top it.

That 3% gain should signal new and greater sales drive in 1950—a need which is underlined by another section of the 1950 Yearbook. The chapter on “Radio’s Payroll and Operating Costs,” based on the latest available data—radio’s employment was up 17% and its payroll was up 20%, exclusive of other basic operating expenses. There is no sign that this upward trend is about to be reversed.

The 3% gain was accomplished coincidentally with an overall gain of almost 10% in operating-station population, as yet another indication of the industry’s growth. Although the number of authorized stations is less, the number of operating outlets is greater—by about 2,916 as compared to 2,960 a year ago. New stations taking the air in 1950 will stiffer this intra-media competition by that much.

Yet to be answered, of course, are the questions of when, whether, and how much television will affect the other media. There is no indication of any real effect on broadcasting media yet, despite a virtual tripling of TV revenues in 1949. Nor does it seem likely that inroads will be made this year.

In the continuing buyer’s market, many advertisers in 1950 will undertake to work one medium against another for their own benefit, but to this radio has a perfect answer. Radio is the medium of deepest penetration. It is the “blanket” medium; it gets the most attention, and it costs less. With facts like those, and aggressive shirt-sleeve selling, radio can’t miss.

T-V Formation

ABOUT A YEAR ago, it was assumed in many college athletic counting rooms that television, unlike radio, would hurt the football gate. It also was assumed that the telecast of a big college football game would hurt the boxoffice of smaller colleges.

The result would be chaos in all college sports for the football is the support of them all.

Cries of anguish rent the air at the prospect.

Many coaches and athletic directors spoke out against telecasts of football games.

Now, however, a welcome breath of fresh air has blown through the nation’s collegiate locker rooms—it’s a breath of fresh air that was wafted in from the more academic parts of universities. For now, after all the cries, it has been suggested that a bit of the scientific spirit be applied to the problem, that all the facts be gathered and studied.

In fact, quite an ambitious study on the subject already is on. A graduate student of University of Pennsylvania, Jerry M. Jordon, has such a project in progress (see Telecasting 9). While his study will not be completed until April, his findings at the part-way mark indicate that once the novelty of television wears off, television does not hurt attendance but may even increase it. Also his study shows thus far that telecasts of U. of P. football games have not hurt attendance of smaller college games in the Philadelphia area.

In addition to this study, it seems likely that the National Collegiate Athletic Assn., will undertake a study of the impact of TV on sports attendance.

Financial aid in making such an investigation has been offered by NBC President Joseph H. McConnell, who spoke for the country’s network telecasters.

We hope that aid is accepted and proper studies are made in the accepted scientific manner. The application of brains and not brawn is what is needed to this phase of the college athletic program.

The facts that will be developed will speak for themselves and indicate what should be done. Until then, college athletic advisers will do well to advice of Mr. McConnell, himself a former college football coach.

Until all the facts are in, he advised, "don’t blame everything on television."

Page 38 • January 23, 1950

Our Respects To

JEROME SILL

I T WAS in July 1947 that “Doctor” Jerome Sill decided to sample some of his own medicine. For years he had been ministering to sick radio stations for CBS and virtual his textbook, The Radio Station, one of the first books on station management ever published, had run through two printings. It was and is standard in most American colleges and universities.

But Jerry Sill wanted to prove to-test his theories. He put out feelers in a score of cities, and had visited half of them when he pulled up in Milwaukee. He says he picked the Wisconsin metropolis because he liked the idea of building an independent station in what is reputed to be one of America’s toughest markets.

Born Feb. 7, 1905, in the Yorkville section of Manhattan, Mr. Sill went to grade school there and then to Stuyvesant High where he won a scholarship to St. Lawrence U. He was graduated from St. Lawrence in 1924 with an A.B. degree.

Following graduation, he became a copywriter at the old Bates agency in New York, was personally tutored by Charles Austin Bates and soon rose to copy chief and eventually secretary-treasurer of the company. When the Bates firm became an early depression casualty, Mr. Sill hitched his wagon to the star of Paul Kesten, vice president in charge of promotion of the young CBS.

Starting in 1928 as a copywriter, he won advancement in a relatively short time and soon was placed in charge of all promotion for Columbia-owned properties. He later took over promotion of Radio Sales, as well, and at length was named director of station promotion of the network.

Toward the end of this last job, a survey by an industry journal showed that every station in metropolitan New York, with one exception, had a promotion director trained in the CBS Station Promotion Department.

After nearly a decade of directing CBS station promotion activities, Mr. Sill was drafted by the network for a new job. In those days, network stations weren’t doing so well insofar as volume of network commercial business was concerned. So he was sent out trouble-shooting.

His recommendations formed the basis for a new CBS department, headed by himself, within the station relations setup.

“It was my job to help make stations better broadcasting operations, thus better advertising media, thus more sought-after media for the network advertisers,” he explains.

The new department was so successful that

(Continued on page 40)
26,521 One Dollar subscriptions to Southern Farmer Publication in 2 weeks.

163,953 responses from 41 states and Canada in 2½ weeks for McCoy's Cod Liver Oil Tablets.

34,292 orders for a $2.98 Bible in five weeks.

A One Dollar toy gun received 113,584 orders in 26 weeks.

In 13 weeks 29,858 orders were received for a $5.95 midget camera.

40,291 orders for $1.29 seven strand necklace in fourteen weeks.

America's greatest mail-order programs every day * 52 weeks a year

WJJD
Chicago
50,000 WATTS
1160 on your dial
MARKET STUDY

Thompson Co. Issues Booklet

A 35-PAGE re-analysis of the American market, Marketing Opportunities, 1950, has again been published by J. Walter Thompson Co., New York.

Study this year indicates that potentials can be the best yet if American business seizes its opportunity. The booklet points out that the challenge of business this year is: How to convert the power-to-buy into the will to buy?

Revealed in the survey are these points:

- 40% of all U.S. families are new.
- Nine million people have moved from rural areas to cities since 1940.
- Rates have risen in major national advertising media, but audiences and circulations have risen nearly exclusively.
- Average costs per thousand in these media have not risen comparably with prices of other commodities and services.
- Each 1950 listener or reader will have an average of 39% more purchasing power than in 1940, in full correction for higher taxes and prices.

AFA to International

ADVERTISING Federation of America, after approval of its executive committee, last week joined the newly-formed International Union of Advertising, cooperating with the advertising associations of 13 other nations to work together for the benefit of advertising.

Service IS A LOT OF LITTLE THINGS  (see front cover)

Clear Channel Home of the National Barn Dance
Which would YOU take?

Are you eyeing the bigger one? That's natural. We all want the most for our money. And that makes a point about the audience you get when you advertise on WGAR. The pie is bigger than it was last year. The potential audience is greater!


And the slice of the pie is bigger on WGAR. WGAR's share of audience is also greater!

*Sept. Oct. '48 Share of audience .... 23.1
Sept. Oct. '49 Share of audience .... 24.8

This means 15 percent more listeners to WGAR programs today. So you get the bigger slice of the bigger pie when you advertise on Cleveland's Friendly Station.

Call your Petry man for facts about Cleveland's Friendly Station.

*Hooper Index of Total Rated Time Periods
Sept. Oct. '48
Sept. Oct. '49

Represented Nationally by Edward Petry & Company
AN EFFORT to whet the public appetite for FM broadcasting by ambitious programming was launched last week by a group of independent FM broadcasters in the New York area.

At a meeting Jan. 16 in the office of William W. Boyne, general manager of the Zenith Radio Corp. of New York, six FM stations were represented. They were promised financial aid in their programming project by Mr. Boyne.

Called at the behest of August A. Rickert, program director of WUFV-FM Fordham U, the meeting was attended by Kenneth Joseph and Julian H. Ginns, WGNR-FM New Rochelle, and by the representatives of the New York City stations: Harold Hirschman, WAAB-FM; Roy Oerulm, WGY-N-FM; Gordon Myers, WQHF (FM); Hartley Samuel, WFIL to obtain Rickert represented WUFV-FM.

Among proposals made by Mr. Rickert was one to have an orchestra conducting members of the New York Philharmonic. Another was to bring to New York audiences up-state college basketball games, such as contests involving Cornell, Syracuse and Army.

Exclusivity Would Stimulate

Entire purpose of the programming would be to create exclusive features which would stimulate the public to FM tuning because the features could not be heard in other ways. The programs would be promoted by all the stations, not on the basis of selling their individual outlets but on the basis of selling the FM medium.

The stations themselves would carry the programming as a group by relays. They would be permitted to sell their individual sponsors for the programs. Fordham, however, does not sell its programming.

Rickert said that FM stations owned by AM outlets would be permitted to participate but the special programming would not be available for AM transmission.

Furthermore, Mr. Rickert discussed specific programs for the group is called for tomorrow (Jan. 24).

KSPV CHANGES

COMPLETE reorganization of the staff of KSPV Artesia, N. M., and an increase in its daily broadcast schedule have been announced by Dave Button, manager of KSPV, licensed to the Artesia Broadcasting Co.

New alignment includes Mr. Button as manager; Wayne Griffin, commercial manager; programs to be added include: Bob Meeker, chief engineer; Bob McDaniels and Bill Parker, announcers-engineers. Station also has added an hour and a quarter daily to its schedule, signing on at 6 a.m. and off at 10:15 p.m. Public service and local coverage are being emphasized, according to Mr. Button.

FM PROMOTION

Group Plans Programs To Whet Public Interest

BAKERY SUCCESS

Owner Credits Radio

IRadio has played a major part in success of Bungalow Bakery, Great Falls, Mont., according to Ed Harberson, owner and president of Montana Bakers Assn. It has been his major advertising media for many years.

Mr. Harberson added a "Hostess Room" in the basement of his bakery three years ago for parties, diners and socials and he credits radio advertising for making that a paying success too.

Using one-minute and 60-second announcements, his advertising campaign originally on KBFB Great Falls, adding schedules on KXKL and KMON Great Falls when they took to the air. Although newspaper advertising was utilized too, Mr. Harberson declares that didn't produce the wedding and church party business that is credited to his radio advertising.

Mr. Harberson believes in the effectiveness of the spoken word as against print.

WIRY DEBUT

Set For Next Thursday

WIRY Plattsburg, N. Y., is scheduled to take the air next Thursday (Jan. 23), according to Joel H. Scheir, president, general manager and treasurer of WIRY County Broadcasting Corp., station permittee. It will operate fulltime with 250 w on 1340 kc.

Final testing was carried out last week, with a five-hour inaugural ceremony program on the agenda for Wednesday, Jan. 25, at 6 p.m. Mr. Scheir formerly was commercial manager of WMFF (now WEAY) Plattsburg for seven years. Other officers of the station are W. H. Petterson, vice president, treasurer and station manager; Roy B. Krezus, program director, and John M. Nazak, chief engineer.

Studios, transmitter, and offices are housed in a new building erected in Plattsburg. WIRY is an MBS affiliate and will use AP news service and Standard Library. W. S. Grant Co. is its national representative. Station employs Gates equipment.

OPTIMISTIC forecasts for 1950's Transit Radio business were voiced Jan. 9-10 at a meeting of 18 affiliated FM stations of Transit Radio Inc., holding its second annual national sales convention at New York's Hotel Roosevelt.

Steadily mounting revenues from local, regional and national advertisers were reported, as well as unusual "cash register results" obtained by sponsors in the new medium. An excellent renewal record was cited by members, with one station reporting 16 renewals in one week among 17 users.

Public service programming was discussed at a half day session, with instances cited of traffic rerouting due to fires and other local emergencies, as well as safety and other civic drives. Limitations on commercials were stressed as important to the continued public acceptance of the service. Copy limits of 65 words on announcements and 30 seconds on transmitted commercials, to be spaced at least five minutes apart, were approved by the sales managers for recommendation to the Transit Radio board, which met Jan. 12, also at the Roosevelt.

Recommendation was also made for a cooperative promotion and advertising campaign, with all stations to participate. Guest luncheon speakers were Frank Silverman, manager of radio time buying, BBDO, and Carlos Franco of Kudner Agency. Both lauded Transit Radio affiliates for their efforts in standardizing sales data, rate card format, traffic data and other materials required by agencies and advertisers, and advocated continued effort as new affiliates are added.

Delegates to the meeting included: Raymond F. Kohn and Horace Gross, WPMZ (FM) Allentown; Ernest Lang, WMAK (FM) Dallimore; Robert F. Bond- er, WCJ (FM) Cincinnati; Jack Harris, KPRC (FM) Houston; Paul R. Fry, KSTN (FM) Omaha; Joe Hartenbower, KCNO-FM Kansas City; Charles Dewey and Charles Kreitler, WKJ-FM Pittsburgh; Robert Hyland Jr., KXOR-FM St. Louis; Helen Mooberry, WWD (FM) Washington; Dick Evans, WIZZ-FM Wilkes-Barre; C. Robert Mabry, WQTR-FM Worcester; Bill Lemmon, WAW Enterprise, Cleveland; Jerome McCarthy, WHOA (FM) Trenton; J. Sova, WAYS-LF Pitt., Mich.

Representing Transit Radio Inc., were Frank E. Pellicer, vice president in charge of sales; William H. Ensign, eastern sales manager, and Carl S. French, Chicago, western sales manager.

WTTM Trenton, N.J., airing five-minute, across-the-board weather broadcast from Trenton's Weather Bureau, by permission of U.S. Weather Bureau.

Patricia Hart Wed

MARRIAGE of Patricia Weiss Hart and John Austin Armitage took place Jan. 7 in Vienna. Mrs. Armitage, formerly member of Information and Education Service staff of U.S. Embassy at Prague, is the daughter of Mr. and Mrs. Lewis Allen Weiss. Mr. Weiss is chairman of the board of Don Lee network and member of MBS board of directors. Mr. Armitage is now head of economics division in American legation at Berne, Switzerland.

Glenn B. Webber, announcer and newscaster at WJPS Evansville, Ind., appointed new editor of station's news department.

Harry Gianaris, former news and sports editor of WHAN Charleston, S. C., named news and special events director for WTMX Charleston.

Stoney Mcclinn and Bosh Pritchard, Philadelphia Eagles football star, join WCAU Philadelphia, bringing to the total of sports figures on staffs of WCAU and WCAU TV.

James Lawrence, formerly news director of KSD-AM-TV St. Louis and now editor in chief for St. Louis Post-Dispatch newspaper affiliate of KSD, cited by Adweek magazine for his editorials attacking violence and mayhem in many TV programs.

NEWS

Optimistic Forecasts Given for 1950

Transit Meet

The City Market

Topeka — a 21-county market that has 28% of the state's effective buying power and 23% of all Kansas families.

WIBW is the station "listened to most" by buyers in the Topeka Market*. Three times more listeners than all other Topeka stations put together.

*Kansas Radio Audience 1949

The Farm Market

WIBW's farm market is made up of big-buying families on farms and in agricultural communities in Kansas and adjoining states.

Consumer Markets, 1949

Here again, WIBW is the "most listened to" having ten times as many listeners throughout Kansas as all other Topeka stations combined.

*Kansas Radio Audience 1949

Just one station—WIBW—gives you the hardest hitting selling force in both city and farm markets.

FOR THE CITY MARKET

FOR THE FARM MARKET

ALL YOU NEED IS WIBW

WIBW • TOPEKA, KANSAS • WIBW-FM

Rep: CAPPER PUBLICATIONS, INC. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

January 23, 1950 • Page 43

Broadcasting • Telecasting
A CONFERENCE between Sen. Ernest W. McFarland (D-Ariz.), chairman of a Senate Interstate Commerce communications sub-committee, and heads of major tele- 
graph communication carriers, in- 
cluding Brig. Gen. David Sarnoff, 
chairman of the board of RCA, was held Jan. 2.

Sen. McFarland, whose group also has initiated a study of the use of radio frequencies by govern- 
ment agencies and allotment of radio spectrum space to private commercial broadcasters through 
OCC, stated that "substantial progress" had been made. Further conferences will be held shortly be- 
fore final recommendations are presented, he added.

The subcommittee is exploring the 
records communications prob- 
lem first in its proposed two- 
play inquiry of the general communi- 
cations picture, Sen. McFarland told 
BROADCASTING. Comments and re- 
actions already have been elicited from numerous government de- 
partments—among them the mili- 
tary, State Dept., etc.—which use valuable frequencies.

Carrier officials reported to Sen. 
McFarland the results of their 
study and discussions to date. They included, in addition to Gen. 
Sarnoff, heads of International Telephone & Telegraph; Western 
Union Telegraph Co.; RCA Com- 
munications Inc.; American Cable & 
Radio Corp.

The White House is expected 
shortly to name personnel to a 
government committee which 
which would probe the use of spectrum 
spans among its own agencies.

AP Bureau Expands

WITH establishment of a sending 
bureau at Fargo, N. D., Associated Press announces start of new and 
expanded regional news service in 
that state. At the same time ar- 
rangements were completed for AP to 
send four more North Dakota stations: KYFY Bismarck, KILO 
Grand Forks, KCXG Sidney-Wil- 
liston and KLFM Minot. All have 
been elected to AP membership.

WHY TAKE SECONDARY COVERAGE 
of Virginia's First Market?

Regardless of claims, if you're trying to cover Greater Norfolk from the 
outside, nature's terrain makes it impossible.

Greater Norfolk stations can cover it. And only WSAP can 
cover it at lowest cost.

Availability and costs from Ro-Tel will prove it.

WSAP . . . "solving advertising problems" in Virginia's first market

B. Walter Huffington, General Manager Ask Ro-Tel

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B. Walter Huffington, General Manager Ask Ro-Tel
He's Varying the Pitch While Recording!

With the Fairchild Studio Recorder, Unit 523, George Pires of Reeves Sound Studios is cutting a microgroove, long playing disk. George varies the pitch while recording. There's no overcutting on loud passages — no need to closely ride gain on the audio. 'He just changes pitch to follow pianissimo and fortissimo. Result . . . unusual dynamic range on a long-playing disk!

The Fairchild Studio Recorder Unit 523 offers continuously variable control of cutting pitch operable while recording. You don't have to change feed screws, belts, pulleys or other mechanisms. Simply rotate a conveniently located knob for smooth and vernier control of cutting pitch. This gives you continuous and instantaneous variation of pitch from 80 to over 500 lines per inch during the actual recording.

**FILM-SYNCHRONOUS**

Fairchild Disk Recorders

Fairchild Unit 523 is used in fixed studio installations for dubbing sound tracks for motion picture production. Absolute lip synchronism is guaranteed for use with your cameras and projectors. You get this same performance with the portable Fairchild Unit 590-G Disk Recorder shown at left. Many motion picture sound tracks are first recorded on FAIRCHILD SYNCHRONOUS DISK RECORDERS.

New, illustrated article contains a complete discussion of recording techniques. Write for your copy today. Ask for reprint SR.

**RICHARDS CASE**

FCC has refused to call off its inquiry into G. A. Richards' news policies and has ordered hearing to commence in Los Angeles March 13 on the news questions and on the proposal to transfer control of his three stations to trustees.

The action came Jan. 12 in a memorandum opinion and order denying a petition filed last November on behalf of Mr. Richards, principal owner of KMPC Hollywood, WGAR Cleveland and WJR Detroit.

The vote was 5-4, because Hyde voting for a grant of Mr. Richards' request that the hearing on renewal applications of Mr. Richards' stations be postponed pending hearing on the transfer applications. Comm. Frieda B. Hennek did not participate.

The Commission majority said it was not "indifferent" to the state of Mr. Richards' health, which is such that spokesmen have expressed fear for his life if FCC goes through with its projected hearing. FCC said it would make "every reasonable provision and accommodation for his physical comfort and well-being" and that it felt a hearing could be held "in such a manner as to impose no accustomed physical strain on him."

Deletion Requested

In their petition, counsel for Mr. Richards had requested deletion of the news-policy issues from the transfer proceeding. They also asked that these issues be stricken out of the three stations' renewal proceedings or, alternatively, that the transfer proceeding be handled in advance of the renewal question [Broadcasting, Nov. 14, 1949].

The FCC majority rejected the plea for action on the transfers ahead of the renewals, because:

... In the past the Commission has in a number of cases refused to permit transfers by licensees who have been found to be unqualified and has regarded the resolution of outstanding questions concerning the qualifications of licensee-transferees as a condition precedent to consideration of a transfer application. When such questions have been resolved in the licensee's favor a transfer has been permitted. Conversely, if the licensee has been found unqualified, the transfer application has been dismissed. . . .

To Mr. Richards' claims that FCC's proposed investigation of news policies amounts to censorship and violates the guarantee of freedom of speech, the majority replied:

... In our opinion the lengthy argument along these lines is not in point. It seems clear that the question presented by the present petition is not one of Richards' private views and his right to express them, but rather whether Richards, whatever his own views, has and will adequately discharge the responsibility of a licensee... .

Nor did the majority feel that its decision to go ahead with a hearing is inconsistent with the implication of its action, last March, in postponing the then-scheduled hearing and making provision for submission of the trusteeship plan. The March postponement order, it was pointed out, made clear that after the trustee application was filed FCC would then decide as to hearing.

With respect to Mr. Richards' illness of heart disease, the majority said:

... It seems clear... that the burden is on an applicant to bear the case with his application; and that the inability of an applicant, because of permanent physical incapacity of key witnesses or for other reasons beyond the control of the Commission, to prosecute his application by availing himself of the opportunity to be heard afforded him by the Commission, does not necessitate the conclusion that the Commission act favorably on the appeal despite the applicant's failure to make the legally requisite showing.

Officer To Be Named

FCC said a presiding officer for the March 13 hearing would be named later.

The questions with respect to Mr. Richards' news policies relate to changes, filed by the Radio Novelty Club of Hollywood, alleging that he ordered KMPC staff members to slant news against members of the late President Roosevelt's family and against certain political groups [Broadcasting, March 8, 29, 1948].

Under Mr. Richards' trusteeship plan, control of the three stations would pass to these trustees: Dr. John A. Hannah, president of Michigan State College; L. P. Fisher, vice president of Fisher & Co. and a director of General Motors, and Harry J. Kliger, vice president of General Motors and general manager of its Pontiac Division.

1950 January 23

Call

FILM SYNCHRONOUS STUDIO RECORDERS

Fairchild Disk Recorders

154th STREET AND 7th AVENUE

WHITESTONE, L. I., N. Y.

January 23, 1950 • Page 45
Out of Season

A BASEBALL broadcast on New Year's Day? With all the football bowls that were scheduled for Monday, Jan. 2, Sports Director Jack Sandler of KOWH Omaha came up with a Valentine twist for the previous day. Using an old Western Union telegraphic report, Mr. Sandler did a re-broadcast of the play-off game between the Cleveland Indians and the Boston Red Sox, originally played on Oct. 4, 1948. During the broadcast, the KOWH sports announcer asked for telephone calls as to what the fans thought about it. The response was 99 to 1 in favor. Now Sports Director Sandler plans to re-broadcast a hockey game on the Fourth of July.

TENN. GROUP
Meet Set for Feb. 24.

THE Tennessee Assn. of Broadcasters, representing 37 stations, will hold its next meeting on Friday, Feb. 24, at the Andrew Jackson Hotel in Nashville. According to P. C. Scott, TAB president and manager of WLAC Nashville, the meeting will be convened to a single day.

Highlights of the agenda will be the first Tennessean showing of NAB's All-Radio Film, presented by Maurice Mitchell, BAB head, and the annual election of officers.

The special guest in addition to President Sowell, are Earl Winger, WDOD Chattanooga, vice president; Jack Draughton, WSIX Nashville, secretary-treasurer; John Hart of WBIR Knoxville, T. B. Baker of WKDA Nashville, and Marshall Pengra of WATO Oak Ridge, members of the board of directors.

McDONALD ELECTED

JOSEPH A. McDONALD, vice president, general attorney and secretary of ABC, has been elected a member of the board of directors of Television Broadcasters Assn. He succeeds Robert E. Kintner, ABC president, resigned.

APS EXPANDS

Adds Space and Personnel

EXPANSION of Associated Program Service's program and promotional departments has been announced. These units have moved to new quarters on the ninth floor of the Evans Bldg., giving the firm four floors at the 46th St. New York address.

New office provide an additional sound-proof audition room for use of Associated's staff of programmers and complete facilities for functions of promotion department members. Air conditioning is to be installed. Other departments, including offices, studios and cutting rooms, are on other floors.

ABC CHANGES

WALB, WJMX Affiliate

ABC last week announced the addition of affiliated station and the replacement of another to bring its total to 28.

WALB Albany, Ga., 1 kw on 1590 kc, will join ABC Jan. 29 as a fulltime affiliate. H. L. Tallman is the manager. The station formerly was affiliated with MBS which does not intend to replace it, the network said. WJMX Florence, S. C., 5 kw on 970 kc daytime, will replace WOLS in that city as the ABC affiliate. Paul H. Benson Jr. is manager of WJMX.

KFW Joins CBS

KFW Sitka, Alaska, has joined CBS as the network's sixth Alaskan radio affiliate, bringing to 186 the total of CBS affiliates. Others in the Alaska group include KFRP Fairbanks, KINY Juneau, KTKN Ketchikan, KIBH Seward and KFQD Anchorage. The 250 station is the newest of the Alaska Broadcasting System group, and is owned by William T. Wagner, Alaska Broadcasting Co., Seattle.

SERIES of 25 vinylite children's records, recorded with orchestra, sound effects, organ and singing, being offered to stations throughout the country by Continental Dist. Co., New York, at manufacturers cost of 25¢ per record.

When Its BMI Its Yours

Another BMI “Pin Up” Hit—Published by Acuff Rose

WHITTACH SHOE SHINE BOY

On Records: Bing Crosby—Dec. 24863; Red Foley—Dec. 46205; Billy Darrell—Coro 60147; Tommy Duncan—Cap. 40282; T. Texas Tyler—Cap. 1411; Frank Sinatra—Col. (*soon to be released). Tony Romano and Johnny Bradford-Vie. 20-3685.

REPRINT of story on Bernie Hulin, home economics expert for KSTP-TV Minneapolis, currently being distributed to trade. Two-page bulletin is headed "Glamorous Mrs. Hulin," and features pictures of Mrs. Hulin and short article describing format of program and her background. Cover of bulletin announces that her show, What's Cookin', is "most-watched daytime program on Twin Cities television."

ABC Signs

INSTALLATION of new ABC Hollywood signs atop network's new Vine St. studios at 1689 N. Vine now underway. Valued at $15,000, installations will include 12-foot ABC microphone outlined in neon lighting, sign reading "American Broadcasting Co." in large neon-lighted letters and new marquee with interchangeable letters.

Hot Firecrackers

REDD malling tubes, dressed up to resemble giant firecrackers and labeled "It's Hot," sent to trade. Ends of tube are filled in with cardboard, and string resembling fuse is attached to one end to facilitate opening. Inside of "firecracker" is bulletin promoting Motorola 1950 TV set line. "Firecracker" was distributed by Simon Distributing Corp., Baltimore and Washington.

KYW Series

LATEST in series of promotion pieces by KYW Philadelphia is one-page bulletin featuring cartoon of Ben Franklin. On kite Mr. Franklin is flying is written, in part, "Earth-bound Ben Franklin... wasn't satisfied to wait for the lightning to strike... but his kite up after the lightning." Sales lightning won't strike your product (or service) "kite" either unless you send it after the business... KYW is your best "lightning rod"..."

Mr. Plus Again

BUFF, white and black folder, is latest in series of Mr. Plus promotions to be sent out to all ABC stations. Cover of folder carries drawings of ten-gallon hat and lasso. Caption reads, "Mister PLUS considers this latest 12-page report on Nielsen Index and graph illustrating results pointing out that six listener families can be reached for price of five on Mutual.

Gold Nuggets are Prize

TWENTY-FIVE thousand dollars in gold nuggets will be grand prize in new eight-week "Mystery Star" contest, which began Jan. 1. St. Louis radio station at the request of Mr. Piddler on his regular ABC broadcast. Contest conducted on behalf of National Kid's Day Foundation Inc. of which Mr. Piddler is founder. Each week different "Mystery Star" and his family will present program in conversation containing clues to his identity. Listeners will be invited to write in identifying person and submitting slogan of 10 words or less for National Kid's Day. Three weekly cash prizes of $100 each will be awarded, with weekly winners competing for grand prize of $25,000.

Selling To Dogs

LETTER accompanied by list of statistics concerning number of dogs in Greater Boston area sent to 50 local dog food manufacturers and their agencies by WCOP Boston. Letter points out process by which statistics were found and tells potential sponsors that same effort is used by station in promotion of its advertisers.

Help for FM

ALL out promotion for FM being conducted by WCSI (FM) Columbus, Ind. Station is airing frequent spot announcements and station breaks pointing out FM advantages, and sending brochures to agencies containing similar matter. WCSI also is working on motif picture series with which to educate public to advantage of FM.

PERSONNEL

Mrs. HELEN DRENNEN appointed director of promotion and publicity for WHIO-AM-TV Dayton, Ohio.

JACK THOMPSON, former promotion director for CKY Toronto, joins CHUM same city. He will be in charge of sales promotion and work under PHIL STONE, publicity director.

ROBERT S. KELLER Inc. appointed national sales promotion representative for WLAW Laurel, Miss.

Pears. PEARL BAUM, promotion manager and director of women's programs for WSCS Charleston, S. C., to be included in new volume of Who's Who in the South and Southeast.

E. R. LEIBERT, inactive partner in public relations counseling firm of Pendray & Leibert, appointed director of public relations and development for Town Hall Inc., New York.

WAYNE L. ANDERSON, publicity director at WBAM-AM-TV Atlantic, Ga., is the father of a boy, Wayne Jr., born Jan. 10.

QUARTER-finals, semi-finals and finals of Golden Gloves boxing tournament from Turner's Arena in Washington, will be carried by WWDC-AM-FM Washington.

McCLATCHY Broadcasting Co. stations KFBB Sacramento, KWG Stockton, KJM Fresno and KEXF Merced, Calif. California—are jointly sponsoring, in conjunction with their affiliated newspapers, annual spelling bee for children under 12 in 28 counties. All elementary and secondary school superintendents are contacted in regard to entrance of pupil. Contest winner receives $600 college scholarship and county champions are given $50 bonds plus expense-paid trips to Sacramento for spell-down.

KSTP Reprint

REPRINT of story on Bernie Hulin, home economics expert for KSTP-TV Minneapolis, currently being distributed to trade. Two-page bulletin is headed "Glamorous Mrs. Hulin," and features pictures of Mrs. Hulin and short article describing format of program and her background. Cover of bulletin announces that her show, What's Cookin', is "most-watched daytime program on Twin Cities television."
Feature

(Continued from page 12)

Coast Show of that time. He was named chief announcer and by the time he left for the AAP in 1942 had risen to assistant operations supervisor. Entering the service as a second lieutenant, he was discharged as a major four years later.

George put into practice his war-time idea of a sales career a few months after his return to WBBM. He sold himself to WGN Sales Manager Bill McGuiness, and in 1947 found him working on such "old standby" WGN accounts as Evans Bros., Nelson Bros. Furniture, Canadian Ace Beer, Norge Appliances; "Meister Brau" Beer, Northern Trust Co. and Studebaker.

A year later he became one of Mr. McGuiness' three lieutenants as western sales manager, the other two being the eastern sales manager and the sales manager of WGN-TV, the Tribune's video station. His duties embrace assisting in the direction of sales promotion in the station's home division, and liaison between management and programming.

George Guayan was born in Monticello, Iowa, where his father was postmaster. At Grinnell College he was active in dramatics for two years, but transferred to the U. of Iowa to take advantage of its advanced speech and radio courses. He was graduated in 1938. At Grinnell College, Mrs. Guayan was brought up on Onslow, Iowa, only 12 miles from Grinnell, the home town. They have two children—Gwen, 11, and George Jr., 1½. The family—and that is George's only hobby—lives in Wilmette, Ill.

'NEW ERA'S' NEW ERA

WHOP Aids Paper in Storm

A Sleet storm in Western Kentucky isolated Hopkinsville from the rest of the world a fortnight ago, making it impossible to get any telephone calls through, either in or out of the city, for two days. Also, the New Era, local paper, was faced with the necessity of editing the newspaper with no outside news since its wire service line was out.

There was only one teletype line open—WHOP to WHOP Hopkinsville. The New Era called the station and WHOP turned over all the material needed to publish two editions of the paper.

From the paper's editor, WHOP received a letter which, in part, said: "We at the New Era want to express our appreciation for the splendid manner in which you rallied to our support while we were having trouble with our wire on account of the storm. We used a lot of the copy you turned over to us—and made it possible for us to get out a paper. Thanks a million. Call on us when we can help."

A Man Bites Dog Story

BROADCAST news coverage by WHP (CBS) and WKBO (NBC), outlets in Harrisburg, Pa., has been lauded by a competitor, the Mechanicburg Daily News, in its column "Rid' the Airways."

The paper said: "In our opinion, both WHP and WKBO have performed a vital service to listeners in the Harrisburg area by diligently and accurately reporting the local news in the best traditions of a free press and radio."

On All Accounts

(Continued from page 12)

intents and purposes were the property of the station until the end of the open house showings when the buildings reverted to private ownership.

Public's knowledge of what was going on at the site, KFII says, gave ample testimonial to the effectiveness of the Notebook program. Station cites visits from people who traveled from distant cities for the sole purpose of seeing the homes. The projects also have stimulated Wichita civic and other clubs in centering interest on such a building trend and the new styling typified.

The homes were built in an undeveloped area within the city. They were designed to utilize the potentials of modern construction and floor plans were designed after exhaustive studies of housewife foot-steps and traffic patterns. Other features in the homes, which were not for sale, included the use of pumice concrete (with high insulating value), use of building units of various sizes and radiant hot water heating.

SAFETY AWARDS

Radio-TV Entries Invited

Radio and TV stations and networks are among the public information media invited to submit nominations for the National Public Safety Council's 1949 Public Interest Award.

The awards, according to the council, are in recognition of exceptional service to public safety in 1949. One of the nation's foremost social problems, accident prevention has been receiving "growing and unstinting support from all public information," according to the council. "This magnificent team play has helped us bring the accidental death rate to the lowest point in history," said Paul Jones, council director of public information.

Nominations for the non-competitive awards must be self-made on official blanks obtainable from the National Safety Council, 325 N. Wacker Drive, Chicago 6, Ill., before closing deadline March 15.

Why Scoop No Longer Works Here

Scoop Blake paid us a friendly call at the Clarion's office last week and we were talking about the time when he was a reporter here.

"Remember how mad I got when I found out you were writing that election story right from your desk?" I asked him. "And how I made you get out and learn what a sheriff's job was all about?"

"I sure do, Joe," said Scoop. "I want to thank you for teaching me the 'hat-trick'—putting on my hat and finding out the facts, that is." Then we both had a good laugh together because he found out so much about the job that darn if he didn't run and get elected sheriff himself!

From where I sit, we should find out the facts before we try to talk about anything. When we do, we're inclined to be more tolerant...we're apt to understand a little more about the other fellow's preference for, say, his political candidate or for a temperate glass of beer now and then. I say, if you don't want to get tripped up, don't leap to conclusions!

Joe Marsh

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January 23, 1950 • Page 47
Pacific Nielsen-Ratings Top Programs
(TOTAL PACIFIC AREA, INCL. SMALL-TOWN, FARM AND URBAN HOMES
—and including TELEPHONE and NON-TELEPHONE HOMES)

<table>
<thead>
<tr>
<th>Program</th>
<th>Current Ratings</th>
<th>Change</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Homes (000)</td>
<td>%</td>
<td>Change</td>
</tr>
<tr>
<td>EVENING, O-N-A WEEK</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. McGee &amp; Tony (NBC)</td>
<td>1,096</td>
<td>24.6</td>
<td>2.1</td>
</tr>
<tr>
<td>2. People Are Funny (NBC)</td>
<td>1,086</td>
<td>24.3</td>
<td>1.4</td>
</tr>
<tr>
<td>3. Bob Hope (NBC)</td>
<td>976</td>
<td>21.9</td>
<td>2.1</td>
</tr>
<tr>
<td>4. Leno (CBS)</td>
<td>972</td>
<td>21.8</td>
<td>2.0</td>
</tr>
<tr>
<td>5. Judy Canova (NBC)</td>
<td>949</td>
<td>21.3</td>
<td>4.1</td>
</tr>
<tr>
<td>6. Red Skelton (CBS)</td>
<td>900</td>
<td>20.4</td>
<td>-0.6</td>
</tr>
<tr>
<td>7. Bing Crosby (CBS)</td>
<td>900</td>
<td>20.2</td>
<td>4.0</td>
</tr>
<tr>
<td>8. Let George Do It (CBS)</td>
<td>860</td>
<td>19.3</td>
<td>2.2</td>
</tr>
<tr>
<td>9. Charlie McCarthy (CBS)</td>
<td>860</td>
<td>19.3</td>
<td>-2.2</td>
</tr>
<tr>
<td>10. Bob Hope (CBS)</td>
<td>830</td>
<td>18.7</td>
<td>3.3</td>
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<tr>
<td>11. Grand Ole Opry (NBC)</td>
<td>829</td>
<td>18.6</td>
<td>0.5</td>
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<tr>
<td>12. You Bet Your Life (CBS)</td>
<td>796</td>
<td>17.7</td>
<td>2.1</td>
</tr>
<tr>
<td>13. Godfrey's Talent Scouts (CBS)</td>
<td>784</td>
<td>17.6</td>
<td>4.1</td>
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<td>14. Dennis Day (NBC)</td>
<td>784</td>
<td>17.6</td>
<td>-0.8</td>
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<tr>
<td>15. Mr. District Attorney (NBC)</td>
<td>771</td>
<td>17.3</td>
<td>-0.9</td>
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<tr>
<td>16. Bob Hope (CBS)</td>
<td>749</td>
<td>16.8</td>
<td>-1.3</td>
</tr>
<tr>
<td>17. Truth or Consequences (NBC)</td>
<td>749</td>
<td>16.8</td>
<td>2.7</td>
</tr>
<tr>
<td>18. Jack Benny (CBS)</td>
<td>736</td>
<td>16.3</td>
<td>2.7</td>
</tr>
<tr>
<td>19. My Friend Irma (CBS)</td>
<td>736</td>
<td>16.3</td>
<td>0.0</td>
</tr>
<tr>
<td>20. Inner Sanctum (NBC)</td>
<td>718</td>
<td>16.1</td>
<td>-0.6</td>
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EVENING, MULTI-WEEKLY

<table>
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<th>Network</th>
<th>Current Ratings</th>
<th>Change</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>1. Seashell</td>
<td>415</td>
<td>9.3</td>
<td>0.4</td>
</tr>
<tr>
<td>2. Lone Ranger (ABC)</td>
<td>397</td>
<td>8.9</td>
<td>-1.2</td>
</tr>
<tr>
<td>3. Light Up Time (NBC)</td>
<td>374</td>
<td>8.4</td>
<td>-1.4</td>
</tr>
</tbody>
</table>

WREN OPERATION

Now Under Co-Management

WREN Topka, Kan., the first of the year began operation under a management plan, according to an announcement by the stockholders following the resignation of John S. Major as general manager.

Under the new setup, Fred L. Conner will serve as business manager. Max G. Falkenstein as program manager and Carl B. Bliessner, technical manager. All three men are veteran employees of WREN. Mr. Conner formerly was program manager, Mr. Falkenstein served as a sportscaster and commentator and Mr. Bliessner was chief engineer for 17 years.

CBC Expense Inquiry

AT REVIVED hearings Jan. 10 of the Royal Commission on Arts, Letters and Sciences at Quebec City, the Quebec Chamber of Commerce presented a brief asking for creation into the Canadian Broadcasting Corp. finances with View to cutting expenses. Chamber also asked that listener fee not be doubled as suggested by CBC, and asked for decentralization of CBC program structure. The Chamber was emphatic in its brief that CBC should not be in competition with privately-owned broadcasting stations at the same time regulate broadcasting.

SHIP-TO-SHORE

WNX Claims Beat on Ward

SHIP-TO-SHORE conversation between Art Smith, news editor of WNX Yankton-Sioux City, and members of Angus Ward's Communist-detained group enabled the station to give its listeners a first-hand account after the party left Japan.

While Mr. Ward said he would issue no statement until he returned to Washington and checked in with the State Dept., WNX contacted Fred Hubbard Jr., vice consul to China and resident of Edgemont, S. D., and got a first-hand account. Attempt was first made the morning of Jan. 2, but contact was not re-established until the following morning because of atmospheric conditions.

Mr. Hubbard had advised a Marine operator he would contact WNX from San Francisco, but Mr. Smith preferred the ship-to-shore conversation. The material was used on the 12:55 p.m. news program for half an hour after the call was completed.

RECORDING of programs now for release on NBC during summer announced recently. First to be recorded will be the Troubled With the Troubles programs scheduled during next two months. Approximately 15 to 20 programs will be made available in this way.

H AROLD N. ALTMAN, recently manager of KBIF Red Bluff, Calif., has resigned as Director of California State Grange with headquarters at Sacramento. He will act as radio liaison between Grange and all California stations. Grange is offering 5, 10 and 15 minute programs and spot announcements to stations on commercial or non-commercial basis. First programs will be available in about a month.

E. L. GARDNER appointed vice president of RCA Victor, Co., Ltd. of Canada, Montreal. He joined company in 1923 in accounting department.

ELIOSE DAVISON, former director of New York Radio Institute, joined Hill & Knowlton Inc., public relations counsel, New York, to handle WOR's public relations.

FRED NILES, television director of Kling Studios, Chicago, spoke at lunch meeting of Chicago Television Council (flight app.),

JULIUS KLEIN Public Relations, Chicago, appointed by Elgin American, Illinois Watch Case Co., Elgin, Ill., to handle promotion of RCA television.

ADVERTISER RESEARCH, New Brunswick, N. J., announces availability of Television Audience Research—The World of TV, a report.

CHESIRE ASSOC., Hollywood, syndicates to issue, five weekly, 15-minute disc-jockey program, Lonesome Gal, to seven stations including WPTZ, Buffalo, WBBF, WABC, and a number of other stations.

JOHN MEADORE, formerly with WJMJ New Orleans, joins Wooduff Assoc., New York, television package producer and consultant, as sales manager, replacing THOMAS A. BROWNELL, who resigned to join RCA Recording. Also joining Wooduff staff is FRED PEACOCK, formerly program director of WGST Utica, N. Y.

RENEDLE-CAMPBELL ENTERPRISES, Inc., retains Jack Perlis, public relations consultant, New York, to represent its radio and television properties, among which are The Lone Ranger, the program, and Seattle Opera, Secret Agent.

Equipment


MILES REPRODUCER Co., New York, Ont., Canada, will combine the reproduction sound recorder and reproducer, weighing only eight lbs. Recorder is self-powered and battery operated.
Open Mike
(Continued from page 31)
ower will be the tallest in the world.
Just in order to clear the records, thought it best to call to your attention and to the attention of Mr. Aderhold (to whom I sent
a copy of this letter) the advertise-ment which Truscon Steel Co. published in your magazine, issue of June 13, 1948, copy of which is attached hereto.
Truscon Steel Co. has already shipped three of these 1,220-ft. towers to the United States Gov-
ernment. Their ultimate destination cannot at this time be announced, but we are quite positive their location is within the limits of this world; hence, Mr. Aderhold's claim would seem to be slightly far-
fetched.
George F. Bateson
Sales Manager, Steel Joint
& Tower Div.
Truscon Steel Co.
Youngstown, Ohio
[Carbon copy to David Carpenter, WCON.]*

And in Reply:
Mr. GEORGE F. BATESON:
I appreciate your sending us a copy of your letter of Jan. 5 to Sol Taishoff in the “battle of the towers”—since it appears that you have flung down the gauntlet. While we know that if you say you shipped those 1,220 ft. towers to the government, that's a fact, but still, nobody knows where they are. Besides we are not talking about radio towers—we say that WCON is erecting the tallest tele-
vision tower in the world.
When your fine company (we have four of your towers) actually builds and can locate a television tower that exceeds 1,056 feet, we will be very glad to bow out of our claims.
David Carpenter
Gen. Mgr.
WCON Atlanta, Ga.
[Carbon copy to EDITOR, Broad-
casting.]

Regular Rates, Please
EDITOR, BROADCASTING:
Thanks for bringing to light another distorted facet of radio. It was there all along, but many broadcasters didn't recognize it as the menace it might be in the near future. I refer to your editorial—
"The Old Army Game" [BROAD-
casting, Jan. 9]. KSJO, Mr. Mal-
lorey and Sol Taishoff are to be con-
gratulated and commended for the stand taken on free advertising for government agencies.
I'm sure it would please many broadcasters if BROADCASTING and the many radio stations through-
out the country applied pressure for equitable distribution of advertising money in all media indiscriminately.
Shamefacedly, after checking

our logs, I must admit that we doled out several hundreds of dollars in time weekly to different govern-
ment agencies . . . the same agencies that pay for their advertising in other media. You may be sure our support in any effort to create an equality between radio and other media.
Gordon Gray
Prop. Dir.
KAYX Waterloo, Iowa

Per Inquiry Plan
EDITOR, BROADCASTING:
May we request that all P. 1
pitches be written on good quality, standard size, letterheads. You see, we find they make excellent scratch pads, but irregular sizes are hard to put to use.
Cecil Woodland
Pres. & Gen. Mgr.
WCSS Amsterdam, N. Y.

'Let's Clean House'
EDITOR, BROADCASTING:
At last it happened! Congrats to WTA1's L. Herschel Graves [OPEN MIKE, Dec. 26, 1948]-
How long will it be before radio script writers, producers, and pro-
duct directors wake up? Goodness knows we here in the small markets have our hands full enough getting our "share" of the advertising dollar without using our air-time to feed the other media.
Let's clean house on this archaic feeling that unless you read it in the papers, it ain't news! Radio has got to start blowing its own horn, and a sweet note it is too . . .
Alan Miller
Program Director
KVOS Bellingham, Wash.

Champagne for Free
EDITOR, BROADCASTING:
Read with interest your article: "Miller Gets Champagne Results on a Beer Budget," in your Dec. 12 issue.
Everybody gets credit except yours truly who only thought up Lawrence Welk's "Champagne Mus-
ic" tag for free back in '38 or '39.
Philip L. Davis
Cont. Editor
WCAE Pittsburgh

Opposes Payment
EDITOR, BROADCASTING:
In answer to Mr. Kennedy [BROAD-
casting, Jan. 9] I say—
"Speak for yourself John Alden." There is no reason in the world why the hams should pay license to pursue their hobby or to give the yeoman emergency and war-
time service or to help develop the art as they will continue to do. Financially, most of the hams can-
not see where their next piece of equipment is coming from. The present method of licensing commercial operators is a small
burden for the government. Why give the operators another head-

ache to carry on their life's work? They pay income tax. Now Mr. Kennedy, a fee of $2 to $5 for every "ticket" is something else again . . .
J. W. Eckenrode
Chief Operator
WEST Easton, Pa.

'Right' FM Approach
EDITOR, BROADCASTING:
For the first time another has appeared on your pages a correct common sense approach to the FM problem. I refer to the John F. Bivin's article on page 35 of your Jan. 9 issue . . .
I would like to add to Mr. Bivin's thoughts this observation: The metropolitan areas of North Caro-
olina include a smaller percentage of the population than the rural
area. The only way the majority of these small towns and rural areas receive satisfactory radio re-
ception is on FM.
W. J. Page
Gen. Mgr.
WABZ Alhambra, N. C.

'Awarditis' Cited
EDITOR, BROADCASTING:
We read your lead editorial, 
"Awarditis" (Jan. 9).
From a station which, for four consecutive years, has received first-place honors from the George Foster Peabody Radio Awards for Massachusetts, the following ex-
pressions of opinion may seem—shall we say—"unbecoming." We agree that, like any cita-
tion for extraordinary or merito-
rious conduct, awards in radio can become so common as to be of

(Continued from page 54)

NO P.I. DEALS!... One Rate For All!

WE DO NOT ACCEPT P.I. PROPOSITIONS
It's a matter of principle. We make our money from the sale of time — and we do well. We refuse to enter into competition with any manufacturer or advertiser, or any dealers or agents representing them. We sell for YOU — Mr. Advertiser — NOT US! We're in the business of entertainment and service to the public, providing YOU a great audience for YOU to reach with YOUR sales message.

Any Hooper report will prove that we consistently accomplish that job. Our never-longer-than-now list of clients proves that most advertisers recognize and appreciate that.

WE DO NOT CUT RATES . . . WE DO NOT VARY RATES
We have one rate — and one rate only. No one can buy time on KRTN cheaper than you. No one pays more than you. It's one rate for all. This is a long-established policy. There's no such thing as "get it for me wholesale". Everyone can earn the same low-rate-per-impact.

Our Listeners and Advertisers Have Long Since Learned That Our Principles Are Not for Sale. And That's One of the Reasons That KRTN Is One of the Nation's Most-Used, Most-Beloved-In, Most-Proved and Highest-Hooperated Stations.

The station with the fabulous personalities and the astronomical Hoopers

January 23, 1950 • Page 49
Sadowski
(Continued from page 17)

the suits and suggesting some provisions of his own to curb the alleged practices. He is expected to testify at the hearing. He told Rep. Sadowski he could get no action from FCC or the Justice Dept.

The network phase ties in with similar legislation by Rep. Harry Sheppard (D-Calif.) who previously indicated he would press for action on his measure (HR 2410) which would prohibit networks or equipment manufacturers from owning stations [Broadcasting, Dec. 5, 1948]. He likewise feels a broad network review beyond his bill is indicated.

TV Included

Some members of the Commerce Committee have told Rep. Sadowski they would like more information on television, and have expressed concern because they can't get TV in their areas, Rep. Sadowski said. He added that television will be taken up near the end of the hearing after FCC has completed its color hearings which also begin next month. The whole question of allocation of channels will be brought up, he added.

The subcommittee is expected to go into the question of FM, too—whether its progress has been retarded, as consistently charged by Rep. Francis Walter (D-Pa.) and a measure (H J Res 735) by Rep. William Lemke proposing that a portion of the 50 mc band be set aside for the service.

Rep. Walter told Broadcasting last week that, while he has no immediate plans to push for FM hearings (or to launch a probe of FCC for alleged violation of his Administrative Procedures Act), he is determined to take action this session. He may testify before the House Commerce committee in its hearings instead of initiating action through the House Judiciary Committee, he said.

Rep. Sadowski's agenda for hearings includes many of the topics and questions raised by Kurt Borchardt, investigating counsel for the committee, and first disclosed to Broadcasting in its year-end issue [Broadcasting, Dec. 26]. Notable among the issues, which he said FCC itself had raised, are those dealing with television, the use of frequencies between government and private users and sections of the McFarland bill covering licenses and renewals.

W Whip

ELECTION of 22 more radio stations to Associated Press membership was announced last week by Oliver Gramling, AP assistant general manager for radio. Elected at the January AP board meeting, the new members are:


RADIO DIGNITARIES at the Federal Communications Bar Assn.'s annual dinner in Washington [Broadcasting, Jan. 16] included (l to r): Neville Miller, Washington attorney and former NAB president, who was elected FCBA president for 1950; Sen. E. W. McFarland (D-Ariz.) of the Senate Interstate and Foreign Commerce Committee, author of the McFarland Bill to reorganize FCC procedures; FCC Chairman Wayne Coy; Guilford Jameson, retiring president of FCBA; Chairman Ed C. Johnson (D-Col.) of the Senate commerce committee, who was principal speaker; and Rep. Robert Crosser (D-Ohio) chairman of the House commerce committee.


WOW FARM TOUR

'New South' on Itinerary

COVERING 16 to 18 states and a boat trip to Havana, WOW Omaha will sponsor its third farm study tour in mid-March, according to Mal Hansen, WOW farm director who will conduct the tour. The 6,000-mile "New South" tour will include pre-arranged inspections of farms, ranches, plantations, work projects and industrial plants directly associated with agricultural developments, Mr. Hansen said.

Starting from Omaha in an all-Pullman special train, the tour will be limited to 200 farmer listeners in the area. The tentative general route will be from Omaha to Tulsa, Oklahoma City, Fort Worth, Dallas, Houston, Montgomery, Birmingham, Atlanta, Savannah, Jacksonville, Miami, Cuba, Asheville, Chattanooga, Knoxville, Lexington, Cincinnati and return via St. Louis.

Mr. Hansen will make daily broadcasts for his Farm Service Reporter program on WOW, and a daily film program for his WOW- TV Green Roots feature. Last September, a WOW tour conducted by Mr. Hansen took 200 farmers to the West Coast, Canada and Mexico, and a year ago, he conducted 26 Midwest farmers on a study tour through Europe.

RADIO THIEVES

Victimize WWOD, WROV

TWO Virginia stations fell prey to marauding robbers last week. Both WWOD Lynchburg and WROV Roanoke, less than 50 miles apart, reported thefts taking place in the very early hours of Wednesday (Jan. 18).

Jay Seibel WWOD program manager, told Broadcasting the station's transmitter building was entered through a window by thieves who took material valued at $3,000. Frank E. Koehler, WROV general manager, later in the day, said the station's transmitter building had been entered in the same way, with approximately $2,000 worth of material missing.

Carted away from WWOD were recording equipment, power tubes, broadcasting discs, library books, a Hallacraft receiver, two Presto turntables and a Presto recorder. Thieves failed to take a new tape recorder and other valuable equipment. Mr. Seibel said. A similar "selective" thievery took place at WROV with the burglars making off with a Hewlett Packard distortion analyzer, an audio oscillator of the same make, a Presto turntable, Raytheon meter panel and a Western Electric limiting amplifier. Mr. Koehler pointed out that the equipment was believed to be of little use to a person or persons not in the broadcasting or radio business.

Radio Knowledge Shown

Both stations reported the thieves apparently were well versed in handling radio equipment as could be seen from the manner in which wires were clipped and the use of tools in disconnecting and dismantling equipment. In both instances, the robbers took equipment which did not interfere with the stations going on the air with AM transmission. However, WWOD reported its FM facilities were interrupted. Although suspects have been questioned, no arrests had been made. From the investigations made, it is believed the person or persons involved in both robberies were the same.
LEVER PROBE
Langer Wants Oleo Airing

AN INQUIRY into charges that Lever Bros., one of radio’s high-ranking advertisers, has violated anti-trust laws by allegedly conspicing to raise the price of oleomargarine was demanded in the Senate last week by Sen. William Langer (R.-N.D.).

During the course of the Senate’s oleomargarine debate, after which it voted to repeal taxes on the product, Sen. Langer proposed two resolutions—one calling for a probe of the industry and its affiliate firms, and the other to investigate amount of campaign contributions made by or on behalf of Charles Langer, Lever Bros. president, who resigned last week (see separate story), and his firm, to either the Democratic or Republican National committees or state branches.

Langer’s first resolution (S Res 213) would authorize an inquiry to determine (1) what connection, if any, Lever Bros. had with raising the price of oleo in the past 10 years; (2) whether an attempt was made to corner the market; (3) Mr. Langer’s part, if any, in such an attempt; (4) whether there has been a conspiracy on the part of Lever Bros., its subsidiaries or affiliates, or any other concerns.

Under the resolution, referred to the Senate Judiciary Committee, reports and recommendations would be filed with the Senate by April 1. The second proposal (S Res 214), referred to Senate Rules and Administration, would direct Mr. Langer to testify during the investigation.

Lever Bros., traditionally one of the three top network advertisers in the soaps and toiletries categories.

PUBLIC RULING
CBS Employees Okay Guild

WHITE COLLAR workers at CBS New York headquarters voted for the United Office and Professional Workers of America Radio Guild, 323 to 218, in an NLRB election last Wednesday.

Out of the 576 eligible to vote, ballots were cast as follows: 323 for the Guild; 218 for non-union; 2 void, and one challenged. Only the one union appeared on the ballot.

The pre-election campaign was accompanied by considerable activating on both sides by AFL and Unifer N.V. with Mr. Ryken as its chairman. Each man also is vice chairman of the other company. Mr.Luckman was president of Lever Bros. New York.

Mr. Luckman is chairman of a two-part holding company, one Dutch and one British. The British firm is known as Lever Bros. and Unilever Ltd., with Mr. Haywood as chairman of the board, while the Dutch firm is known as Lever Bros., and Unilever N.V. with Mr. Ryken as its chairman. Each man also is vice chairman of the other company. Mr. Luckman was president of Lever Bros. New York.

Mr. Luckman is chairman of the national Jefferson-Jackson Dinner of 1960.

Lucas J. Quin (Continued from page 24)
salesmen. At the age of 24, he was named head of the company’s Wisconsin district, and a year later became divisional manager of the largest district, covering six states.

In 1935 Mr. Luckman joined The Pepsodent Co. as sales manager, and eight months later was named vice president in charge of sales. In 1937 he became vice president in charge of sales and advertising. A year later he was named president and general manager and in 1941 became executive vice president.

In 1943, at the age of 34, he became president of The Pepsodent Co. and when, in July 1944, Lever took over The Pepsodent Co., Mr. Luckman went along to continue as head of the dentrifice firm.

A year and a half later, Mr. Luckman was brought from Pepsodent to Lever Bros. in Cambridge to serve as executive vice president and on July 1, 1945, at the age of 37, he became president of Lever Bros.

Exhibiting, along with his industrial acumen, a remarkable "show sense," Mr. Luckman was responsible while with Pepsodent for the discovery and development of the Amos ’n Andy show.

Bob Hope Success

A recent feature article in Broadcasting described his role in the success of the Bob Hope program as follows:

At that time (1937) Mr. Luckman, then vice president in charge of sales for Pepsodent, began shopping for a new program. A young fellow named Bob Hope, playing at the time on Broadway in a musical comedy called "Red Hot and Blue," was named as a possibility, and Mr. Luckman went to see the show. After the show, Mr. Luckman is reported to have suggested to Bob Hope that he become a more sympathetic character on radio, by taking some of the comedy on himself, instead of directing it at others in the cast.

Mr. Hope allegedly spurned the suggestion, and went on to sign another sponsor. His success was only moderate and the program went off the air.

Mr. Hope then reportedly returned to Mr. Luckman and said, in effect, "What was that you were saying?" The result: Mr. Hope revised his routine and went out on the air for Pepsodent on Sept. 27, 1938, to become one of the most successful comedians in the history of the industry.

The current Lever Bros. network shows are Lux Radio Theatre, Bob Hope, Andy, My Friend Irma and Aunt Jenny.

Lever Bros. Co. actually is a two-part holding company, one Dutch and one British. The British firm is known as Lever Bros. and Unilever Ltd., with Mr. Hayworth as chairman of the board, while the Dutch firm is known as Lever Bros. and Unilever N.V. with Mr. Ryken as its chairman. Each man also is vice chairman of the other company. Mr. Luckman was president of Lever Bros. New York.

Currently Mr. Luckman is chairman of the national Jefferson-Jackson Dinner of 1960.
DON LEE

IN SALES, in promotion, in programming, 1950 is going to be the biggest year ever for Don Lee and its 44 affiliated stations.

This was the optimistic theme of the network's annual winter meeting held Jan. 14 at KFRC San Francisco.

Fifty-one representatives from 37 of the network's affiliates attended the two-day meeting. They discussed local problems and plans for coordinating efforts to realize "the promise of 1950."

William D. Pabst, network vice president and general manager of KFRC, who served as chairman of the conference, said the attitude of all present was decidedly more aggressive and hopeful than at last year's meeting.

In the keynote address of the conference, Ward Ingrimm, network vice president in charge of sales, told the delegates:

"I feel particularly optimistic about the future of regional net-
works in radio and especially for the Don Lee network, which has stations covering even the most inaccessible areas of the Pacific Coast."

"There just is no other medium available to advertisers providing such complete coverage as the Don Lee network," he said.

Mr. Ingrimm also indirectly acknowledged a feeling on his part that radio in TV centers would soon face serious competition from the newer medium.

The acknowledgement was expressed in this statement: "The many Don Lee stations in areas where television still is a long ways away, makes me most optimistic about the future of these stations."

The network's promotion plans for the coming year were discussed in an illustrated presentation by George Whitney, network sales manager, who promised the affiliate representatives increased promotional activities aimed at increasing "the buying power of the revenue of all affiliated stations."

Reports of the conference will be sent to those Don Lee stations unable to have representatives at the meeting.

Registration list of representa-
tives to the Don Lee meeting:

Hal Shade, KOOS Coos Bay; Bill

BIGGEST YEAR EVER IN '50
Theme of S. F. Meet

Radio Prompts Confession

HOURLY newscasts over CKKEY Toronto, Ont., concerning a hit-and-run driver who left a young boy dead at the side of the road, resulted in the driver turning himself in. Station broadcast continuous appeals to citizens to be on the lookout for the driver. The motorist informed police that the broadcast made it evident to him that he must be the wanted man.

KILO Aids Reunion

A MIX-UP in correspondence between a British mother who had gone to Grand Forks, N. D., to visit her daughter living in a neighboring town, left the mother stranded at the depot after her arrival. Attempts to reach her daughter by telephone and telegraph failed and KILO was asked to broadcast the story. Five minutes after the item was aired, the daughter called her mother and the pair were reunited.

'Happiness Exchange'

REGULAR feature of KLIF Dallas, Tex., programming is the public service Happiness Exchange show conducted by Jimmie Davis. Hour and one-half program is made up of calls from the needy which are relayed to the listening audience, and calls from persons listening who wish to respond to requests made. Personal visits to those he has been instrumental in helping are made between shows by Mr. Jeffries.

Radios Through Radio

APTEST was receiving a letter from a patient at a tuberculosis home asking for a used radio, Bob Maxwell, disc jockey for WWJ Detroit, passed on the request to his listeners. Before he could ask his audience to desist, 43 radios had been sent to the station, more than needed. All, however, were repaired and sent to the sanatorium.

Collections Exceed Pledges

CHARITY fund managers in Baltimore have stated that collections of pledges made during various campaigns are usually less than 65% of the total pledged. WMAR TV had a different experience. A campaign, for the families of firemen killed in the line of duty, in the form of a TV auction sale, with items contributed by station's sponsors, brought in pledges of $16,000. Auction began at 9:30 p.m. and was conducted by professional auctioneers via telephone until 5 a.m. of the following day over WMAR-TV. After the money had been received, the original amount pledged was exceeded by $2,721.86.

Avoiding Disaster

WTHI Terre Haute, Ind., was instrumental in saving North Terre Haute, Ind., from a flood. Bulletins concerning the threatening high waters reached the station at 9:30 p.m., Jan. 3. Newsman rushed to the scene and returned to describe articles that were needed to stave off waters. Trucks in the area picked up needed items at the homes of listeners who phoned the station. Even after regular sign-off time, 1 a.m., WTHI personnel was still hard at work, air- ing bulletins and filling in with music. When letters were supposedly threatened, station flashed warnings, sending its staffers into the danger areas for first-hand information.

Help for Students

ALL-COLLEGIATE boxing match was sponsored and televised by WKY-TV Oklahoma City to benefit the group of U. of Oklahoma students who lost their personal belongings in a dormitory fire Dec. 3. Viewers were asked to phone in their contributions during the 15 bouts staged in city's Municipal Auditorium. In less than two hours, 172 viewers had responded with a total of more than $5,000.

E. A. Wheeler Named

EDWARD A. WHEELER, president and general manager of WEAW (FM) Evanston, Ill., has been elected chairman of Jim McCarty's Broadcasters of Chicagoland. He succeeds Ralph M. Wood Jr., former president of WMOR (FM) Chicago. Two new members will be elected tomorrow (Jan. 24). At that time, FM broadcasters will outline plans for an "accelerated sales drive" through the Chicago area.

DON SAN DIEGO; Joe Carroll, KMYC Marysville; Sheldon Anderson, KOOK Tulare; Lee Little, KRTU Tucson; Gene Lee, KFMM San Bernadino; Woody Wood...
DON LEE WILL

Merrill Named Sole Heir; Plans No Change

R. D. MERRILL, 80, partner in Merrill & Ring Co., Seattle lumber concern and uncle of the late Thomas S. Lee, was named sole heir to the latter's $9,600,000 estate in a will dated Dec. 15, 1984, it was revealed last week.

Mr. Lee, 44, whose interests included the Don Lee Broadcasting System and associated radio-television properties as well as extensive automotive enterprises, either fell or jumped to his death from the 12th story of a Los Angeles office building on Jan. 13 [BROADCASTING, Jan. 10]. He had been in poor health for many years.

Private funeral services were held in Hollywood last Tuesday. Cremation followed. At 2 p.m. Tuesday, the four Don Lee-owned-and-operated stations observed one minute of silence in tribute.

After reading of the will in Hollywood last Wednesday, Mr. Merrill expressed the desire that everything go on as has been in the radio and automobile properties. As far as is known to Zagon, Anderson & Sandier, attorneys for Mr. Lee and his estate, the 1934 will was Mr. Lee's last and Mr. Lee was fully competent at the time it was executed.

Mrs. Nora Patee of Pasadena, Mr. Lee's maternal aunt and personal guardian, was generally expected to be a major beneficiary. It was not known at this time whether she and other relatives will contest the will, which was to be filed and admitted to probate this week in the Los Angeles superior court. Executors will be appointed at this time.

Radio Unchanged

Operation of the Don Lee Broadcasting System will continue under Lewis Allen Weiss, board chairman, and Willet H. Brown, president. It is known that Mr. Merrill has confidence in both executives and for the present plans no organization changes.

Mr. Lee had inherited the multiple businesses of his father, the late Don Lee, valuation of which were approximately $10,000,000. He was nominal head of Thomas S. Lee Enterprises Inc., which included Don Lee Broadcasting System, Don Lee Motor Corp. and KTLA-TV Hollywood, which his younger Lee had helped to pioneer and build.

Guardians were appointed to handle his affairs in August 1948 when Mr. Lee was declared incompetent as result of injuries received in an auto accident several years ago. Messrs. Weiss and Brown were named guardians of the estate.

Mrs. Patee about a year ago petitioned the court to discharge her personal guardianship of Mr. Lee, maintaining that he was again well enough to conduct his business.

This was denied by the court.

In addition to KTLA, the Don Lee radio interests include KFI Los Angeles, KGB San Diego, KFRC San Francisco and KDB Santa Barbara. Don Lee is also television applicant at San Francisco.

Applications for involuntary transfer of these properties to Mr. Merrill would be filed upon settlement of the estate. Two transfer applications still are pending Commission approval, one from Don Lee to Thomas Lee and the other from Thomas Lee to the guardian of his estate. Comr. Frieda R. Hennock cited these requests in her dissent to FCC's proposed renewal of the Don Lee stations in its investigation of network practices [BROADCASTING, Jan. 2].

PRODUCTION OF CANADIAN radio receiving and television sets for the first nine months of '49 totalled 669,706, according to report of Dominion Bureau of Statistics, Ottawa. Value of 460,800 sets shipped by factories for domestic consumption plus 25,100 shipped for export in first months amounted to $35,320,600.

COLLEGE NETWORK
Southwestern Unit Formed

REFLECTING the need among southwestern schools for a regional intercollegiate network, the Southwestern Collegiate Broadcasting System was established at a regional college radio conference at Southern Methodist U. in Dallas, Jan 6-7.

Purposes of the network, as set forth by the conference are: (1) to facilitate the exchange of ideas and programs between carrier current stations on college campuses; (2) to serve as a means of proving to the industry that experience gained in campus stations is effective as preparation for a career in radio, and (3) to create closer relations between southwestern colleges.

To carry out the network's program, the following four officers were named to serve as interim research directors until a spring conference can be scheduled: Al Welch, S. M. U., engineering; Lou Emma Merrill, Oklahoma A & M, promotion. The spring conference is to be held at Baylor U. in Waco, Tex.

FOUR evening concerts of National Symphony Orchestra from Constitution Hall, Washington, will be carried by WQW-FM Washington.

NBC Chimes Patent

NBC's three-station break chimes, heard on the network's radio and television stations, last week became the first "purely audible" trade mark to be dealt with by the U. S. Patent Office, the network announced. The government department's Official Gazette, published last Wednesday, contained the allowance of the NBC application to register its chime signal as a "service mark" of the network.

Heinz Names Dimond

ARTHUR DIMOND, department head in charge of media with H. J. Heinz Co. sales department, has been promoted to manager of the company's advertising division. Mr. Dimond started with the company in 1922, while a freshman at college, as a part-time visitors' escort.

KXFJ GRAND JUNCTION COLORADO
Celebrates a BIRTHDAY and a BLESSED EVENT

24 years ago KFXJ was a new born infant . . . today old and wise it is a new parent . . .

KGLN—Glenwood Springs is the new offspring that soon will add a youthful voice to that of its Pioneer Parent

WESERN SLOPE BROADCASTING CO.

KXFI GRAND JUNCTION 920 kc
KGLN GLENWOOD SPRINGS 1340 kc

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progressively less value. The more numerous the awards, the more numerous the winners. The more numerous the winners, the less distinguishing the awards.

We are licensed to perform specific service. Why, then, should we be rewarded for doing what we originally begged for a chance to do . . . .

"Awarditis"—as far as artistry in radio competition is concerned—suffers from gross unfairness in pitting (as alleged "competitors") persons who should be in no wise considered as opponents. About that we'd like to see something done . . . .

Howard S. Keeffe
Prom. Mgr.
WPFR Springfield, Mass.

EDITOR, BROADCASTING:
Although KRNT has won its share of national radio awards, I personally and heartily congratulate you on your editorial, "Awarditis." We have thought that for some time. Evaluating radio properly on a nation-wide basis is an almost impossible task and could be done only as you suggest.

Joe G. Hadgens
Prom. Mgr.
KRNT Des Moines

* * *

"FM What You Make It!"

EDITOR, BROADCASTING:
A lot has been said pro and con about FM in the Open Mike column which I read with great regularity . . . as the owner of an FM Class A station 900 ERP in Madison, Wis. . . . I am perfectly satisfied with FM and the progress we have made to date. Our experience indicates FM is what you make it and we've done our best to make it good . . . . We intend Sept. 1 of this year to broadcast 24 hours a day every day. It is our sincere belief that reducing schedule likewise reduces listeners, likewise reduces results to advertisers, likewise re-

duces FM. It is our opinion that expanding schedule expands listeners, expands results to advertisers, expands FM and sells more sets.

Earl W. Fessler
Pres. and Gen. Mgr.
WFOV-FM Madison, Wis.

* * *

For FM in '50

EDITOR, BROADCASTING:
Let's Fight For FM in Fifty. In 1949 most of us were talking gloomily about a depression and unhealthily so . . . . In the Jan. 9 issue of BROADCASTING, there appeared reports about FM, both damaging and informative, that had me alternately frowning and smiling . . . . The lack of FM progress can be traced to those of us engaged in the AM-FM business, who failed to make of it a sales audience building opportunity, but rather acquired an FM component just to keep somebody off our pasture . . . . Let's unify our efforts and pull together, and providing the FCC cooperates fully, FM will become a going proposition.

Roger Stebbins
Announcer
WERC Erie, Pa.

* * *

Lauds Royster Stand

EDITOR, BROADCASTING:

"Doctor" Royster is absolutely correct in his diagnosis of why many small town stations are sick financially. As a former time salesman and agency man I wholeheartedly agree with his statement that anajin small stations properly staffed can create programs that sell for the clients. Better pay always gets the better trained men in radio as elsewhere and station managers should keep this in mind when forming their staffs. Best wishes for the continued success of BROADCASTING and keep up the good work.

Bud Miller
Prog. Dir.
Wayne Farrell School of Broadcasting
Jacksonville, Fla.

* * *

WFMJ Repeats Pearson

EDITOR, BROADCASTING:
In your BROADCASTING deadline section of your Jan. 16 issue, you included a story on Drew Pearson's DB on WTOP Washington. You said "it would be first of a kind involved on a repeat basis for Mr. Pearson, it is understood." This is to inform you that WFMJ has had Drew Pearson on a repeat basis since Dec. 11, 1949, 10:30-10:45 p.m., Sunday night.

Robert B. Mackall
Program Mgr.
WFMJ Youngstown, Ohio.

No Station Break

EDITOR, BROADCASTING:
Enclosed herewith is something new (?), a photo-cartoon, complete with caption . . . . The subject of the photo is . . . .

They Say

"THE RESPONSE to my recent column on FM radio was large, an so gratifying, that I am almost persuaded that my suggestion for 'subscription stations' might be made to work . . . . This is just what has happened in Berkeley Calif., where KFPA is run on a non-profit, listener-sponsors basis . . . . There is little to choose between the evils of commerce broadcasting in this country and government broadcasting in Brit. air. Our only escape . . . . is publicly-supported FM stations, by an for the people who will not submit to the vulgarity and venality that infects the air today."

From Sydney J. Harris' column in the Chicago Daily News

* * *

"GROWTH of the television industry in the United States in comparison with its development in France, Great Britain and Canada provides an impressive object lesson in how a new business may thrive under the free enterprise system while it stagnates elsewhere under government domination—Throughout all of France there are only 15,000 television receiving sets . . . . Great Britain, where television also is a government monopoly, only 70,000 television sets were licensed at the end of 1948 . . . . Canada started in 1945 with no more than 2,500 receiving sets . . . . "Free enterprise obviously is more conducive to the rapid development of a new industry than is a government monopoly."

From an editorial in the Fort Worth (Tex.) Star Telegram

STUDIO GUESTS

ABC Chicago Records '49 High

HIGHEST attendance record for audience shows in ABC Central Division history was hit last year, according to a report issued by the guest relations department. More than 416,000 persons visited radio and television origination at the network's Civic Studio, the former Civic Theatre in the Civic Opera House, and at the College Inn of the Hotel Sherman.

Most popular AM broadcast was Breakfast Club, which originated before 145,000 persons. Super Circus, most popular television program, played to a studio audience of 40,000.

SEMINAR on public service and special events conducted by Harvey Olson, program manager of WDRC Hartford, Conn., at Randall School. Charles Parker, control room operator for WDRG, conducts seminar in technical operation of radio station.

THE PFANSTIEHL stork is going around with its wings spread in splints after delivering twins at George Washington U. Hospital, Washington. The doubly blessed are Mr. and Mrs. Cody Pfannstiehl, parents of a boy and girl born Jan. 19. Mr. Pfannstiehl who claims "Business is Always Better in Washington" [broadcasting, Jan. 9], is director of promotion and press information at WTOP Washington.
PEABODY AWARDS
N. Y. Recommendations

RECOMMENDATIONS of the
New York listening post of
the George Foster Peabody Awards
were announced last week. No rec-
ommendations were made in the
regional stations category (no. I),
but those in others were:

No. II—Local Stations
1. WMCA (Education) for its over-
all informative service to the commu-
nity on important matters with spe-
cial emphasis in the series, "New Blood.
WMCA deserves special commendation
for the excellence of production of this
series.
2. WMGM (Education) for Books
in Trial because this presents a
series of programs which not only acquaint
the public with outstanding examples of
current literature, but also furnishes
a forum for discussion of important
controversial topics.
3. WPIX (TV) (Education) for its
outstanding constructive treatment of
various issues confronting the com-
nunity; its foresight in acquainting its audience with its own
civil government and for generous amount of time allocated
for such public service.

No. III—News
1. Edwin D. Canham (ABC) for his
fine reports of the news and especially
for his objective analysis.
2. Clifton Utley (NBC) for his pro-
duced and narrated "Metro-
politan Forum" and for his
constant broad-
s casting on "Report of the Nations."

No. IV—Drama
1. Studio One—TV (CBS) because
of general excellence in production,
direction, and acting and because the
material presented is uni-
formly top grade, including a high percentage of classic stories and plays.
2. "Amos 'n' Andy" (NBC) because of its
gentle humanity and warmth,
achieving a continuous and lasting
entertainment appeal.
3. "Dragnet" (NBC) because of its
reality of story materials, atmosphere,
action and unity of theme largely be-
cause of the novel narrative technique employed.

No. V—Music
1. Metropolitan Opera (ABC) for
the way in which the operatic listen-
ers' enjoyment is enhanced by the skill
with which the intermission features
are handled. They are both entertain-
ing and musically valuable.
2. "At Home With Music" (ABC) be-
cause of its high entertainment value
with Sigmund Spaeth as master of
ceremonies, as well as educational con-
tent in the realm of music.

No. VI—Education
1. College by Radio (formerly Uni-
versity of the Air) (NBC) for its
entire project which included Living,
1949, Chicago Round Table, NBC
Theatre and The Pioneers of Music.
Home study courses based on these
programs have been developed by
numerous educational institutions in co-
operation with University of the Air
and others. The program concludes in
completing the courses. The committee
recommends this award to the only
consistent and continuous educational
project on the network.
2. Meet the Press (MBs) although this
weekly series is considered a new-
gram, it also covers a wide range of
current controversial topics and is also
commended for its forthright and
challenging content.
3. Court of Current Issues—TV
(Du-
Mont) for its continuous series orig-
inating from WABD (TV). The
committee feels that this is the only
weekly educational project on any
network developed especially for tele-
vision. It presents the vital issues of
the week, whatever they may be, in a
unique presentation with outstanding
public figures serving as witnesses,
lawyers, judges and jury.

No. VII—Youth
1. Youth Forum (local station
WQXR) for its outstanding and con-
sistent high performance in program-
ing for young people and for making it
possible for youth to participate in
the public discussion of current interests to the nation and the world.
With the limited number of truly
fine programs for youth on the air, the
increasing effectiveness of The Youth
Forum is worthy of first consideration
in the entire youth classification.
2. A Child's World (ABC) for its
fine presentation and excellent inter-
pretation of the joint problems of
youth and adults.
3. Kukia, Fran & Ollie—TV (NBC)
because it appeals to adults as well as
the child's audience to which it is di-
rected, because of the subtlety with
which it makes its points and humor.

No. VIII—International
1. Radio Diffusion Francaise—in
recognition of its efforts to link the
peoples of the United States and France,
and to promote international under-
standing and cooperation through
an extensive exchange of programs
between countries and continents;
and the 200 stations in the United
States, Alaska, Canada, Panama, Puerto
Rico and Hawaii, affiliated to the Inter-
national Goodwill Network established
in April 1947 by Radio Diffusion and
Television Francaise to promote better
understanding and increase goodwill
between the peoples of the world.
Citations: 1. Junction in Europe
(United Nations Radio).
2. NBC—for its long and constant
effort on behalf of the United Nations.
3. CBS (and the Ford Motor Co.)
for their vision and initiative on the
United Nations TV show.

FARM SURVEY
On-Spot Shows Favor
Two-Thirds of farmers recently
surveyed by Louisiana State U,
and related organizations feel
programs actually originating on
farms rather than at studios, ac-
cording to a report on "Radio
Habits in Rural Louisiana." Other
referrals covered best listening
times for men and women, length of
programs, number of particip-
ants in farm broadcasts, and sum-
mer programs.
Most farmers listen weekdays
between 12 noon and 1 p.m., the
survey showed, with listening
reaching a peak Saturday between
5 and 9 p.m. Except for the
5:30-7 and 10-12 midnight peri-
ods, a substantial portion of farm
women give some attention to their
radios. On Saturday, fewer women
listen during the morning than on week-
days, but after 6 a.m. at least one-
third of the potential rural home-
maker audience is tuned to some
station, the report added.

WVL New York claims to be most
multi-lingual outlet in area. Station
carries broadcasts in 14 different
tongues.

NAB's board of directors has been
asked to adopt standards which
would permit the free exchange of
tape recordings between broad-
casters. Disclosure of the proposals
came last week from Neil Mc-
Naughten, chairman of NAB's Engi-
neering Dept. and chairman of its
Recording and Reproducing Stan-
dards Committee.
The proposals include for the first
time a recommended national
hub and flange for use in reels con-
taining magnetic tape, Robert M.
Morris, of ABC, said. Mr. Morris,
chairman of the recording group's exec-
cutive committee, transmitted
the recommendations to Mr. Mc-
Naughten. The latter said if ap-
proved by the board, the proposals
would be incorporated into NAB's
1949 Recording and Reproducing
Standards.

Considered for Some Time
Mr. Morris pointed out the hub
and flange recommendation has
been under consideration for more
than a year because of its impor-
tance as a link in the exchange of
magnetic tape between reproducing
machines of different makes. The
free exchange of tape recordings,
Mr. McNaughten added, "will no
doubt lead to the general acceptance
of tape libraries. This is the stand-
ard which will assure the broad-
caster that the fidelity and quality of
the program material on the tape
will reproduce on his machine
regardless of make, with the same
fidelity and quality with which it
was recorded."

Other standards proposed relate
to the "wow" factor of reproducing
machines, diameter of the reproduc-
table turntable platen, and the con-
centricity of the center hole. The
Recording and Reproducing Stan-
dards Committee is scheduled to
meet in Chicago during NAB's 28th
annual convention, April 12-19.

NEW TITLE, Sports for All, given
to Picking and Hunting Club of the Air
show on WBS Thursday, 8:30 p.m. and
television by DuMont TV Friday, 9 p.m.

Gates has it
IF IT IS FOR A
BROADCASTING STATION
GATES RADIO COMPANY
QUINCY, ILLINOIS
TELEPHONE • 522
WASHINGTON, D. C.
TEL. METROPOLITAN 0522

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Hooper Sale?

(Continued from page 15)
cern. At time of the offer, broad-
casting (June 23, 1947) reported: "in essence the plan calls for the
purchase by BMB guaranteed by ANA, NAB, and Mr. Skelly of the
capital stock of C. E. Hooper Inc. for $1 million, payable in quarterly
installments of not less than $25,000, with interest at 3% of the un-
paid balance. BMB would then publish, copyright, bill and service
Hooper's continuous reports, in-
cluding Network Program Hoo-
peratings, Comprehensive Hoo-
peratings, Pacific Hooperatings and City
Hooperatings.

"A new company organized by
Mr. Hooper and his associates
would make a 10-year contract with BMB to do the field work, tab-
ulating and computations for these services on a basis of cost plus
10%.

That deal did not materialize and subsequently Mr. Hooper proposed
that his organization be engaged to
collect and compile the station and
network listening data for BMB's
next national survey. [Broadcast-
casting, Sept. 1, 1947]. The proposal
included adoption of a Hooper tech-
nique for collecting the field data
in place of that used by BMB, which Mr. Hooper argued would

'HAMS' HELP
KDRS Gets News in Storm

THE pioneers of radio—the "hams"—have long stepped into the
breach during emergencies. Latest helping hand came in when ice
storms crippled news services in northeast Arkansas.

After the storms disrupted long
distance lines and silenced the
AP teleprinter wire on Friday, Jan. 6, General Manager Ted Rand of
KDRS Paragould, Ark., sought help from veteran shortwave ama-
ateurs around the country. The former
co-owner of KDRS. Then Mr. Douglas sent out a general call for "hams"
operators in the Little Rock area. Before the next morn-
ing, 21 "hams" from Louisiana to
Oklahoma had offered to help if possible in the relaying of news to
Paragould's community station.

With news from AP, news emanating from Little Rock was relayed by
amateur Cole Ogletree in North Little Rock to a neighbor shortwave
receiver, Richard Hall, who, be-
cause of his equipment, was
selected by the "hams" to transmit
the news. Mr. Douglas rigged up a
radio recorder in his radio shack
and Mr. Hall recorded news, which
were recorded for use in the KDRS
newsroom. The amateurs were on
the job until after press wire serv-
vice was restored to KDRS the fol-
lowing morning.

NEW series of gardening talks to be
started on CKWX Vancouver, B. C.,
Jan. 30. Shows will be heard nightly
at 8:15 by transcription on sustaining
basis.

produce better results at about half
the cost that BMB had estimated for
its next survey. The BMB
board did not agree with Mr.
Hooper's reasoning and this pro-
posal was likewise rejected.

As recently as last November, Mr.
Hooper proposed (to NAB di-
rectors who were to consider BMB's
future at their Nov. 15 board meet-
ing) that BMB continue to function
in its present form but that for fu-
ture studies it should adopt the
Hooper area coverage index as its
basic technique, contracting for
C. E. Hooper Inc. "To apply our
method concurrently to an all-sta-
tion, radio and TV, county-by-coun-
ty, city-by-city survey. This con-
tract would be cost plus."

C. E. Hooper Inc. was formed in
1928 as successor to Clark-Hooper,
which in 1934 had begun measuring
audiences of network programs
through use of the coincidental
telephone technique on which to-
day's Hooperatings are still based.
In 1959 the National Network
ratings were supplemented by Pacific
Hooperatings and the following
year the City Hooperating service
was launched.

A long-drawn conflict with Co-
operative Analysis of Broadcasting,
which measured program audiences
by a recall method, resulted in,
first, CAB's abandonment of this
technique in favor of the coinci-
dental method and, in July 1946,
by the suspension of the CAB rat-
ings service. A. C. Nielsen Co.,
rating programs by means of the
Audimeter, a device that registers
all dial tunings of a radio set, is
today Hooper's only competitor in

the national radio program rating
field.

In January, 1948, the first U. S.
Hooperating report was issued, start-
ing a new service which of-
fered program ratings applicable
to the entire country's radio fam-
ilies. A month later, Hooper be-

THESE executives of WHBC Canton, Ohio, put in a long session at the radio
when they established a "listening post"—for 18½ hours—to check on
the station's over-all performance. L. to r are Paul Gilmore, sales manager;
Gervis Brady, program director; Julius Glass, promotion manager, and Bob
Fahman (standing), station manager.

Milestones

» Adrian Michaels, program man-
ager of NBC Standard Hour since
its inception in October 1926, re-
cently celebrated his 30th year
with Standard Oil Co. of Cali-
ifornia. For the occasion fellow
employees honored him with a
luncheon and a Standard Hour
program in miniature.

» Traffic Manager Sterling V.
Couch of WDRC Hartford, Conn.
is observing his 22d anniversary
with the station this month.

» KVOO Tulsa, Okla. celebrated its
25th anniversary Jan. 14. Station
started in Bristow, Okla., as KFRU
and call letters were changed one
year later. In 1928 W. G. (Bill)
Skelly purchased KVOO from its
founder, E. H. Rollstone, and
moved its studios to Tulsa. Broadcasting
power from 500 w to 5 kw. In
1932 William B. Way became
president and general manager of the station and Gustav K. Brand-
borg, now commercial manager,
joined the organization as a sales
man. Also in 1932 power was i-
crease to 25 kw and 50 kw
transmitters were installed. In
1935 the station became fulltime
and in 1941 full 50 kw power was
granted. Today KVOO has a staff
of 60 fulltime employees, 18 of
which have been with it more than
10 years.

» Grace Cassidy, traffic manager of
WLS Chicago, received a watch
from fellow-employees Dec. 22
in honor of her 26th Christmas at the
station.

» Dr. Charles E. Fuller, Los An-
geles pastor and director-speaker
on the transcribed Old Time-
shine Hour sponsored by Gospel
Broadcasting Assn. on 235 ABC
and 275 independent stations,
observed his 25th year in radio on
Jan. 8.

» The 600th consecutive broadcas-
t of the Sunday morning Nature
in New England program over
WTAG-AM-FM Worcester, Mass.,
was aired Jan. 8.

» Nancy Osgood, director of wom-
en's activities for WRC Washing-
ton, began her eighth year with the
station on Jan. 2.
Time Sales

(Continued from page 15)

$M revenues in 1949 would fall between $6 and $7.5 million.

Radio Gross Billings

Radio's gross billings—advertising volume at the one-time rate—were estimated at $857,200,000, compared to $815,500,000 for the preceding year. Of the 1949 total, local time sales accounted for $247.4 million; national networks, $102.5 million; national spot sales, $101 million, and regional networks $10.1 million.

Advertisers by Product

Five product groups continued to account for almost three-fourths of network advertising in 1949. These are: Food products, toiletries, drugs and drug products, tobacco, and soaps and cleaners.

The following table shows the top five and their respective expenditures in 1949, as estimated by the Broadcasting Business Index on the basis of a Publishers Information Bureau report for the first 10 months:

**TABLE I**

<table>
<thead>
<tr>
<th>Class of Business</th>
<th>1948 Total</th>
<th>1949 Total (Estimated)</th>
<th>1949 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Networks</td>
<td>$133,723,000</td>
<td>$127,500,000</td>
<td>29.8</td>
</tr>
<tr>
<td>Regional &amp; Miscellaneous Networks*</td>
<td>$2,053,000</td>
<td>$5,200,000</td>
<td>1.9</td>
</tr>
<tr>
<td>National &amp; Local Networks</td>
<td>$1,069,150</td>
<td>$1,100,000</td>
<td>42.2</td>
</tr>
</tbody>
</table>

*Includes miscellaneous network and stations.

**ANDY'S MARRIAGE**

Congressmen Discuss Legality for CBS

CHINA and the State of The Union are not the only matters getting attention on Capitol Hill these days. Solons, thanks to the longevity of a New York public relations man, were reported last week to be deep in talk in corridors and cloakrooms on the question of whether Andy, of the celebrated CBS Amos 'n' Andy show, is legally married. George Weissman, with Benja-

min Sonnenberg of New York, which handles publicity for the show, joined members of CBS' Washington news corps and with the use of WTOP Washington recording facilities transmitted 30-second statements from Senators and Representatives on Andy's situation.

Andy Dupid

On Dec. 11, Andy was duped into a trip down the aisle with Abigail "Simpson, who paid a fee to "King-

fish" for the marital set-up. "King-

fish" was to have pressed into service a "stooge" to "object" at the last minute—but failed to supply the objector. Result was an fabled "I do" with question in his voice. Andy is still involved in the problem of freeing himself from the marriage. Recorded Congressmen's statements discuss the legality of the marriage. Disc will be circulated to CBS affiliated stations as promotional pieces.

Congressional Comment

Among the many comments: Sen. Warren G. Magnuson (D-Wash.), a bachelor, said Andy is not married as there is no intent; Sen. Milton R. Young (R-N. D.) demanded an investigation as Andy "has many friends on the Hill"; Rep. Harold H. Valde (R-IIl.) said the words, "I do," constituted acceptance and that Andy "has gotten himself in a mess";

Rep. Hardie Scott (R-Pa.), sympathetic bachelor, predicted it would take the "best legal talent in America" to relieve the radio personality "from the lost freedom," and Rep. Chester A. Chesney (D-III.) found the incident of "shocking category."

Plum comment came from Vice President Alben W. Barkley, who said: "I don't know if Andy is married or not. All I know is I am certain I am."

CCBS

Renews Opposition to Foreign Frequency Inroads Attempts

RENEWED OPPORTION to foreign attempts to make inroads into U. S. channel rights was voiced by the Clear Channel Broadcasting Service in a regular meeting last Monday in Cincinnati.

Most of the meeting was devoted to consideration of developments in the NARB conference at Mont-

treux. Following the failure of the U. S.-Cuba sessions and subsequent resumption of the full NARB conference on or about April 1. The group endorsed the actions taken by its representatives at the Montreal phases of the NARB conference. These were CCBS Director Ward Quaal; Louis C. Caldwell, CCBS attorney, and H. H. DeWitt Jr. of WSM Nashville, chairman of the CCBS engineering committee, and G. F. Leydorf of WJR Detroit.

Officials said their opposition to Cuban or other intrusions on U. S. broadcasting rights was based not on the harm such inroads would cause to clear channel stations but also on the damage that would be done to regions.

Director Quaal's report to the CCBS members included statements of some 10 foreign organiza-

tions at the state, regional or national level in support of clear channels.

NCFC Backs Stand

These included the National Council of Farmer Cooperatives, which in its annual meeting in Chi-

cago on Jan. 13 went on record for maintenance of the clears and for higher power to extend the rural service. The resolution also put the farm group on record for a "firm stand against the attempted inroads of foreign nations" on U. S. channel rights.

The farmer council contended that "many of the rural people de-

pend to a large extent upon clear-

channel stations for their radio service," and that "a good clear-channel service should be protected and improved."

This is "even more true," the resolution said, since television will not reach many rural areas "for an indefinite period."

The resolution continued:

Therefore, the Council requests that no action be taken by Congress or the FCC which would allow the breaking down of "clear channel" serving rural areas. On the con-

trary, the Council urgently recom-

mends that such clear-channel stations be granted sufficient facilities to serve farm communities and rural areas by extending the superior radio service available to all metropolitan areas.

In recent months, the U. S. has been a leader in an international radio fre-

quency allocation conference with other North American nations. Dur-

ing the conference, the Council vig-

iourly protested the demands of the Cuban Government for broadcast-

ing rights on channels which are so essential to the people of the U.S.

WBRL Rich mond, Va., inaugurates new daily show prepared especially for information and entertainment of listeners in rural areas. Program, The Virginia Farm Show, heard Mon.-Sat., 12:45-1 p.m.

Mr. N. H. McEboy Cunningham and Wald, Inc.

New York City

Dear Mac:

I've been propped 'round the terminal office again here at WCHS on, I seen a whole stackers program with pickers so our subscribers on the front. I found that was back lasts June with "K " which boys heretof w a few to pickers a pitch tons what will you ' da a a a da know them th' little folks like us. They cay ask that if they cud jest keep kit point for a few months, what do they cay when.

Can't wait to list 'o petulal list "WCHS! Now that's pretty steep. I do not want our local merchants knows what a good job WCHS done in the promotion. They's noinal fellows ells tope in mind.

Mrs. Yv. Aloy

WCHS

Charleston, W. Va.

January 23, 1950

SESAC Inc. has compiled catalog of moods, themes and bridges to be used with its transcribed library. Over 2,000 numbers are listed. Catalog will be sent to SESAC subscribers.

FRANK R. MCMAHON

Senior Vice President

NATIONAL MUSIC FEDERATION

1700 Madison Ave., Washington, D.C.

January 23, 1950

Page 57
RADIO, TV's EFFECT
Lies in Simplicity—Moran

SIMPLICITY is the keynote of effective radio and TV commercials, according to Joseph A. Moran, vice president and associate director of radio and television for Young & Rubicam. Addressing the Radio Executives Club of Boston, meeting at the Hotel Touroaine, Jan. 11, Mr. Moran advised advertising men to remove some of the lessons learned in the early days of radio. One of these, he said was 'commercial's should cover only one specific point about a product and only by using subliminal ideas serve to build or emphasize it.'

If an effective sales job can be done in two minutes on a half-hour show—do it, he advised. The same points which determine good radio copy also apply to TV commercials, he said, adding that whether TV commercials should be live or film can be determined by the product, all things being equal such as expenditures. He further pointed out that present-day television commercials are "too devicey."

Elected unanimously to serve as

COLORADO FIRE
Radio Beams Forest Fight

FOREST FIRE which swept uncontrolled across Colorado Springs last Tuesday enabled Colorado's radio stations to form a new public service. Stations were in instrumental in informing residents of the fire's progress, which at one time threatened the city.

Among the many stations on the scene were three outlets which reported their typical experiences. KFEL Denver staffers were on a 24-hour coverage stint. Newman Warrick, news director, said within two hours after the fire was declared out of control. He was relieved later by Newsmen Dick McDaniel and Elmer Ewing in a mobile unit. Telephone checks periodically sent to the station were edited and compiled into regular reports. KOCO Denver, newsreel by KNED's News Director Jack Fitzpatrick and Night Editor Bob Erickson. Newshue of KOA Denver also employed a mobile unit airing nine complete broadcasts in a 22-hour period. Included in these was a feed to the full NBC network whenever a fire occurred in a mobile unit. KFEL Denver, however, did not have a mobile unit. Telephone checks periodically were sent to the station were edited and compiled into regular reports.

STATION-OWNED NEWS SERVICE
Canadian Co-op Plan Augments National Coverage

NEW BRUNSWICK, Ca nada, boasts a news-gathering association that is radio owned and operated. C. Austin Moore, sales and service manager for WCFN, Fredericton, says Radio Press Ltd. has emerged from a two-year baptism of fire news, and now is ready to add still other stations in the eastern section of the Dominion.

Stations that originated Radio Press are anchor points in a roughly drawn triangle of coverage (CB) CKC, Moncton and CPBC Saint John, New Brunswick. Initial coverage, Radio Press has annexed an additional station and three newspaper subscribers.

The cooperative association, Mr. Moore points out, was begun to facilitate, improve and broaden news coverage of a local nature. And, of equal importance, it was designed to develop the concept of local news coverage to a minimum.

Since all members are also subscribers to the British United Press, the latter's teletype facilities are utilized as a source of world and other time-sensitive material for the transmission of the local material. BUP in return gets complete provincial news coverage excluding the need for any bureau or correspondents. Radio Press maintains its own bureau in Toronto where a subscriber is located and saves the province news over to strategic communities throughout the province.

Apex of Radio Press' service, Mr. Moore says, is the preparation of balanced and timed newscasts as required by the day's schedule to each subscribing station. The operation is worked out, he adds, that news ratings have climbed steadily to assume top spots on both daytime and evening schedules.

KVT (FM) Opening
OPENING of KVT (FM) Dallas, station has waged an all-out promotional war. The station, which went on the air on May 17, has been on the air for about a month.

KVT (FM), owned by Texas Radio School, Dedication ceremonies will be held Thursday (May 19). Keenly operated by Texas Radio School, KVT is licensed to operate fulltime on Channel 203 (88.5 mc). Studio and transmitter are located on the school campus at 1316 West Commerce in Dallas.

ENGINEERS MEET
NAB Plans Repeat Success

A REPEAT attendance figure of 500 radio engineers is expected at the NAB's fourth annual engineer- ing conference April 12-16 at Chicago's Stevens Hotel. Neal McNaughton, NAB Engineering Dept. director, said last Thursday the conference again would be a top feature of the 28th annual NAB convention.

Plans already are underway for the AM-FM-TV conference, he said. Questionnaires have been sent to broadcast engineers and other interested parties to cull suggestions on the program of this year. Last year, the conference, at which noted radio engineers presented technical papers, was held for the first time ahead of the management conference portion and lasted three days. The same schedule is set for next April, Mr. McNaughton said.

Such Meeting
Mr. McNaughton underscored that, as in previous years, the engineering conference is the only nation-wide engineering meeting devoted solely for the engineer by broadcast engineers. He said the attendance this year would reach 1949's figure of 500.

Of additional interest to conferees, he said, is the traditional NAB Convention wireless of short-wave transmitters, engineering products and developments. The exhibit, largest of its kind in the world, will be open through the management and engineering conference, he said.

WCOP Claims Beat
WHEN Brink's Inc., armored car firm, suffered the loss of over a million dollars in last Tuesday's Boston holdup, WCOP Boston claimed it landed first exclusive interview with the victims. News Director Don Collins, being out of town, WCOP Program Director Gene King handled the tape recording of the interview which was released on four morning newscasts.

WCOP says it beat the town on the report of the holdup and aired the story coast to coast over network ABC on the 11 o'clock newscast the night of the robbery.

additional members on the REC board of directors were Harold E. Fellows, WEEI Boston; Gerald Harrison, WMAS Springfield and WLH Lowell; Paul Provandie, WMBT Burlington; Dave Holmes, Filene's Sons Co. and Bert Georges Transact Corp. Craig Lawrence, president of the REC and general manager WCOP Bos- ton, presided at the meeting.

FCC Amendment
TO EXPEDITE FCC procedures, the Commission last week amended Sec. 3.146 of its rules to authorize the Secretary to act upon appli- cations for new noncommercial educational FM stations upon securing approval of the Bureau of Law, Engineering and Accounting. Heretofore the Commission itself has ruled on these requests.

BEER ADS
Good Reaction Reported
BEER advertising has a high rate of acceptance, according to a survey of 283 radio stations by the National Broadcasters Foundation, which indicated that 48.7% of those interviewed thought favorably of present beer advertising.

There were 29.4% who had no opinion and only 21.9% made unfavorable comments. Even among prohibitionists, 26% were favorably impressed by the beer advertising they had heard or seen, the foundation said.

"The ratio of almost 2:1 to favorable to beer advertising is a tribute to the broadcasters, indicating that, by and large, they have kept their beer advertising in good taste, since the answers to this question must have been influenced quite largely by the local advertising of breweries as well as by the industry campaign," the survey report said.

NATIONAL Western Stock Show, Denver, will be covered on National Farm and Home Hour, NBC Saturday, Jan. 21.
GET IN LINE WITH CHANNEL 9!

WOR-tv, on channel 9, in New York, is one of the most valuable franchises in New York television today.

Why not get in line with such shrewd tv sponsors as Piel Brothers, Petri Wine Co., Flagstaff Foods, United Air Lines, etc., and nail down a period that will give you a lasting and increasingly valuable monopoly on a good time?

There isn’t much time left, so do it today!

Remember — WOR-tv — and only WOR-tv — will bring hundreds of thousands of listeners the famous Brooklyn Dodgers games in New York. That alone makes your time buy double-barrelled!

WOR-tv
channel 9
one of America’s great television stations
DETROITERS have the money now

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.

ADVERTISERS are doing the business now

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.

WWJ-TV

First in Michigan

Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
ASSOCIATE AM-FM STATION WWJ

NBC Television Network

Page 2 • Telecasting

January 23, 1950

Broadcasting • Page 60
INVESTIGATION of television’s impact on the sports gate may become a joint venture of the nation’s big colleges and the telecasting industry.

That possibility was developing last week following an offer Jan. 13 by NBC President Joseph H. McConnell that network telecasters would be amenable to offering financial aid and assistance to the National Collegiate Athletic Assn. for a study of video’s effect on sport on office [BROADCASTING, Jan. 16].

Ralph Furey, chairman of the Television Committee of the Eastern Collegiate Athletic Conference, said he or some official of the ECAC undoubtedly would ask that the NCAA take advantage of the McConnell offer.

**Facts Needed**

The only way to get the box office facts, Mr. Furey told TELECASTING, is to spend the money required by an adequate national investigation.

The aid of the telecasting industry would be welcomed, in his opinion, in such a nation-wide effort by the NCAA.

It was Mr. Furey, of Columbia U., who caused the NCAA to authorize the setting up of a television committee. That committee, which has yet to be named, is charged with making a thorough investigation of the television problem and with making a report on it to the NCAA executive committee meeting in June.

His recommendation also urged that NCAA members make no television commitments beyond the 1950-51 college year, pending any possible action at the 1951 NCAA convention.

The Furey recommendations were passed unanimously by the NCAA business session which concluded that organization’s 44th annual convention Jan. 14 at the Hotel Commodore, N. Y.

The recommendations first were presented the day before at an NCAA round table meeting of the large college and university group at which the topic for discussion was, “Television, and Its Impact on Sports Attendance.”

At the latter meeting, Mr. Furey’s recommendations were preceded and followed by expressions of opinion from representatives of major colleges. That opinion was mixed, some members believing that television might have hurt attendance, others believing the opposite.

A feature of the meeting was a presentation by Jerry M. Jordan, a student in the graduate school of the U. of Pennsylvania, who made a progress report on an ambitious research study he is conducting on the influence of television on sports attendance.

**SCREEN ACTORS GUILD** has sent the Television Authority proposals for a partnership but at the same time gave notice that TVA’s proposals to iron out differences between the two organizations are unacceptable, John Dales Jr., SAG executive secretary, said Friday.

TVA wanted to solve the differences between it and SAG by having the SAG and its sister organization, Screen Extras Guild, send a committee from the West Coast to New York or to use mediation machinery. Further, TVA proposed that both partners meet jointly for discussion and action on such matters as strikes [TELECASTING, Jan. 16].

The latter proposal, it was emphasized in the Dales announcement, was one the Screen Guilds could not swallow.

The guild, in a letter to the TVA board, made it clear that it will not agree to any form of joint membership meeting at which film actors could be “forced to strike or be prevented from striking by other actors who do not work in the motion picture field.”

The guild letter: “We feel obligated to make it clear that if you are unable to accept this basic principle, further exploration of partnership would appear to be a waste of time.”

And on the same point, the letter stated:

“It is a basic principle of the Screen Actors Guild that on all important matters such as calling of strikes and approval of contracts, our entire membership—not just those who may attend a membership meeting—has the democratic right and must be given the utmost opportunity of voting. On important issues the guild polls its entire membership by mail referendum; therefore your proposal of joint meetings with power to call strikes and approve or disapprove contracts is essentially undemocratic as far as the Guild membership is concerned.”

Despite the vehemence of the SAG words, it nevertheless told TVA that it believed that negotiations between them should not be broken off.

**Proposals Made for SAG-TV Association**

Negotiations by the partners to be conducted jointly and all contracts to be subject to approval of both SAG and TVA. Contract for live and film video to be separate.

TVA will have as its area of responsibility and will take the lead in negotiations and administration in:

1. Live telecasts.
2. Simultaneous kinescope of live telecasts for supplementary coverage.
3. Closed circuit kinescope made in the same manner as a live telecast or designed as a substitute for an existing live telecast.
4. Film inserts which are a subordinate part of a live telecast in which only persons appearing in the live telecast appear.
5. SAG will have as its area of responsibility and will take the lead in negotiations and administration in:
   1. All motion picture films made for exhibition on television other than as specified.
   2. Films made by means of closed circuit kinescope or allied devices in the motion picture manner, i.e., involving cutting, editing, etc., or designed as a substitute for film.
   3. Filmed commercial spot announcements.

(Continued on Telecasting 11)
CBS' NEW YORK STATION COMBINES

NETWORK AND LOCAL OPERATIONS

First aid course and other wartime series. On June 1, 1942, to conserve scarce tubes and manpower, WCBW cut its schedule from 15 to four hours a week, all films.

Live programming, resumed in May 1944 and gradually accelerated toward today's full-scale operation, continued the prewar experiments in TV presentation of all types of programs, from dance to drama, quizzes to commentaries, fashions to sports. In June 1945, WCBW made its facilities available to advertisers on a "working partnership" basis for testing, developing and broadcasting commercial TV programs. On Nov. 1, 1946, when the station changed to its present call, WCBS-TV, it began full commercial operation charging clients for time as well as for program expenses. WCBS-TV now operates on Channel 2 (54-62 mc) with 6.8 kw visual.

TODAY, WCBS-TV broadcasts something over 50 hours of program service a week, running from midnight until after 11 p.m. Analysis of a typical recent week's operations shows a total of 53 hours of program time, divided into 39 hours and 25 minutes of network service and 13 hours and 35 minutes of local programming. Time devoted to various types of programs breaks down as follows:

<table>
<thead>
<tr>
<th>Programs</th>
<th>Hrs. &amp; Min.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Films</td>
<td>11:00</td>
</tr>
<tr>
<td>Musical Shows</td>
<td>8:30</td>
</tr>
<tr>
<td>Dramatic Programs</td>
<td>6:00</td>
</tr>
<tr>
<td>Comedy-Variety</td>
<td>5:30</td>
</tr>
<tr>
<td>Children's Shows</td>
<td>4:00</td>
</tr>
<tr>
<td>Sports, Fashions &amp; Women's Shows</td>
<td>3:15</td>
</tr>
<tr>
<td>News</td>
<td>2:15</td>
</tr>
<tr>
<td>&quot;How To Do&quot; Shows</td>
<td>1:45</td>
</tr>
<tr>
<td>Situation Comedy</td>
<td>1:30</td>
</tr>
<tr>
<td>Interviews</td>
<td>1:30</td>
</tr>
<tr>
<td>Forums</td>
<td>1:30</td>
</tr>
<tr>
<td>Talent Shows</td>
<td>1:00</td>
</tr>
<tr>
<td>Giveaways</td>
<td>1:00</td>
</tr>
<tr>
<td>Quiz Shows</td>
<td>0:30</td>
</tr>
<tr>
<td>Religious</td>
<td>0:30</td>
</tr>
<tr>
<td>Exposition</td>
<td>0:15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>53:00</strong></td>
</tr>
</tbody>
</table>

Dividing the 53 hours of video air time into sponsored and sustaining hours-spot announcements are not included in this breakdown—shows an almost even division, if the participating time is considered as fully commercial.

The division between local and

Among the Executives Responsible for WCBS-TV Operations

Mr. Miner

Mr. Sutton

Mr. Van Volkenberg

Mr. Robinson

January 23, 1950
network time is anything but equal; however. Nearly seven-eighths of the sponsored time on WCBS-TV is used by network programs (85%) and network shows account for almost as much (84.2%) of the station's sustaining hours. Only in participating shows do local programs get more time hours (52.2%) than network shows.

The emphasis on network programming is no accident. J. L. Van Volkenburg, newly appointed CBS vice-president in charge of network sales (AM and TV alike) and formerly head of all CBS-TV operations, told Broadcasting: "For the last few years, as TV stations have been appearing in many cities and as facilities for connecting them into networks were being developed, we of CBS television have operated on the theory that our first responsibility was to direct our main efforts to programming of a type that not only was good local programming but that would provide programming for our affiliates as well.

"This phase is now coming to an end," Mr. Van Volkenburg stated. "We expect in the not too distant future to adopt for TV the pattern which has been so successful in AM and to set up a local operation for WCBS-TV distinct from that of the CBS-TV network, comparable to the autonomous operation of WCBS, New York key station of the Columbia radio network."

** CBS TV Technical facilities in New York, without trying to separate what is network, what station, comprise a transmitting plaza at the Chrysler Bldg., main studios (four) across the street in the Grand Central Terminal Bldg., four more in Liederkrantz Hall and three theatres. With rehearsal halls, staff offices, carpenter, painting and maintenance shops, storage space, etc., the facilities occupy some 200,000 square feet (6 acres) of floor space, roughly one-third of the entire CBS New York operation.

These TV technical facilities include:
- 9 Live talent studios.
- 2 Telecine studios.
- 6 Announce studios (audio).
- 7 Rehearsal halls (in addition, AM studios are sometimes used for this purpose).
- 34 Camera chains (representing an investment of approximately $518,000).
- 7 Film camera chains (five at Grand Central, two at Liederkrantz).
- 12 Projectors (three 35mm, five 16mm, and four Teleoptic projectors). (Investment—$72,000).
- 34 Type 5820 image orthicon tubes in cameras, plus 34 spares. (Investment—$55,000).
- 7 Iconoscope tubes in cameras, plus seven spares.
- 6000 Electron tubes in the overall audio-visual recording audio system.
- 155 Video isolation amplifiers (sections of distribution amplifiers) over 100 of which are located in TV Master Control at Grand Central.
- 125 Microphones, including uni-directional, bi-directional and non-directional types.
- 170 Regulated video equipment power supply units, 110 of which are located at Master Control.
- 80 Video monitors, 50 of which are located at the Grand Central Studios. 11 Video (camera) control consoles. 12 Audio control consoles. 12 Program and switching consoles. 700 Video selector relays at Master Control.
- 170 Camera lenses (Investment on this item in excess of $50,000).
- 85 Racks of auxiliary and terminal audio/video equipment, 47 of which are located at Master Control. 11 Sync. generators. 3 Radio relay equipments.
- 205 Fluorescent light fixtures.
- 156,000 sq. ft. of scenery and backdrops plus 1,500 bulk pieces of scenery and props.

At least $50,000 worth of test and measuring equipment.

The CBS video operation in New York requires the services of some 580 employees, including 175 technicians, cameramen, etc.; 78 program personnel; 125 engaged in executive, production, sales and general operations; 120 in building, theatre and shop operations.

* * *

UNLIKE NBC, which has segregated its video operations into an autonomous division, CBS maintains a close integration of AM and TV at the top executive level. Frank Stanton, CBS president; Adrian Murphy, vice president and general executive; Hubbard Robinson Jr., vice president in charge of network programs; J. L. Van Volkenburg, vice president in charge of network sales; Frank Falknor, vice president in charge of program operations; William B. Lodge, vice president in charge of general engineering, are all responsible for TV as well as radio.

Edmund Chester, director of news, and Red Barber, director of sports, also supervise video as well as radio coverage of those fields.

CBS executives concerned with only TV include: David Sutton, TV sales manager; Worthington Miner, manager of TV program development; Richard Redmond, director of general TV operations; Paul Wittig, manager of TV technical operations; Arthur Duram, TV sales promotion manager; Robert Wood, TV traffic manager; John DeMott, TV production manager.

Concentration on network programming has given CBS-TV and WCBS-TV a number of video's top shows, such as Arthur Godfrey's...

WITH the WCBS-TV operation so closely aligned with that of the network, the combined studio facilities of both are constantly kept busy.

TOP PHOTO—Lilli Palmer and Frederic March rehearse a lively scene for Ford Theatre as Miss Palmer's husband, Rex Harrison, observes from the sidelines.

MIDDLE PHOTO—Worthington Miner (left), manager of TV program development and producer of Studio One, intently watches the monitors during a program.

BOTTOM PHOTO—This dramatic moment was caught during a scene from "Dr. Jekyll and Mr. Hyde," presented on Suspense.
Siragusa's seventh sense in calling the shots.

His mass production theories on radio ("Build up a large volume by giving good quality at the lowest possible prices") were transferred to television. Although Admiral didn't start its production of TV sets until February 1948, it is now considered one of the nation's top three manufacturers.

Its sudden and flamboyant entry was preceded by a cautious testing campaign which cost the firm $1 million for surveys and equipment. In this period, Mr. Siragusa found the know-how of applying his mass production and pricing policies to the manufacture of video receivers.

Even earlier, his faith in the potentials of television and in the necessity of its subsidy by manufacturers encouraged co-sponsorship of an afternoon variety show on WBKB (TV) Chicago in 1946. Other Chicago set-makers picked up part of the tab in order to have programming available to retailers attempting to sell the "mystery medium" in their showrooms.

Mr. Siragusa's insistence on strictly family consumption for all TV shows has at times complicated programming. Sponsoring the Admiral Movie Theatre of the Air on WBKB, he ordered his special representative to screen carefully all motion picture reissues for suggestiveness and sophistication. Reissues in those days, even bad ones, were hard to come by, and each was inevitably a cloak-and-dagger epic laden with brute romanticism and at least one merry chase through a canyon. After about 20 hours of auditions, one film was usually found suitable to the video screen and Franklyn MacCormack's home-spun commentary.

Admiral concentrated its TV sponsorship in Chicago for more than a year, building prestige and establishing a brand name in its home territory. From 1948 into early 1949 it sponsored shows spasmodically on WBKB, with sporting events the most popular.

Always aiming at "firsts," Admiral telesports for the first time Notre Dame home football games in the fall of 1948 via microwave relay from South Bend, Ind., as a feed to the Midwestern network. This is believed to be the first network sporting event, and the four-game series cost the company about $30,000.

The first telesports of a world championship professional football game was sponsored by Admiral also, showing brilliant plays of the Chicago Cardinals and Philadelphia Eagles. This cost $10,000.

CATCHY Admiral commercial is previewed before a Lights Out performance at NBC New York by (I to r) Norman Nash, copy coordinator at the Kudner Agency; Sid Smith, announcer who takes the role of an Admiral dealer; Edwin J. Sherwood, Admiral's television promotion manager, and Peter Finney, Kudner account executive.

And, because the Cardinals had a good season, Admiral packed its loyal Chicagoans, Admiral went to Detroit for their game with the Lions, bringing it back to Cardinals home territory.

Chicago-area enthusiasm for these events and the resultant product sales convinced Admiral strategists that the East Coast should be penetrated. Buying an NBC four-station hookup (Washington, New York, Philadelphia, Baltimore), the company put Henry Morgan on television for the first time. The show lasted four weeks, and cost about $10,000.

By this time Admiral had discovered a TV axiom—Everyone likes a snappy variety show. With this in mind, plus an eternal goal of getting quality production to entertain all members of the family, Admiral developed a format for Welcome Aboard. Stressing a natural Admiral and boat theme, the NBC-TV show starred Orches-

tra Leader Russ Morgan with lively variety acts.

Three of the six weekly shows on the eastern network were headlined by Comics Jerry Martin and Dean Lewis, making their television debut. The Welcome Aboard format, still unjelled and incomplete in the minds of firm and Kudner Agency personnel, led to the popular Admiral Broadway Revue, which took the air in January 1949.

Comedian Sid Caesar, who has drawn SRO crowds in movie, personal and TV appearances, starred in original musicals woven together with standard Broadway techniques. His humor was foiled and implemented by Mary McCarty and Imogene Coca of the regular cast in elaborate shows produced by Max Leibman.

Broadway Revue was the first regular television show to originate before an audience in a theatre (the International on New York's Columbus Circle), and the first to maintain its own stock company with a crew of technicians and administrators. It was telecast on the 14-station East and Midwest cable network after the juncture in January, and in 15 cities by kinescope.

Although it was a vastly expensive production (more than $25,000 weekly), Admiral hoped to keep the show on the air because of its popularity (second only to Milton

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AMIRAL shows, running the gamut from comedy to drama.

Left Photo—BETT PACE in Stop the Music—day night's. Firm's half-hour television segment features the Admiral theme song, "Top of the Evening," with a new of singers dressed as admirals or other naval officers. After the first telecast last May, Mr. Parks received 40,000 cards in one week from persons interested in being called during the program.

Center—ELABORATE props characterized a recent presentation of Edgar Allan Poe's "Fall of the House of Usher" on Lights Out. A stage director cues Movie Actor Helmut Dantine (center), during a suspenseful scene. Stars are seldom used on the NBC package, scripts for which are adaptations of former AM Lights Out stories or those in the public domain.

Right—LIFE GUARD's rescue by a modest dame was enacted in pantomime by Comics Sid Caesar and Imogene Coca while they starred on the Admiral Broadway Reue. The show was first telecast last January, and cost the firm an estimated $900,000 before it went off the air late last spring.

Music are sold solids for television sets. Although "good entertainment will sell anything, including TV sets in TV homes," the ratio of return is going down. Mr. Sherwood realizes. Number of viewers per set is down considerably since last year, and is reaching the average number of persons in a family.

Lights Out, an NBC package, originates in NBC's 106th St. Studio in New York, but without an audience. Shows used, supernatural and psychological fantasies, adaptations of Aronson's radio scripts for the original AM Lights Out series on NBC or of stories in the public domain.

GIMMICKS, trick shots and suspenseful action are typical of each show, with four cameras making such a variety possible. Unusual format is strengthened by use of only front and end commercials, and the uninterrupted dramatic story has brought busiess of fan mail from grateful viewers.

Jack LaRue, movie and stage actor, has played each week, keeping the action pace. Some of the gimmicks included the use of a telephone drifting upward and out of sight (by means of an asbestos rope), people walking through a wall (complex dissolves), candle flame fading slowly on "Lights Out" call (prop man beneath a table pulling the wick down as a film clip of a flaming flame is superimposed) and a vibrating dagger (wire again).

Telecast Monday, 8-8:30 p.m. CST, the show is produced and directed by NBC's Kingman Moore, who has had Broadway and Hollywood experience. He works with Mr. Sherwood and Peter Finney, Kuder account executive.

The same products are advertised weekly, with Announcer Sid Smith acting as the Admiral dealer. Adler products are a 36-inch TV set, radio-phone-TV combination, table model radios, Dual-Temp refrigerator and "Flexo-Heat" electric range. Mr. Smith, who was also seen as the "Admiral dealer" on Broadway Revue, gets many product inquiries in fan mail. Unusual sound and musical effects include a haunting combination of violin and organ playing the Admiral theme song, "Top of the Evening." This was sung and played on each Broadway Reue, and is owned by the firm. Special effects are created also by a therma- son, a musical instrument akin to a plaintive human voice which has been used in several Alfred Hitchcock psychological horror films.

"Top of the Evening" also is the opening theme on Stop the Music, telecast on Thursday, 7-8 p.m. CST. Admiral sponsors the 7:30 to 8 p.m. portion. The song is sung by a quintet of three men and two women dressed as admirals or other naval officers. Another trademark is a yachting cap, worn by Bert Parks at each show opening. This was used also by Sid Caesar in Broadway Revue.

Stop the Music is a package of Louis B. Cowan. Its action is recorded by three cameras, five for spot sponsors. Sid Smith, again as the Admiral dealer, appears in semi-dramatic commercials promoting all products. Mr. Parks broadcasts from the Ritz Hotel in New York. Ralph Warren is TV director, and the entire production is supervised by Alfred L. Hollander. The Cowan organization produces the package in association with Mark Goodson.

The cost of the two shows is shared by 80 distributors and 20,000 dealers. Admiral, however, pays the bulk of the expense. It also chips in on local TV programs planned by distributors.

T. The 1950 budget is following the TV pattern of '48 and '49. "We think about changing sponsors only when the public starts complaining. So far they, and we, are happy," Mr. Mintz said.

This year the new 22-receiver TV line is being advertised. Admiral again beaming its long line to all possible classes of consumers, it introduced its 1950 models at a distributors convention in Chicago's Hotel Union, Jan. 17. The current line ranges in price from $179 to about $800, enough variety to adapt to any purse or taste.

More than 95% of Admiral's TV production is centered in its Chicago plant on the city's West Side. A few models are made in nearby Harvard. Three thousand of the firm's top salesman in Chicago work fulltime on the TV production line, a single unit about a block and a half long. Thirteen other plants are scattered throughout the country for manufacture of other appliances.

Admiral also forecasts the '50 future when promoting its last year's models to distributors with the motto "It's a gold mine, the Admiral line for '49." Admiral's gold mine, self-discovered and continuing, is beginning to hit pay dirt for the firm which pioneered heavy investments in both TV programming and equipment.

FROM 52d to first place in the electronics industry in 15 years is the claim of Admiral Corp., whose growth has been directed by Founder-President Ross D. Siragusa. Only 43 years old, Mr. Siragusa started with an investment of $3,400 in 1934. In 1949 the firm grossed $112 million.

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January 23, 1950

TELECasting

Page 7
MILWAUKEE televisees rank "Teaseo Star Theatre" as their favorite show, tune in TV an average of 3.61 hours per home each Sunday after 6 p.m. and can identify Lipton on a can. Arthur Godfrey's spotty 97% of the viewers. These facts are revealed in the second study of viewing habits among TV homes in the coverage area of WTMJ-TV by the Milwaukee Journal. It is the only TV station in Milwaukee and in Wisconsin. The survey was taken over the last three weeks of Dec. 6, 7, and 9, when 45,000 TV sets in use. The immediate Kalamazoo-Battle Creek area, 5,169 sets are reported, although the station has not as yet started operation. In commenting on this high degree of set penetration, John E. Petzer, president and general manager of Petzer Broadcasting Co., WKOZ-TV permittee and WKOZ Kalamaoo, explained that "the counties to the east of us are within the Detroit orbit of influence. Those to the west fall in the Chicago orbit, and some in the northern counties fall in the Grand Rapids orbit. In the areas to the east and west, sets have been slowly moving in for the past two years. In the Grand Rapids orbit, sets have moved in during the past several months." Mr. Petzer also pointed out that many of these sets have been installed under operating conditions which give reception only two or three days a week. When WKZ-O-TV starts operating, he expects the tempo of set installations to increase.

# Telestatus

**WKOZ-TV Studies Area Set Installations**

FOLLOWING an extensive survey of the area that can be covered by WKOZ-TV Kalamaoo, Mich., the station reports there are now 45,000 TV sets in use. In the immediate Kalamazoo-Battle Creek area, 5,169 sets are reported in use, although the station has not as yet started operation. In commenting on this high degree of set penetration, John E. Petzer, president and general manager of Petzer Broadcasting Co., WKOZ-TV permittee and WKOZ Kalamaoo, explained that "the counties to the east of us are within the Detroit orbit of influence. Those to the west fall in the Chicago orbit, and some in the northern counties fall in the Grand Rapids orbit. In the areas to the east and west, sets have been slowly moving in for the past two years. In the Grand Rapids orbit, sets have moved in during the past several months." Mr. Petzer also pointed out that many of these sets have been installed under operating conditions which give reception only two or three days a week. When WKOZ-TV starts operating, he expects the tempo of set installations to increase.

As a result of the current survey, which included interviews with scores of dealers and distributors in the area plus an extensive campus of counting TV antennas to verify the findings, WKOZ-TV reports the following set installations in the primary cities to be covered:

<table>
<thead>
<tr>
<th>City</th>
<th>Sets in Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kalamaoo - Battle Creek</td>
<td>5,169</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>45,000</td>
</tr>
<tr>
<td>Lansing</td>
<td>3,975</td>
</tr>
<tr>
<td>St. Joseph - Benton Harbor</td>
<td>3,375</td>
</tr>
<tr>
<td>South Bend - Elkhart</td>
<td>8,466</td>
</tr>
</tbody>
</table>

**KTV (TV) Los Angeles To Increase Rates**

REPRESENTING an increase of 50%, KTV (TV) Los Angeles hourly rate for Class A time will be increased from $500 to $755 effective Feb. 1. Class B time will go from $300 to $450 per hour. Increase was announced by Frank G. King, sales manager, who stated that the station will give a six-month rate protection to advertisers who place business before the effective date. He pointed out that TV set ownership in the area serviced by KTV has increased over 400% since the station started telecasting a year ago.

Other time segments on a one-time basis in class A and B times, respectively, under the rate increase are as follows: 40 minutes $600 and $360; 30 minutes, $450 and $270; 20 minutes, $375 and $225; 15 minutes, $300 and $180; 10 minutes, $250 and $150; 5 minutes, $210 and $126.

Station breaks and service announcements on sound film will be:
- Class A, $125.50;
- Class B, $67.50.
Minute announcements on sound film will be:
- Class A, $155;
- Class B, $90.

**Video Outlines Radio With Chi. Baseball Fans**

CUSTOMERS in 1,200 Chicago barber shops said they prefer "(Continued on Telecasting 19)"
BASKETBALL IS BACK!

Again it is the season of hook shots, rebounds, free throws and five-man-weaves ... and televiewers in America's "hottest Television market" are treated to a full schedule of court thrills over WMAR-TV. Thursday home games of Baltimore's professionals, the Bullets, and Saturday home games of the U.S. Naval Academy's cagers in historic Dahlgren Hall are regular features of WMAR-TV's winter season.

Whatever the season, its sports are knitted into a schedule of such year-rounders as wrestling and boxing in a constant menu of thrills for action-loving televiewers of WMARyland ... and WMARyland reaches from Pennsylvania to the Potomac, from Wilmington to Washington and beyond. It's the area where Television has made its fastest strides.

Baltimoreans bought 11,250 TV receivers in December, bringing the city area's total to 123,787 for New Year's Day. Nowhere in the United States has Television captured as great a slice of the broadcast audience as here. The Hoopers tell our story ... let us tell yours.

Baltimore Leads The Nation—WMAR-TV Leads In Baltimore

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

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
COLOR SUPPRESSED?

POSSIBILITY that a Federal suit under the anti-trust laws may arise out of the present FCC hearings on color television was advanced Tuesday at the FCC by Comr. Harold P. Jones in an address to the New York Chapter of American Marketing Assn.

Speaking at an AMA luncheon session at New York's Hotel Commodore, Comr. Jones noted that although the Radio Mfrs. Assn. had charged with a series of about 30 tests, which RCA feels should be conducted before any color system is adopted, only the advocates of the systems presented to the Commission—RCA, CBS and Color Television Inc.—have made any move to conduct such tests.

"It's strange to me," he declared, "that the three major manufacturers who have made phenomenal profits from the sale of black-and-white receiving sets have spent little or nothing on color research of their own or in field testing the systems proposed by others. Instead of offering us the results of field tests, we are offered new forms of advisory committees—committees which are but part of a general scheme which frequently reminds me of the interlocking directorates the public utilities used in the heyday of that industry." He continued:

No matter where the Commission turns to get advice to help solve its engineering problems, the same large industry interests are represented in one form or another. These industry advisory committees could serve a valuable function if they did the job they purport to do. But I am afraid that frequently the record establishes not the advancement of the art but the delay or even the suppression of the art.

I need not remind you that the Justice Dept. has taken steps to use the anti-trust laws where it appeared that an act was being done to retard the advancement of private interests and to the prejudice of the interests of the American people. Concerted action by these industry groups to delay, if not to prevent, the establishment of color television might well lead to the same type of action.

No Action Yet

Questioned after the speech, Comr. Jones said that no such action has been proposed as yet. He explained that he could not originate such action single-handed and that the other Commissioners would have to join him if the FCC were to ask the Justice Dept. to proceed against the television manufacturing industry.

"I'm not recommending it at this time," he said, "but it could happen."

Reviewing the development of broadcasting in the United States, Comr. Jones told his audience of market researchers that the difference between their conception and that of the Commission is: "You want to reach the masses of men by radio to do a merchandising job; the Commission wants to vouchsafe to men everywhere radio signals that will be satisfactory and reliable for their education, enjoyment and culture."

He pointed out that the businessman's "conception of how private enterprise could use radio for the greatest net return shaped the early history of radio," with the result that "the largest facilities, the clear channels... were constructed in cities like New York, Chicago, Pittsburgh, Philadelphia, Detroit and Cincinnati" while "the wide areas in the middle of the U.S. had relatively little or no service."

Sales Potential

Telling his listeners that "Channels in the Sky" are to you vehicles of trade and commerce to give private enterprise the most sales potential for the least cost," Comr. Jones noted that "the more 'channels in the sky' you can capture in concentrated population areas, the more avenues are open to you to sell. It is not, therefore, surprising that FM broadcasting does not have the same appeal to private enterprise that it has had to the Commission."

He painted a picture of static-free service for everybody, with full range 15,000-cycle transmission, offered by FM, which attracted more than a thousand licenses to channels which "the Commission carefully allocated to metropolitan, urban and rural areas with limits on power to insure that every American would have a choice of listening pleasure." He continued: "The majo figures in the industry, particularly the networks, promised the Commission that FM would change the capacity of this wonder of sound. He said:

The truth is, however, that no net work programs are sent out over the telephone lines which have a great sound fidelity than just plain of AM broadcasting. Even if it were true that affiliates were not interested in high fidelity, the network then owed the duty of trying to either their own stations in distant cities with 15,000-cycle high fidelity.

Some of the government executive who were preaching the amazing prom ise of this new art changed hat and became radio executives an practitioners of the channels. The Commission FM evangelists yesterday, as today's leaders of the radio industry, promised to make the up their zeal to bring to the people the utopia of broadcasting and listen potential.

Not only that, 200 FM licensee have given up the ghost and turned the channel over to the Commission. Although many people wait for reliable radio service, not a tea is met by the radio industry, its new or old executives, its new or old practitioners, or by those who use radio to advertise their wares.

Shaky Start

Television, with the same potential as FM, is getting off to a shaky start, Comr. Jones said. Knowing from the beginning that VHF could not provide a nationwide competitive TV service, the FCC listened to the industry claims that not enough was known about the UHF to start operations, "so television got started in the VHF alone" and "once more the competition license have lost their zeal to bring to the people the utopia of broadcasting and listen potential."

In conclusion, Comr. Jones said:

When private enterprise seeks out the most profitable market for the installation of channels, the more local and regional offices are highly congested areas, I find no fault with such action. That is the kind of enterprise I have defended all my public and private life.

But when private industry attempts to use government processes to accomplish the same thing in television, or when I think it uses the Commission to eliminate the nature of competition between established black-and-white and instant color, I draw the line. Likewise, when the industry suggests the Commission to thwart or delay reliable TV service for towns like those that call for some noise and some infeld action.

NEW weekly series, Burgess Hobby Pounds, started on WGN-TV Chicago Tuesday 6:30 p.m.
CONGRESS REMODELS FOR TV

Video-Suited Walls Aid Reception of Truman Speech

EVIDENCE that television has come into its legislative own in Congress was amply demonstrated when President Truman delivered his State of the Union message to a packed house and peering onlookers, against a backdrop of TV-suited walls.

Once again, an last year, television saw the President in oratoorial action through NBC-TV's pickup under a pool arrangement. But this time, they get better re- ception - Congressional chambers have undergone some renovation which took note of some of TV's own peculiar requirements.

When David Lynn, capitol architect, set out on his remodeling program, he consulted with tele- casters and came up with the idea of blue-tapeaud, acoustically-treated walls which lend themselves best as background. High-powered floodlights also were in- stalled in the chambers.

NBC-TV technical personnel de- scribed it as the best pickup yet of floor proceedings, even though they found the lights too powerful for panning the galleries. They used two cameras (in the galleries) running conduits up to the attic where the equipment was stationed.

When the renovation is completed this summer, they will be able to feed transmission through wall sockets beside either House or Senate chamber, thus locating their mobile units on the spot. Similar permanent provisions are being made at the White House, also under renovation, where every room of any size will be so equipped, it was learned.

KTLA (TV) Multiscope

INSTALLATION of multiscope equipment, claimed to be the first on the West Coast, has been an- nounced by KTLA (TV) Los An- geles. New equipment makes pos- sible simultaneous projection of title cards, news pictures, new ticker tape, maps, time signals and other elements on the television screen. This is accomplished by a contrivance of lenses, tubes and "cold" lights which project images directly upon the iconoscope of the television camera. Through a series of apertures and levers, an operator may thus achieve almost any re- sult desired in multiple picture projection.

Bonafide Renewes

BONAVIDE MILLS INC. has re- renewed, effective Jan. 27, its spon- sorship of Bonny Maid Versatil Variety繼續s, telecast Friday, 9:30 p.m., on NBC-TV. The one-year contract was signed through Gil- britar Advertising Agency. Show is produced by Basch Radio and Television Productions, New York.

Teletele Surveys

SAMPLE size of Tele-Pulse surveys has been increased by 14% in all cities, Dr. Sydney Roslow, direc- tor of The Pulse Inc., has an- nounced. Number of TV families interviewed has risen from 1,400 to 1,600 in New York and in other markets from 1,050 to 1,200.

Eight Million Sets

PREDICTION of more than $2 billion in television set sales during 1950 and of more than eight million sets in operation at the end of the year was made forklifted ago by Louis I. Pokrass, chairman of the board of Tele King Corp., New York set manufacturer.
WAVE-TV Louisville is sending out to some of the trade these certificates in recognition of “foresight and cooperation” in helping to introduce television in the area served by the station.

STATION BIDS

TO CONCENTRATE on theatre television, 20th Century-Fox Film Corp. last week withdrew its five pending broadcast TV applications.

The applications, on file since 1948, were for Boston, San Francisco, Seattle, St. Louis, and Kansas City. The San Francisco bid was one of six for that area on which FCC hearings were held before the current TV licensing freeze was imposed in September 1948. The others also would have been involved in competitive proceedings.

In petitions filed Friday, the film company said it “should for the time being devote the time and resources which it has available and can obtain for television activities to the special field of theatre television.”

The petitions noted that the company has been engaged in research and developmental activities whose purpose is “to establish a nationwide system of theatre television and to obtain from the Commission an allocation of radio frequencies for use in connection therewith.”

Withdrawal of the broadcast applications came a week after FCC officials stated that theatre TV was on the television question [TELECASTING, Jan. 16]. The film company operates an experimental theatre TV station in New York (K466I).

The withdrawals leave six applications pending for Boston, four for Seattle, five for Kansas City, four for St. Louis, and five for San Francisco-Oakland.

The petitions were filed by 20th Century’s Washington radio counsel, Vincent B. Welch of Welch, Mott & Morgan and Kenneth C. Royall of Dwight, Royall, Harris, Koegel & Caskey.

20th Century-Fox Drops Five

PHONEVISION HIT

E. F. McDonald Jr., president of Zenith Radio Corp., is performing a disservice to TV and the public by advocating Phonevision, according to George B. Storer, president of the Fort Industry stations. He stated his views in a letter to Comdr. McDonald.

“Periodically I receive a communciation from you which indicates that you are master-minded the radio industry,” Mr. Storer wrote.

He recalled that Comdr. McDonald originally was a “great protagonist for the development of FM.”

“We while all endorse the advantages of FM from a technical standpoint,” Mr. Storer continued, “practically it came too late and has cost our industry vast sums of money, even forcing some broadcasters to sell or reorganize their enterprises.

“Now you come along with an attack upon the development of television and are performing a very great disservice to the American public by again confusing the issue. Only last week I heard of a gentleman who was not buying a television set because he had read some of the ‘phonevision’ publicity which made him think he would have to pay for the programs received on his television set.

For your information television is enjoying a healthy growth and in two of our three stations we are currently earning a more modest profit, and anticipating substantially greater earning potential.”

“Apparently your idea is that the people should not go into television because it is going to cost too much money.”

“The development of this great country was solely accomplished by fearless pioneers in all fields and the propagation of the idea that we should not go into television because of the high ultimate cost is utterly fallacious.

“If inexpensive entertainment and educational service through investment in television can be supplied to the American public, will the people forsake their profit, then such action is the obligation of every good broadcaster and manufacturer. . . .

“I am reliably informed that the manufacture of earnings for your good company, which certainly occupies a most outstanding position in the radio manufacturing industry, is currently derived from the manufacture and sale of television sets. Therefore, it would seem that you are harming the very industry which is currently supporting you.”

RCA COLOR

By J. Frank Beatty

RCA DEMONSTRATES a refined version of its compatible color TV in private Washington showings last week and at the same time disclosed it is already ready to unveil a single-tube color system.

Better uniformity in color was attained in last week’s showings as the result of a change in technique. This consists of a burst inserted in the transmitted signal that tells the receiver’s oscillator the correct frequency and phase. With the added pulse, a simple receiver adjustment looks it at the proper point.

Within a few days RCA plans to deliver two 16-inch single-tube color receivers. One will go to the Bureau of Standards (Condon) committee, conducting a detailed color study, and the other to the FCC Laurel Laboratory. RCA refused to give details of the type of single-tube system it will demonstrate. It plans to turn out additional sets at the rate of two a week for use in FCC’s TV hearing.

The improved three-tube system was shown at RCA’s laboratory at 7836 Eastern Ave., at the District of Columbia line. A half-dozen color sets are in operation along with a receiver equipped to receive CBS color transmissions.

One of the large laboratory receivers used in RCA’s test last autumn was employed in last week’s demonstration. It is a direct-view type, with three 10-inch tubes whose separate images are blended through a dichroic mirror system.

First picture was a still of a woman in a red blouse. Some magenta was noted across the top edge, ascribed to the mirror system. The same program was shown on an adjacent 10-inch black-and-white set.

Live programming opened with a hula dancer wearing red bra and red shredded skirt. Background was a light blue. Color was uniform left to right and top to bottom and did not change noticeably during the performance. Occasionally red appeared in the dancer’s hands when they moved rapidly across the screen but this was not consistently reproduced.

Close examination of the color and black-and-white images showed a dot effect in both but this disappeared at a viewing distance of three or four feet and was attributed to the sampling and combining process inherent in RCA’s system.

Second live program presented Gene Archer, baritone, wearing sand-colored shirt and blue tie against green-blue background. Buzzer interference was introduced. Its effect on the color picture was no worse than on the black-and-white image.

Color fidelity was shown by a dish of fruit. The yellow shade in two separate colors, determined by proportion to the intensity of studio lighting. The orange appeared natural as did an avocado. Slight variation was shown in the color of an apple as camera angle was changed.

With colors locked in phase, RCA’s system was practically free from the wandering noted at demonstrations last fall. At that time each set had different color values but relative uniformity was noted last week on the half-dozen color receivers in the laboratory.

One of the sets was built into a small cabinet through use of special short-neck 10-inch metal-cone tubes.

RCA officials at the laboratory said they feel they now have demonstrated a basic all-electronic system but did not contend it was by any means “perfected color.”

The color system went last week to a number of FCC staff officials.

The color signals were transmitted on Channel 4 by WNBW Washington and could be received in black-and-white on normal sets.

PHONEVISION HIT

Storer Criticizes McDonald

Single-Tube Nearly Ready

BROADCASTING • Page 70

January 23, 1950
Telestatus
(Continued from Telecasting 8)
see baseball games on television rather than hear the games or read about them.

As we know today, these baseball games are quite popular among the fans. What a great feeling to hear the commentary and see the action on television. This has transformed the way we consume sports, making them more accessible and enjoyable for everyone.

Selling TV

“SELL television to new money,” and “think big” was the advice given by Norman Blackburn, NBC West Coast head of network television operations, to members of Southern California Advertising Agencies Assn. at their regular monthly meeting last Monday, Mr. Blackburn spoke on “Television Programming in New York.”

Confident that West Coast agencies and branch offices will figure “very importantly” in the national television picture from now on, Mr. Blackburn urged agencymen to establish money for television itself, rather than divert it from other media, and to think of TV in terms of national acceptance. To help determine what national advertisers are buying, he suggested that they watch kinescoped New York shows.

In conclusion, he stated that though New York is now producing “bigger and better shows” because of higher budgets, this is only temporary. With the as yet “untapped reservoir of talent and production brains” on the West Coast, he prophesied Western productions would in the near future “be crowding Hooper, Nielsen and Pulse leaders.”

Art Colorcasts

BELIEF that color television "should do for art what radio has done for music" was voiced by David Finley, director of Washington's National Gallery of Art, where CBS originated a special colorcast Thursday night.

The gallery telecast, with CBS-TV star Faye Emerson as m. c., was part of CBS' month-long demonstration of its color television system [TELECASTING, Jan. 9, 10]. Meanwhile, though CBS authorities would not confirm the reports, it was understood a CBS colorset had been installed in Blair House for the use of President and Mrs. Truman during the CBS test period.

Color Study

THIRD in a series of Television Research Institute reports "TV in Color—Is It Now Too Soon?" will be released at the end of January. The report, according to John H. Eckstein, institute director, will "synthesize all existing information on color television and, from this data, predict the probable outcome of the present controversy."

Program Costs

Smaller - Budgeted programs for television were urged by Henry White, president of World Video, New York and vice president of Independent Television Producers Assn., that city, speaking last Tuesday before a regular monthly meeting of Television Producers Assn., in Los Angeles.

"If television is to survive," Mr. White said, "programs on the $2,000 to $6,000 per show level will have to be considered. Most advertisers cannot afford to pay the $15,000 or more required now for a top flight show."

At a meeting following the speech, TPA membership unanimously passed a resolution to form a National Society of Television Producers with Independent Television Producers of New York, in accordance with principles of resolution forwarded by the New York group.

Broadcasting Time Buyers

The busiest buyers in the business read

Broadcasting Time Buyers

Place 92% of the network dollar... and 87% of the national spot dollar.
DON LEE

PLANS TV Film Unit

PLANS to produce motion picture films for television for national syndication were announced last week by Don Lee Television, Hollywood.

William Dieterle, movie producer-director, was named to head up the production operation. Deal followed 90 days of secret negotiation according to Charles L. Glett, vice president in charge of network television.

Production Plans

Plans include production of half-hour films based on the book Secret Service and Capt. Wilkie by Capt. Don Wilkie and other stories by him and his father, the late John Wilkie, of their experiences with U. S. Secret Service and Capt. Wilkie's OSS. To that end the network has signed Capt. Wilkie to a 10-year contract.

William Gordon, network producer-writer, will write scripts for this series, which is scheduled to get underway in April.

Also associated with the new enterprise will be Cecil Barker, executive producer and assistant to Mr. Glett; Lee Garmes, cinematographer, who will supervise photography; and McMillan Johnson, production designer. All were formerly associated with Dart & O. Selnick. Films will be released for national syndication by Blair TV Inc.

According to Willet H. Brown, president of Don Lee network, and Mr. Glett, the new enterprise is "only one step" in the projected plans for the network. Under Mr. Glett, who joined the network eight months ago, production operation was moved from Mt. Lee to Don Lee Hollywood studios on Vine St.

STRONACH

Gets New ABC-TV Post

APPOINTMENT of Alexander Stronach Jr., ABC manager of television programs since September 1948, to the post of national director of television program operations was announced last week by the network president, Robert E. Kintner.

Mr. Stronach will coordinate the program activities of all ABC-TV stations, and will report to Charles C. Barry, vice president in charge of radio and television program operations.

Mr. Stronach went to ABC in 1947 from the William Morris Agency where he was an executive in the radio and television department. Previously he had been with Young & Rubicam, joining that agency in 1938 as a writer on the We, the People radio program. Subsequently he had managed and directed that program as well as Mystery Theatre, The March of Time and several other commercial shows. He also served as production supervisor for the manager of the talent department and program manager for Y&R.

PRINCIPALS in production of motion pictures for Don Lee Television are (1 to r): Capt. Don Wilkie, author, who will supply the stories for the half-hour films; Charles Glett, vice president of Don Lee Television; Cecil Barker, assistant to Mr. Glett and executive producer of the network; William Dieterle, director of the new operation.

Film Report

WBAP-TV FORT WORTH has produced spots for Fisher Mfg. Co. in its film production department to sell new automatic plastic mouse catcher. Station will carry two TV spots weekly on 13-time basis, on item.


Jerry Fairbanks, president, Jerry Fairbanks Productions, Los Angeles, and Frank E. Mullen, chairman, are in New York for several weeks conference with Russ Johnstone, vice president in charge of sales and distribution for firm's New York office. Talks to be on reorganization of eastern division facilities and expansion.

Charles Hitchens has resigned from copy staff of Erwin Wasey & Co., Los Angeles, to form TV and radio packaging firm with Ted Russell. Firm to bear name Russell-Hutchings Productions, with headquarters in Los Angeles.


Langley-Smith Television Productions, 704 S. Spring St., Los Angeles, offering TV stations throughout the country quarter-hour strip, titled Report to Mrs. America. Program gives facts on food and nutrition and household hints. Package, using live local programming, consists of complete script and camera outline for each show and still photographs, which may be re-enacted in local studios or shown themselves in close-ups. Program is offered on five weekly basis for 13 weeks. Currently being telecast on KFI-TV Los Angeles.


DuMONT NAMES

Campbell-Ewald as Agency


Winslow H. Case, senior vice president in charge of eastern operations for Campbell-Ewald Co., will be in charge of the account.

KPHO-TV EXPANDS

Group to Buy KCNA

EDWIN R. BORROFF, general manager and part-owner of KPHO-TV Phoenix, announced Thursday that Carl Weston, former head of his own Chicago program production agency, has acquired part interest in KPHO-TV and that negotiations have been opened for purchase of KCNA Tucson.

Mr. Borroff resigned two weeks ago as president of Taylor-Borroff Corp., which firm, in association with Mr. Weston, has managed KPHO for National Broadcasting Co. in buying into KPHO-TV.

The Phoenix station, only vIdeo outlet in Arizona, beams to more than 3,000 TV sets within a radius of 125 miles, Mr. Borroff claims. On the air four weeks, it is affiliated with KPHO, 5 kw AM outlet on 910 kc. Late census figures put the Phoenix metropolitan area population at more than 300,000, Mr. Borroff said.

The former ABC Central Division vice president first became interested in KPHO several years ago while lining it up as a Blue Network station. At the time he was associated with NTC Chicago. Like Mr. Borroff, Rex Shepp, president of KPHO and KPHO-TV, formerly worked in the Midwest as general manager of WIRE Indianapolis.

Mr. Wester, a former NBC Chicago salesman, for several years was associated with radio writer Ira Phillips as business manager of such properties as Guiding Light, Road of Life, and Today's Children. He has been engaged similarly in Hollywood in recent years and plans to take an active part in management of KPHO-TV because of its proximity to his present California home.

CBS DETROIT SALES

Spadea Now Heads AM, TV

JOSEPH R. SPADEA, Detroit manager of CBS radio network sales, will assume supervision of TV as well as AM sales in that area, effective immediately.

The expanded assignment, according to J. L. Van Volkenburg, CBS vice president in charge of network sales, was due to the need for an active CBS television representative in Detroit.

Mr. Spadea joined CBS in February 1945 as an account representative in the Motor City, becoming manager in December of that year. Prior to his 26 months of Army Air Corp service, he was Detroit manager for Scotty Howe Bowen, and for Edward Petry Co.

BROADCASTING • Page 72
GRANDEL NAMED
Heads ATAS in San Francisco

DAVID GRANDEL, director of studio telecasts for KGO-TV San Francisco, Jan. 17 was elected president of the newly organized San Francisco branch of the Academy of Television Arts and Sciences.

Other officers elected were: Vice President, Philip G. Lasky, vice president and general manager of KSFO-KPIX; treasurer, Pat Craft, program director of KRON-TV; secretary, Jean Lefevere, program coordinator of KGO-TV.

Larson Named V. P.

G. BENNETT LARSON who a fortnight ago was named general manager of WPIX (TV) New York, [TELECASTING, Jan. 9], last week was appointed vice president of WPXI Inc., following a meeting of the company's board.

Mr. Larson

This informal group at a get-together between the FCC and members of the TV Committee of the Theatre Owners of America, includes (l to r): John Bolaban, head of Bolaban & Konz Circuit and WBBK (TV) Chicago; Wayne Coy, FCC Chairman; Charles P. Skouras, president, National Theatres Amusement Co. Inc., and S. H. Fabian, president of Fabian Theatres.

WRTV PERMIT
Deletion Appears Certain

DELETION of another television permit, first for 1960, appeared granted the motion of Maisoon Blanche Co. to dismiss its application for extension of completion date for WRTV (TV) New Orleans. FCC earlier had proposed to deny the extension [BROADCASTING, Sept. 29, 1949].

Deletion of the WRTV permit would reduce the total number of commercial television authorities outstanding to 110. There are 98 stations on the air with 32 of these licensed.

The WRTV application, filed in 1944, was granted in 1947. Hearing Examiner J. Fred Johnson Jr., in his initial ruling to deny further extension of completion date, found that Maisoon Blanche still had not decided whether it would build the station because of future uncertainty in the industry. WRTV subsequently requested oral arguments on this ruling. The motion for dismissal of its extension request was made by WRTV at the argument.

THE CREDITS
AAAFA Frown on Practice

AMERICAN ASSN. of Advertising Agencies last week reaffirmed its long-standing policy against the use of agency names in advertisements in commenting on the recent request of a New York agency for a credit line on a television show.

Kiesewetter, Wettera & Baker last December was unsuccessful in its request to WNET (TV) New York for the running of an agency credit line in a special Christmas show sponsored by its client Abraham & Straus, Brooklyn department store [TELECASTING, Jan. 9]. Although the agency is not a member of the AAAA, the latter organization's operations committee last week, in response to a KW&B request for comment, said the AAAA had for years held a policy opposing the use of agency names in any advertising. The AAAA theory is that such a practice would put the agency between its client and its customers.

This is a representation of the document in plain text format.
The 1950
BROADCASTING Yearbook*

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.

BROADCASTING • TELECASTING
National Press Building
Washington 4, D. C.

Please enter my BROADCASTING subscription immediately and be sure to send the 1950 Yearbook, free of charge, as part of this order.

☐ I enclose $7.00  ☐ Please bill me

Name
Company
Street
City Zone State

* Mailing starts today.
Fire Coverage
Jews department of WOC-AM-FM-TV Davenport, Iowa, gave thorough coverage to tragic fire in psychiatric ad
burying of Mercy Hospital there. Newsman Bob Frank was at scene of blaze shortly after it started. First
bullets were aired at 6 a.m. when station opened. Mr. Frank devoted its 6:15 newscast to eyewitness ac-
count of fire. Interviews with fire and police officials were taped recorded and aired at 8 a.m. Bulletins were aired.

Editorial Series
TAKING advantage of its right to editorialize is WLIB New York. Sta-
tion recently presented three-day series with two shows daily concerning Fed-
eral Fair Employment Practices Com-
mision. Editorial matter was prepared by news staff as well as spot announce-
ments promoting shows. Prominent guest speakers and music were fea-
tured.

Live Magazine
SHOW built around magazine format to appeal to entire family has started on WKY-AM Oklahoma City. Titled The Giri, program is aired Thursday 9 p.m. Shows begin with Co-editors Dodie Quinan and Jan Ressich discus-
sing content of week's edition. News, feature stories on family life, hints on party plans, games, home decorating, landscaping, hobbies, re-
ports on sports and other public events in news are demonstrated and ex-
plained. "Guest editor" is interviewed weekly. Demonstrations of household electrical appliances tie-in with spon-
the asking. Four rules of club—play safe, be good, be kind, be fair—should assure popularity of program with children's parents.

Show for Taxpayers
HELPING taxpayers make out income tax returns is job of Aid to Taxpayers, new show on WTAG-AM-FM Worces-
ter, Mass. Three-week public service series started over Stations Jan. 15 at 12:15 p.m. Taxpayers Francis M. Smith, deputy collector of Internal Revenue for Worcester County, and John A. Steen, vice president of Worcester Chapter, National Asso. of Cost Accountants, are featured. Series is presented with cooperation of NACA.

Bible Illustrations
BIBLICAL tales absorb children seated around miniature sand stage on new Bible Story, which debuted Jan. 15 on WENR-TV Chicago. Kay Morrow, who has starred in many Chicago TV productions, narrates story, while using small figures on stage to illus-
trate action. Commentary is backed by 16-voice children's a cappella choir. Richard Locke is producer.

M.G. in Night Club
EXPANDED Eddie Newman show on WPEN Philadelphia is set in Click night club in that city. New point of origin allows Mr. Newman to

WOC-AM 5,000 W. • WOC-FM 47 Kw. 1420 Kc. 103.7 Mc.
WOC delivers this rich market to NBC Network, national spot and local advertisers... with 70 to 100% BMB penetration in the two-county Quad City area... to 100% in adjacent counties.
WOC-TV Channel 5 22.9 Kw. Video • 12.5 Kw. Audio
On the Quad Cities' first TV station NBC Network (non-inter-
connected), local and film programs reach over 3,000 Quad Cities' sites... hundreds more in a 75 air-mile radius.

Basic NBC Affiliate
Col. J. B. Palmer, President
Ernest Sanders, General Manager

DAVENPORT, IOWA
FREE & PETERS, Inc.
Exclusive National Representatives

BROADCASTING • Telecasting

January 23, 1950 • Page 75
'King of Hearts'

JACK BENNY, CBS comic, has been chosen "America's King of Hearts for 1960" by the American Heart Assn. He will accept the award in New York on his Sunday night, Feb. 5. Lucky Strike program, which will be dedicated to the 1960 drive for $5 million. Honor is in recognition of the comedian's aid to the Heart Campaign for the past two years.

WCTST TRANSIT ADS

Two New Accounts, 5 Renewals

TRANSIT RADIO Inc., New York, last week announced two new and five renewed accounts reported by its affiliate WCTS (FM) Cincinnati. New campaigns were begun in that city by the Bledenbender Co., for men's furnishings, and RKO Midwest Theatres Inc., for a new picture promotion.

Renewals were by the Home Federal Savings & Loan Assn., Alms & Deepke Department Store, Becker Clothing Co., John Shillito Department Store and Cincinnati Times-Star Co.

'Obscene' Records

SENATE companion bills to legislation introduced in the House by Rep. Emanuel Celler (D-N.Y.), banning transportation of "obscene" records or electrical transmissions in interstate commerce, have been proposed by Sen. Pat McCarran (D-Nev.). Measures (S 2311, 2812) would prohibit not only transportation of certain matters but also their importation in foreign commerce. Any articles "capable of producing sound" would be included.

Walter A. Maier

REV. DR. WALTER A. MAIER, 56, conductor of the Lutheran Radio Hour, died Jan. 11, in St. Louis of a heart attack. Dr. Maier first went on the air in 1927. At the time of his death the Lutheran Hour talks were heard each Sunday over 435 MBS stations and some 765 independents in the U.S. and Canada. The talks were translated into 36 foreign languages.

Wis. League Meet

THE League of Wisconsin Radio Stations will hold its first meeting of the year on Monday, Jan. 30, 11 a.m., at the Plankinton Hotel, Milwaukee. Ben Laird of WDUI Green Bay is president of the league and Joseph D. Mackin, WMAM Marinette, vice president.

Wis. League Meet

Wis. League Meet

Wis. League Meet

E. J. GRADY

R & R Executive Dir.

EVERETT JOHN GRADY, 5 executive vice president and director of Ruthrauff & Ryan, New York, died Jan. 17 in Lenox Hill Hospital, New York, after an illness of two weeks.

Mr. Grady joined Ruthrauff Ryan in 1920 as a copywriter. He was named copy chief in 1925 an executive vice president in 1945.

Surviving are his wife, Mrs. Mar C. Grady; a sister, Miss Helen I. Grady, and a brother, Frank J. Grady.

WVOM Revises Rates

WVOM Boston, 24-hour independent outlet, announces a rate revision effective Feb. 1. The new rates set Class A time from 7 a.m. until midnight, daily and Sun. 2 a.m. to 7 a.m. and Sun. 7 a.m. to 7 a.m. according to Benjamn Bartzoff, vice president and general manager, WVOM made a survey in which the effectiveness of the station sound announcement was studied and found to be equally effective day and night.

LINCOLN DAY SHOW

Kearns Named Producer

REP. CARROLL D. KEARNS (R. Pa.) has been named producer of a special radio-television-stage show to be featured as part of the Lincoln Day Box Supper in Washington Feb. 5, Rep. Joseph Martin (R-Mass.) has announced.

ABC reportedly has cleared air time; TV network has not been determined. Show will launch some 2,400 Lincoln Day celebrations sponsored by Republican Senate and House members throughout the country. Washington's supper will be held at Uline Arena.

A onetime bass-baritone with the Chicago Opera Co., soloist with major symphony orchestras in the 1920's, and author of several musical comedies, Rep. Kearns said he planned to call on top-flight radio, movie and stage friends to put on the "best possible show" for Republican women, their guests and radio and television audiences. Rep. Kearns also is an old sparring-partner of James C. Petrillo, AFM president.

Dallas Ad Week

RADIO AND TV shows will be included in the Dallas Advertising League's promotion of its local Advertising Week, starting Feb. 10, and designed to sell the Dallas area on advertising's benefits. Theme of the week is "How Advertising Serves." Ernest Loven, vice president, Tracy-Locke Co., is chairman of Advertising Week Committee.
FTC ADVERTISING MONITORING
Annual Report Shows Increase in Radio-TV Studies

WORK of Federal Trade Commission's radio and periodical division was outlined by the commission in its 38th annual report to Congress. The report covered review of radio and television continuities for the fiscal year ended last June 30.

In radio, the commission cited a new position by last July 1, which provides for sampling of commercial scripts from stations in small cities once yearly; from stations in intermediate-size localities, twice yearly, and those in cities with population of 200,000 or over, three times a year—all on a systematically-staggered basis. National and regional networks have responded continuously every week, while producers of electrical transcriptions (open-end) have submitted all records once a month.

During fiscal 1949-1950, FTC examined 469,528 radio continuities from networks, individual stations and transcription producers, with 12,879 advertising statements set aside for further study.

Reviewing its television procedure, FTC noted script continuities had increased appreciably in volume prior to June 30, 1949, and said it had issued requests to 55 TV stations during the first six months of last year. It received 4,400 continuities from television networks, individual stations and video film producers. Out of 3,352 scripts, only 121 were marked up for further study as containing possibly "false or misleading" statements, FTC reported. Scripts are examined thrice yearly for sampling per 15-day period each. The four TV networks and film producers have extended their cooperation, the commission added.

All advertisements dealing with alcoholic beverages were subject to special study and set aside for examination by the Alcohol Tax Unit, FTC added. Additionally all advertising was assembled, processed and studied looking toward docketing of applications for complaint where warranted.

**Technical**

PAUL E. LEAKE, former chief engineer of KROA Sacramento, Calif., joins KROW Oakland in similar capacity. He will supervise technical installation of new transmitter building and tower array.

JOHN O. VICK, formerly with technical staff of KXIE Sculltwater, Minn., joins WKLX Cloquet, Minn., as chief engineer.

JOHN PARKER, formerly chief engineer for new deleted WOIL Boston and with OWI as field engineer, appointed in charge of all technical functions of WLYN Lynn, Mass., which he helped build.

LARRY MILLER, control operator for WSCC Charleston, S. C., is the father of a girl.

TUBE DIV. General Electric Co. announces new three-inch cathode ray tube, believed to be shortest electrostatic cathode ray tube manufactured in U. S., according to firm. Tube is called 3MP1.

R. C. CHEEK, central station engineer, Westinghouse Electric Corp., Jan. 30 will receiveEta Kappa Nu plaque in recognition of his being chosen most outstanding young electrical engineer for 1949 by that group.

INDUSTRIAL DEVICES Inc., Englewood, N. J., producing new model of Mini-Volt Voltmeter with expanded scale centered on common 110 and 220 line voltages. Model is known as 141A and is accurate to within 2 volts at 110 volts AC.

SUPERIOR ELECTRIC Co., Bristol, Conn., announces new design of Powerstat variable transformers, types 116 and 216. Improvements have been made within old standard mounting dimensions to conform to existing panel layouts.

JIM ALLREAD, engineer at WHOK Lancaster, Ohio, is the father of a girl, Patricia Don.


WILL KOF, member of the WBBM Chicago engineering department, is the father of a girl, Rayleen Margaret, born Jan. 8.
Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

January 13 Applications...

ACCEPTED FOR FILING

Modifications of CP

Mod. CP new AM station to increase power etc., for extension of completion date: KSDO San Diego; WDEL Wilmington, Del.; WMBL Woodsie, Ind.; WKY-FM Oklahoma City, Okla.

License for CP

License for CP new AM station for change in frequency, issued by: KCOL Port. Coll. Co.; KGAL Menomonee, Mont.

January 16 Applications...

ACCEPTED FOR FILING

Modifications of License

KGBR San Diego, Calif.—Mod. license to alter station effective power from 1 kw to 5 kw DA-N. on 1170 kc.

License for CP

License to cover CP new AM station for change of location.

Modifications of Station

Mod. CP new FM station for extension of completion date: KBFM Madison, Wis.; WJAR Providence, R. I.; KSDO San Diego; KSDO San Diego; KSDO San Diego.

January 17 Decisions...

BY THE SECRETARY

WPIX Inc., Area New York—Granted CP for new remote pickup.

WAMS Havertown, Pa.—Granted mod. CP to make changes in ant. and change equipment.

Applications Accepted

KGBO Mod. CP to make changes in ant. and change equipment.

January 3, 1950

License for CP

License for CP new AM station for change of location.

Granting of Licenses

KGBR San Diego, Calif.—Mod. license to KFVG to alter station effective power from 1 kw to 5 kw DA-N. on 1170 kc.

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<tr>
<th>Name</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices National Press Building Offices and Laboratories 1339 Wisconsin Ave., N. W. Washington, D. C. Adams 2414</td>
<td></td>
<td>Member AFCCE*</td>
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<td>JONES &amp; WRATHALL</td>
<td>906 Natl. Press Bldg. 1407 Pacific Ave. Washington, D. C. Santa Cruz, Cal.</td>
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<td>40 years of professional background</td>
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<td>A. D. RING &amp; CO.</td>
<td>26 Years’ Experience in Radio Engineering MUNSEY BLDG. REPUBLIC 2347 WASHINGTON 4, D. C.</td>
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<td>There is no substitute for experience</td>
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<td>RAYMOND M. WILMOTTE</td>
<td>1469 CHURCH ST., N. W. DE 1262 WASHINGTON 5, D. C.</td>
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<td>JOHN J. KEEL</td>
<td>Warner Bldg., Wash., D. C. National 6513</td>
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<td>Russell P. May</td>
<td>1422 F St., N. W. Kellogg Bldg. Washington, D. C. Republic 3984</td>
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<td>Member AFCCE*</td>
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<td>ANDREW CORPORATION</td>
<td>CONSULTING RADIO ENGINEERS 363 E. 75th St. Triangle 4-4400 CHICAGO 19, ILLINOIS</td>
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<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Avenue WASHINGTON 6, D. C. MICHIGAN 2251</td>
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<td>KEAR &amp; KENNEDY</td>
<td>1703 K ST., N. W. STERLING 7923 WASHINGTON, D. C.</td>
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<td>Philip Merryman &amp; Associates</td>
<td>• Heathcald Road • ARDSLEY, N. Y. • Dobbs Ferry 3-2233</td>
<td>RADIO CONSULTANTS</td>
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<td>GUY C. HUTCHESON</td>
<td>1100 W. ABRAM ST. AR 4-8721 ARLINGTON, TEXAS</td>
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<td>SILLIMAN &amp; BARCLAY</td>
<td>SPECIALIZING IN ANTENNA PROBLEMS 1011 New Hampshire Ave. RE. 6446 Washington, D. C.</td>
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<td>WALTER F. KEAN</td>
<td>CONSULTING RADIO ENGINEERS Executive office: 40 East Ave. Laboratory: 114 Northgate Rd. Riverside, Ill. — Riverside 6652 (A Chicago suburb)</td>
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<td>LEONARD J. HUBNER</td>
<td>Consultant</td>
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<td>ADLER ENGINEERING CO.</td>
<td>TELEVISION AND BROADCAST FACILITIES DESIGN AND CONSTRUCTION 720 Milton Road, Rye, N. Y. RYE 7-1413</td>
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<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg.—Sterling 0111 Washington 4, D. C.</td>
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<td>GAUTNEY &amp; RAY</td>
<td>CONSULTING RADIO ENGINEERS 1052 Warner Bldg. Washington 4, D. C. National 7757</td>
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<td>RAYMOND M. WILMOTTE</td>
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<td>Russell P. May</td>
<td>1422 F St., N. W. Kellogg Bldg. Washington, D. C. Republic 3984</td>
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<td>Member AFCCE*</td>
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<tr>
<td>ANDREW CORPORATION</td>
<td>CONSULTING RADIO ENGINEERS 363 E. 75th St. Triangle 4-4400 CHICAGO 19, ILLINOIS</td>
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<tr>
<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Avenue WASHINGTON 6, D. C. MICHIGAN 2251</td>
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<td>KEAR &amp; KENNEDY</td>
<td>1703 K ST., N. W. STERLING 7923 WASHINGTON, D. C.</td>
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<td>William E. Benns, Jr. &amp; ASSOCIATES</td>
<td>3738 Kanawha St., N. W. Oldtown 8071 Washington, D. C.</td>
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<tr>
<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING RADIO ENGINEERS HIGHLAND PARK VILLAGE DALLAS 5, TEXAS JUSTIN 8-6188</td>
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<tr>
<td>William E. Benns, Jr. &amp; ASSOCIATES</td>
<td>3738 Kanawha St., N. W. Oldtown 8071 Washington, D. C.</td>
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<tr>
<td>LYNNE C. SMEBY</td>
<td>820 13TH St., N. W. EX. 8073 Washington 5, D. C.</td>
<td>&quot;Registered Professional Engineer&quot;</td>
<td></td>
</tr>
</tbody>
</table>

*January 23, 1950 • Page 79*
Help Wanted

Managerial


Commercial manager who can do a real job, please write. Prosperous station in prosperous market. A good opportunity for the right man. Full information, photo and references from same necessary. KSCB, Liberal, Kansas.

Salesmen

Immediate opening experienced salesman. Past earnings over $400.00 a month preferred. Soulful, outgoing, north central area. Car necessary. Box 697D, BROADCASTING.

Experienced, aggressive, personable salesman for well established station in midwestern market and commissiions $5,000 to $10,000 per year. Replies confidential. Box 687D, BROADCASTING.

Sought, South Dakota. Must have car. If you are wide awake and can produce you have our attention. Write, Box 823D, BROADCASTING.

Salesman needed. Must have car. If you are wide awake and can produce you have our attention. Write, Box 823D, BROADCASTING.

Experienced young time salesman with car. Will offer salary, salary and commission. Experience necessary for advancement. 1000 watt station; also 1500 watt station; also 5000 watt station. Replies confidential. Box 786D, BROADCASTING.

Experienced radio salesman as commercial manager. Progressive move station on east coast. Future opportunity for the right man. Full details in confidence to Box 787D, BROADCASTING.

Experienced salesman, click maximum profits with daytime operation. Southwestern station. Write Box 821D, BROADCASTING.

Experienced time salesmen with radio, ABC and/or NBC, desired. Good secondary market. Write Box 824D, BROADCASTING.

Experienced time salesman for established 250 watt station, Platteville in Louisiana. Excellent proposition for man who can produce. Submit photograph, background and recommendations. Replies confidential. Box 835D, BROADCASTING.

Immediate opening experienced time salesman. Immediate opening needed and commission to start, straight commission after 60 days. Reply in confidence. Write Box 825D, BROADCASTING.

High pressure boys won't be welcome. Must be a natural salesman. Will sell 'em and keep 'em sold. Let us hear from you soon. Write, Box 827D, BROADCASTING.

We will answer all applications. Applications will be given due consideration in cooperation with the right man. Box 835D, BROADCASTING.

Help Wanted (Cont'd)


Disc Jockey-announcer. If you are now a successful disc jockey, why not take over several high-rated shows on a leading 5000 watt midwestern station? Some commercial announcing also required. Give full particulars. Including present earnings. Previous experience. Box 828D, BROADCASTING.

Announcer, at least 2 years experience. Interview, ability, cooperation and references. Write Box 828D, BROADCASTING.

Commercial man with sports, DJ and console experience for progressive 3 kw in rich midwest area. Send disc, details and endorsements. Box 897D, BROADCASTING.

Announcer-engineer with first class league baseball experience and experience for studio sports shows. No failures regardless of play-2play although opportunity exists. Prefer 5 years experience. Send particulars to Box 892D, BROADCASTING.

Announcer. First class announcer. Heavy on sports and news. KVOP, Plainview, Texas.

Wanted-First class announcer. Heavy on sports and news. KVOP, Plainview, Texas.

Salesmen-sell and air your shows from the heart of the world's marketplace. WKBV, Oyster Bay, N. Y.

Technical

Men with at least 8 years combined electronic and radio experience to install and maintain custom built audio devices. Must want to travel throughout the United States and work continually. Excellent salary plus expenses provided. Must have automobile drivers license. Write, Box 826D, BROADCASTING.

Chief engineer for 250 watt Rocky Mountain network affiliate station. Open now. Send photo and disc. Write, Box 825D, BROADCASTING.

North Carolina station needs chief engineer. May start reasonably soon and increasing AM power. Experience with directional equipment desired. Wire interview necessary. Write Box 838D, BROADCASTING.

Production-Programming, others

Wanted. Experienced woman's commentator andcondutor for a large midwest station. Send air check and references. First reply. Address Box 564D, BROADCASTING.

Program director-announcer wanted. Must be thoroughly experienced, have snappy ideas, wide awake. Good market. East coast. No floaters. Box 786D, BROADCASTING.

Situations Wanted

Well qualified. Will accept salary plus commission. Replies to make sure you know. Box 5D, BROADCASTING.

Do you want a manager who knows nothing but radio? Here is your chance. Open to a proposition. Newspaper owner wants advertising executive. Box 821D, BROADCASTING.

Southern stations-Manager who can announce, sell, program and knows engineering wants general managers job in southern station, 250 or 1000 watt station. Replies in confidence only. Box 764D, BROADCASTING.

Manager. Particularly experienced in Florida markets. Aggregate, Good background and references. Write Box 797D, BROADCASTING.

Manager. Thoroughly experienced large and small operations. Now managing station. Out-standing record in increasing sales under highly competitive conditions. Will include effective merchandising of advertising at all price levels. Out-standing record in passive activity in community and civic affairs. Box 829D, BROADCASTING.

Both station manager and salesman-writing commercials. Replies will be appreciated. Should have growing pains. Hadacol, won't help us, but a better opportunity will. Experienced, bondable, best references, late 25 or 30. Box 838D, BROADCASTING.

Now available. Former station manager- program director, continuity director, and full time announcer in all phases of announcer work. Unemployed past 1 months due to illness. Replies will be free to accept any sound proposition whereas now in the sick bay. Box 924D, BROADCASTING.

Wanted-First class announcer. Heavy on sports and news. KVOP, Plainview, Texas.

Salesmen, married, reliable. Good offer before the end of the year. Replies. Write Box 889D, BROADCASTING.

Crack AM and TV salesman wanted. College graduate, 4 years experience. Salaries $10,000 to $20,000. Write Box 893D, BROADCASTING.

Announcers


Situation Wanted

Announcer, vet, graduate oldest broadcast school in country. Produced early a combination of cornball and musical comedy. Can carry nite clubs. Two years college-football. 80 station affiliation. Consider all offers. Box 782D, BROADCASTING.

Combination announcer-board operator. Thoroughly trained all phases. D. S. will go to station to gain experience. Married, 25. Must be sober, reliable and willing to work hard. Will pay expenses. Go as far as you want. D's and photo. Box 747D, BROADCASTING.

January journalism grad from Nort's. Date wants announcement, writing staff job. Would take any job. Will work in request. Particulars, write Box 765D BROADCASTING.


Announcer, with ambition, had schooling, need experience. Salary secondary. Dependable, single, sober. Travel anywhere. Best references. Disc, photo on request. Box 851D, BROADCASTING.

Announcer, experienced, Disc jockey, ad-lib, newscasts, commercials, continuous. Out-standing. Will fill phone. For information call. Telephone conversation adequate. Box 850D, BROADCASTING.

Announcer, copywriter, salesman desires any job. Experience in a good market. Limited experience, college education, high energy, Desires a new job. Young, prefer early morning job on the coast. Will work on his own ideas. Box 820D, BROADCASTING.

Announcer. Experience and ability is of little account without opportunity. Box 853D, BROADCASTING.

Announcer, experienced, live shows, DJ shows, news, western shows, movies. Looking for permanent place. What is your best offer. Box 838D, BROADCASTING.

Announcer, 26, single, veteran, college graduate. Years on network. Experience in board and continuity experience. Excellent written, excellent material and lesser knowledge of Italian, German, French, Russian. Will travel anywhere. Best references. Box 842D, BROADCASTING.

Sportscaster, disc, details, references will prove ability. Box 845D, BROADCASTING.


Disc Jockey wants to settle in east. Now successful with highly rated show NSA. 25 years experience. 54 family man. Box 833D, BROADCASTING.

Announcer, overall announcing experience including news, DJ, inter- view, programming. Excellent personality and production work included. Can operate console. Unemployed past 2 years in New York City. Married, college educated, dependable, conscientious. All replies answered. Box 855D, BROADCASTING.

Announcer. Experience and ability is of little account without opportunity. Box 853D, BROADCASTING.

Announcer, copywriter, salesman desires any job. Experience in a good market. Limited experience, college education, high energy, Desires a new job. Young, prefer early morning job on the coast. Will work on his own ideas. Box 820D, BROADCASTING.

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Sportscaster, disc, details, references will prove ability. Box 845D, BROADCASTING.
**EXPERIENCED RADIO MEN! YOU CAN OWN YOUR OWN STATION**

A small-town, network kilowatt in a good competitive growing community has openings for men in all departments who are seeking opportunity.

Station building constantly higher quality—with TV plant—wants fine staff of experienced, ambitious men who want some day to own all or a substantial part of a station somewhere.

Since early days of radio this management has directly helped 4 men become station-owners and indirectly assisted two more; one recently.

It provides for unusual people—with at least experience and make offers to comparable stations, plus profit-sharing NOW, plus a definite plan to aid future financing of stations to be owned by staff members, in whole or in part. Opportunities exist now and should always.

Applications will be held in confidence. Send full data—where employed, present salary, experience, education, picture, anything you think helpful. You sell us. There is no hurry.

No money needed. No stock to buy. Station seems greater man-hour production thru team-work with average above average of experience, intelligence, integrity, industry, ambition. Good people are needed to make a good station which can do a bigger share of Advertising in area. Good people want opportunity with good pay and good future.

**THIS IS IT!!**

**BOX 886D, BROADCASTING**

**SALESMEN**

**ATTENTION EXPERIENCED SALESMEN**

Leading Transcription Library Company has openings immediately for sales minded men with well established station experience. Here's a real opportunity of the lifetime to sell and like to travel. Liberal salary and expenses.

Send full details of background, experience, present connection and photog. Information will be held strictly confidential and interviews will be arranged at earliest time. Mail applications and full information to:

**BOX 833D, BROADCASTING**

**HELP WANTED**

**Good Philadelphia station is looking for a good AM time salesman who wants to work and wants to make money doing it.**

**BOX 810D, BROADCASTING**

**BELLA PUERTO RICO**

**help wanted:**

**sales promotion manager**

A leading 50,000 watt station located in the middlewest is looking for a competent sales promotion manager. Network-affiliated, in a metropolitan market, this sales promotion job should be one of the best of its kind in the country. Starting pay is definitely not $10,000 but the salary certainly will be attractive. Excellent TV possibilities shortly, also.

Write full details first letter to:

**BOX 884D, BROADCASTING**

**help wanted**

**a bigger opportunity with**

**ANNOUNCERS DISC JOCKEYS COMMERCIAL WRITERS ACTORS PRODUCERS SCRIPT WRITERS**

Over 200 radio stations have taken advantage of our service. Give us your requirements and we will send resumes, photos, and discs.

**WRITE OR WIRE COLLLECT**

**COLUMBIA INSTITUTE**

9th & CHESTNUT STREETS

**PHILADELPHIA 7, PA.**

**Announcers**

Available February 15th, top Sports Personality. All play-by-play and recording. Also interested in sales. Will travel within 1000 mile radius of Los Angeles for personal interview.

**BOX 834D, BROADCASTING**

**Help Wanted**

**Equipment, etc.**

**WANTED TO BUY**

**ONE KILOWATT TRANSMITTER**

Must be in tip-top shape and must be bargain. Write or wire description and price to R. B. McAllister

**RADIO STATION KICA**

Clovis, New Mexico

**Help Wanted**

**well trained men**

**to operate and maintain TV, FM and AM station equipment?**

Tell us your needs! Our graduates have taken the school training in one of the nation's finest Television - Electronics training laboratories. These men are high grade, F.C.C. licensed and are well qualified to operate and maintain Television and Radio Broadcasting equipment. Our graduates are employed by many of the best known TV, Radio-Electronic concerns across the nation. Write, phone or wire:

**DeFOREST'S TRAINING, INC.**

2723 N. Ashland Ave., Chicago 11, III.

**Miscellaneous**

**Here's a real opportunity for a good**

**radio man to lease a 25w local station in an exclusive market in the Southwest. Ideal for a man- wife team. Combination studio and transmitter location. Excellent living conditions.**

**BOX 851D, BROADCASTING**

**TRANSPORT POLL**

**Okays KBOF-FM Omaha Tes**

RESULT of a public opinion poll has convinced KBOF-FM Omaha that the city wants "bus radio." Installation of sets in 233 busses & Omnibus has already been completed, Paul Fry, vice president of Inland Broadcasting Co., station licensee, has announced. Cost of installation is estimated by Mr. Fry at $70,000.

The bus riders' poll was taken Dec. 5-18. Balloting on 25 busses radio-equipped, for testing by paying passengers, showed 84% favorable. The vote was 22,216 marking "yes" in 1,426 "no" to the question: "Do You Like Bus Radio?" Men were found to be 96% favorable among women 91%.

Younger people were more strongly inclined toward ra-dio-equipped busses than were their elders. The 25 busses were rotated over main transportation routes of the Omaha & Council Bluffs Street Railway Co. and all balloting was by interview. Of the respondents 88% were regular bus riders.

**BROTHERHOOD**

**Three Agency Men Get Award**

**THREE New York advertising agency executives Jan. 9 were presented with Brotherhood Awards for "distinguished civil service" at a dinner at New York's Waldorf-Astoria Hotel. The award was sponsored by New York agency owners who constitute the National Conference of Christians and Jews.**

Recipients of the honor were Bruce Barton, BBDO board chairman; Thomas D'Avery Brophy, Kenyon & Eckhardt board chairman, and Milton H. Biow, president of the Biow Co.

Toasting master at the dinner, attended by more than 600 agency industrial, business, civic and welfare leaders, was Lee H. Bristol, president of Bristol-Myers. Mr. Bristol, in making the presenta-

**FOR A FULL REPORT of the conference, see next week's Current.**

**FORMER STATION OWNERS AND OPERATORS DESIRE TO RE-ENTER THE BUSINESS WILL PAY CASH**

For local or regional station, network or non-network. Geographical location doesn't matter but we are not interested in less than 25,000 and large trading area is preferred. WE ARE NOT BROKERS BUT JUST WHAT THIS AD SAYS—FORMER STATION OWNERS AND OPERATORS. All replies treated confidentially and full information is requested.

**BOX 869D, BROADCASTING**

**Brokers Note: If you have any stations listed that fit the above requirements, please reply.**
STATE DEPT. NEWS

Editorial

Coverages Planned

The first edition of this column is designed to keep the reader up-to-date on the latest developments in the field of broadcasting. The column will focus on significant events, decisions, and developments in the industry, providing a comprehensive overview of the week's activities.

Edits

As the deadline approached, the city was bathed in an unusual light, which cast an eerie glow over the downtown area. The streets were deserted, and the usual hustle and bustle of daily life was replaced by a sense of stillness and anticipation.

In the State Department, following your address, consumed so long a time that I had warnings to get out of the building when it should have gone on the air. Again, I understand that the unit staff which operated the recorder at the time of your address was a different unit that was not under control with one of the major networks. It was impossible for that network to get the transcription after all.

The current effort to work out a solution culminates years of dissatisfaction with State Department handling of radio newsroom, marked by numerous incidents that had been caught by our cameras.

NAB President Justin Miller jumped into the controversy with a strong telegram of protest in advance of the Acheneschief, followed by a Jan. 16 letter suggesting creation of an ad hoc committee to find a solution.

The next Tuesday, a meeting was held at NAB headquarters to decide the future of the bureau. A detailed discussion was held, with each group having its own interests.

The reps of Robert K. Richards, director of Washington, appeared in the meeting. He suggested creating an ad hoc committee for this purpose.

FCC Actions

(Continued from page 78)

Correction By FCC

WRFA-FM Alexander City, Ala. — Jan. 30 Application for Change of Call Letters to KBKJ, AM for new FM station: Ch. 281 (106.3 mc), 1.6 kw.

 hearings

(After Hycy)

Missouri: Bass Best, Inc. and North Dakota: The Hearing Examiner granted the Missouri Best, Inc. request to operate its new station. A letter application for North Dakota Best, Inc. was also granted.

FCC General Counsel — Granted petition for indefinite continuation of hearings scheduled Jan. 18 in re application of Lakes Area Best Co., Pryor, Okla.

FCC General Counsel — Granted petition for indefinite continuation of hearings scheduled Jan. 18 in re application of KWYK, Petrolia, Idaho.

Radio Corp. of Toledo, Toledo, Ohio — Denied renewal of license for further hearing on Feb. 18 for two stations: WFTS and WTOK, Toledo, et al; hearing continued.

WWXW Albany, N.Y. — Granted a new date for consideration of petitions in re. 250 kw. applications in re WDDG, WFTS, and WFTQ, Aug. 25.

WGST Atlanta, Ga. — Granted petition to take depositions on Jan. 25 at Atlanta.


By Examiner Jack P. Blum

TELECASTING


Grant application was granted to make changes in time transduction equipment and to increase the power to 5,000 kw. and in estimated costs, etc.

By Examiner T. J. Johnson

By Examiner Elizabeth C. Smith

Waycross Best, Waycross, Ga. — Granted petition for indefinite renewal of license for WYXW to be extended for period of 10 years.


By Examiner Hugh B. Hutchinson

General Counsel — Granted petition for postemption from Jan. 16 to Feb. 8 for filing of proposed findings in re. proposed hearing of application for WYXW, Waycross, Ga.

Central Ohio Best Co., Galion, Ohio — Commission on own renewal, continued hearing scheduled Jan. 18 to Feb. 8.

(Examiner James D. Cunningham)

Township, Newtonville, Nebr. — Granted petition for indefinite hearing of application for KROJ, near Ellis, Neb., to continue hearing scheduled Jan. 18 to Feb. 8.

January 17 Applications

LICENSING

LID 150

January 17 Applications

LICENSING

LID 150

LICENSING

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LICENSING

LID 150

Esteemed friend.

Your letter of Jan. 20 is received. In reply, I am communicating by this post the following.

Through the service of my agent, I have been able to secure a wireless signal from my radio station in the town of New York. It is announced that the station is under construction and will be in operation in the near future.

I am pleased to report that the station is now in full operation and is meeting with considerable success. The signal is being broadcast to a large number of people in the New York area.

I hope this information is of service to you and that it will be of assistance in your work.

Yours truly,

[Name]

Manager Wanted for Texas Network Station

There is an immediate managerial opening in a network-affiliated Texas station, one of the major metropolitan markets. Good salary and excellent prospects for advancement.

BOX 600 D, BROADCASTING
FCC Actions
(Continued from page 82)
Applications Cont.

KOEN, Oceanside, Calif.—License to conduct a noncommercial educational FM station.

TENDERED FOR FILING
Modification of License

KQCS, Redmond, Calif.—License to change from 1510 kc 250 w-d to 1510 kc 250 w untl.

AM—1230 kc
WTLY, Watertown, Me.—CP to change from 1500 kc 250 w untl. to 1520 kc 250 w untl.

January 19 Decisions ...

BY COMMISSION EN BANC

Motion Granted

Maison Blanche Co., New Orleans—Grant license to conduct a noncommercial educational FM station.

Extension Granted

WFVG, Fugua Springs, N. C.—Granted extension of authority to operate with simulated nighttime service for period of 30 days from Jan. 20, pending reception test evidence indicating original application to install new trans.

Petition Granted

WKMM, Indianapolis, Ind.—Grant petition of WKMM Inc. in so far as it relates to granting new licenses designated for consolidated heartland stations.

Allocation

New Bedford, Mass.—Announcing new application for 1,000 w day, 500 w nighttime, 25 w nighttime, at new location for the installation of a new tower on 976 kc 1 kw untl. time. The new tower is to be located WICA Ashtabula, Ohio, party to proceeding as complainant.

WLW, Cincinnati, Ohio—Approving new application for station on 1270 kc with 600 w daytime.

Tidion M. and Starlon S. Adcock, George W. Stutler, and David R. McFarlen—Petition granted by Hearing Examiner Leo Renick to deny as in default application for new extension on 275 kc with 1 kw daytime. Applicant failed to appear and permission to grant has been withheld.

Decisions ...

KSSO Sioux Falls, S. D.—Announced decision denying application for adopted order setting aside grant to Royal V. Howard & Co., Inc., in favor of Roy B. Swenson, for operating a station on 1270 kc 1 kw, for all purposes to be denied. Order Jan. 19.

Royal V. Howard, Honolulu, and Island Ce. of Hawaii—Decisions on the following matters: (1) a partial order denying that part of petitioner's memorandum brief in reply to its response to initial decision on Dec. 29, 1953, which affects this hearing; (2) a new order granting authorizations to Ronald E. Smith, Hawaii Ce. of Hawaii, for operating a station; (3) continued order of 1954-3 granting license to operate a new AM station.

Oral Argument

Commission granted oral argument for Feb. 6 in following proceedings: Pilgrim Broadcasting Co., et al., Cushing, Okla., vs. Cushing, Okla. Ce.

January 19 Applications ...

ACCEPTED FOR FILING

License for CP

License covers new CP AM stations: WFFA Fort Payne, Ala.; KGBO Blonde, La.; and WGBK, Dubuque, Iowa.

AM—1550 kc

KWWB Boone, Ia.—CP to change from 1390 kc D to 1550 kc 1 kw D—50 w N-DAN.

Modification of CP

WBEA, Chicago—CP to increase power, install ant. etc. for continuing operation.

New CP FM stations for extension of completion dates: WBHY-FM Jamaica Estates, N. Y.; WLCX-FM, Chicago; WLP-FM, Buffalo, etc.

KRCF-FM Abilene, Tex.—Request for license renewal FM station.

Modification of CP

Mo. CP for K43218, TV station for extension of completion date: KXNB Los Angeles, Ca. 4:15-4:30; WTVT-Artesa, Ia. 3 to 15-30.

New Grants, Changes, Applications

Box Score
SUMMARY TO JANUARY 19
Summary of Authorizations, Stations
On the Air, Applications

<table>
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Box Score

Docket Actions ...

Final Decisions

KSSO Sioux Falls, S. D.—Announced decision denying application for adopted order setting aside grant to Royal V. Howard & Co., Inc., in favor of Roy B. Swenson, for operating a station on 1270 kc 1 kw, for all purposes to be denied. Order Jan. 19.

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January 19 Applications ...

APPOINTMENT

APPOINTMENT

NAME

WOLF, Sidney K.

WAL, W辉煌

CNS, W辉煌

CNS, W辉煌

CNS, W辉煌

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Liquor Ads

(Continued from page 24)

a network and spot advertising would be affected, they concluded.

The Langer bill, as presently constituted, broadly prohibits all alcoholic beverage advertising in interstate commerce. It includes a provision which singles out radio stations and condemns radio's in- terstate advertising. Although he foresaw an "impossibility of stopping a radio wave at a state line," that also was the view expressed by Rev. Sam Morris, temperance leader, who told the committee, however, that the Langer bill would not affect local advertising. He labeled it a sort of "states' rights" measure.

Sen. Warren Magnuson (D-Wash.) wanted to know whether the bill, if enacted, would not discriminate (1) against stations whose signals cross borders, presupposing such advertising were confined intrastate and (2) against stations in one state whose signals cross into another state, according to the bill. Regulator's comments allow such advertising. Also he asked whether the bill would not discriminate against 46 of the 48 states who voted "no" (Mississippi and Oklahoma are dry, though they sell beer), and particularly against stations and periodicals in states of the "dry" territory. Mr. Magnuson said that was a matter for individual states to decide, and he foresaw no prohibition on local advertising as such.

Another aspect of the Langer bill almost certain to evoke opposition among some members of the Senate Commerce Committee is the carryover of a provision that has in previous years, is its alleged unfairness—even "unconstitutionality." This charge was leveled repeatedly during the hearing. Mr. Scranton declared the measure would in effect "punish by statute a lawful industry" by denying its right to advertise by radio and other media—and by denying advertising agencies, radio networks,etc., the right to do business with "a lawful industry." Its purpose plainly is "not to regulate, but to prohibit," he asserted.

Nevertheless, Mr. Scranton continued, PTC has power to protect the public from misleading advertising; the Federal Alcohol Administration Act contains similar prohibitions; and alcoholic beverage advertising is rigidly controlled and regulated in almost every state.

The Advertising Federation of America, whose membership exceeds 25,000, comprises 131 national advertisers, 328 agencies, 59 radio companies, among other groups.

The Internal Revenue Bureau's Alcohol Tax Unit, which supervises the Alcohol Act, threw the matter squarely back at Congress during the hearing. Carroll Mealey, its deputy commissioner, said the Treasury Dept. had "no specific recommendations." He said the prohibition measure should become law the combined radio-television industry would stand to lose an estimated $10 million in overall revenue from beer-wine-ale advertising, projecting the figure to include the local level. About 1% or 2% of radio's national revenue would be affected.

Networks reportedly took in between $1,185,000 and $1,500,000 during 1940 in gross time sales from alcoholic beverage advertising, according to latest estimates. Spot business is expected to approximate up to $5 million in net sales, with the remainder derived from local billings.

Volume of wine advertising over radio and television stations is relatively small, but one advertiser, Fruit Industries Ltd., feels that radio and television have a "perfectly proper place" in its advertising and should not be discriminated against.

In a statement prepared for the hearing and inserted in the Congressional Record by Rep. Leroy Johnson (R-Calif.), Philo Biane, of Fruit Industries, stated:

"... it is perfectly possible for any member of the wine industry to handle radio and television in such a way as to be in conformity with the customs and habits of the people in any stated locality or area." Broadcasting has become local and selective, he stressed, and advertisers generally enforce community regulations with respect to certain advertising.

He said the yardstick of good taste is provided in the wine industry's advertising code, applies equally to radio and television.

Henry E. Abt, president of Brand Names Foundations Inc., foresaw a destructive precedent in the Langer bill, citing dangers to the whole American system of trademarks and advertising.

Rep. Joseph Bryson (D-S.C.), author of HR 2482, also appeared briefly before the committee to explain provisions of his bill which is similar to the Langer measure.

WOR RESEARCH

Daytime Radio vs. Newspaper

SPONSORS on WOR New York daytime participating and carrier programs can reach two to nine times more women per dollar than are reached by advertisements in standard-size New York City newspapers, according to a new WOR research study.

On comparing WOR one-minute daytime radio spot announcements with ads in five size ranges in standard-size New York dailies, it was found that WOR thereby averaged 820 women per dollar (WPD) while newspapers scored as follows:

292 WPD for ads of 140-299 lines (180)
189 WPD for ads of 300-499 lines (170)
150 WPD for ads of 500-999 lines (160)
122 WPD for ads of 1,000-2,499 lines (150)
79 WPD for full page ads (80)

In announcing the study, Robert M. Hoffman, WOR director of research, made it clear that the newspaper figures were based on open rates and not on contract rates because of the impossibility of adjusting for contract rates without knowing precisely how many advertisers enjoy which rates.

Social Research School

THE New School for Social Research, 68 West 12th St., New York, has announced 14 courses in public relations and publicity for the spring term beginning Feb. 6. The schedule includes full term courses in "Basic Principles of the Mass Communication Arts," "Editing and Writing for Television" and "International Broadcasting."
CAPITAL TV SET SALES GOOD DESPITE COLOR TESTS

REVERSAL of earlier trend seen Friday in two new Washington surveys indicating black-and-white television set sales not greatly affected by CBS' public demonstration of color TV.

Survey by Electric Institute of Washington, which week before had indicated sales were down and attributed it to color showing [CLOSED CIRCUIT, Jan. 16], showed in last week's returns that demonstrations' overall effect on sales and in fact is helping clarify some public confusion on color question, officials reported. Institute voted to take no stand on demonstrations.

Another survey, by American Research Bureau, said it is consensus of large dealers that:

(1) Almost every prospective set buyer asks about color;
(2) voter of color TV in 1956 high and color publicity;
(3) "in the main these questions, while sales objection (not set sales);" and, according to the survey, color publicity and FCC's approval of color demonstration, feeling that "even though color publicity does not stop sales" ... does raise sales resistance.--Closed Circuit.

Preliminary results of AAB telephone survey of Washington homes indicated less than 3% of non-color family sales for 47% gave incomes as reason, 28% said not interested in owning TV now, and 11% said waiting for clearer pictures.

RAILS REVIEW TV

ADVERTISING managers of 40 American railroads discussed television formally for first time at annual meeting in Chicago Friday and Saturday.

Mr. Robert H. O'Connor, president of radio-televison contract manager, and Roger O'Connor, transmission engineer, both of Illinois Bell Telephone Co. Members of National Assn. of Railroad Advertising Managers talked of their use and opinion of TV. Only three railroads — Union Pacific, Santa Fe and New York Central — are reported to have used TV spots before flies.

Group's new president is Walter T. Jackson, of Chesapeake & Ohio, succeeding H. N. Northcott, of Union Pacific.

UNICORN TO SPONSOR

OPINION PUTNAM'S Broadway to Hollywood. DuMont TV Network show, to be sponsored, starting Jan. 27, by Unicorn Press, New York, for Funk & Wagnalls Encyclopedia. Thirteen-week contract for telecasts, Fri., 8:30-9 P.M., with picture through the next season.

UNION'S STRIKE NOTICE

CBS Hollywood's union difficulties mounted with disclosure Friday the Office Employes Union had filed strike notice against network with National Labor Relations Board. OEU, representing 100 at CBS Hollywood, seeking wage boosts, shorter weeks and improved working conditions. Union may join International Brotherhood of Electrical Workers and Radio Writers Guild, both of which have filed strike notices, in joint action against CBS.

GUILD MEDIATION SEEN

MEDIATION expected to step back in picture this week in deadlock between Radio-Televison Employers Association and播送者工会. Parties ended negotiations late Thursday "miles apart" with no further meeting set. New York State mediator offered aid last month on television recognition question and is asked to sit down to see parties reach agreement themselves.

ADVISING ENHANCES RADIO INTEREST, 44% FIND

ADVERTISING adds to interest in radio in 44% of cases, takes away from interest in 35%, makes no difference in 12%, according to George Gallup, director, American Institute of Public Opinion. Latest Gallup poll shows advertising adds to interest of newspapers in 79% of those interviewed, takes away from interest of 11%, makes no difference to 11%. Magazine figures in same order are 64%, 10% and 12%.

Women found much more inclined than men to shun news adds interest to radio or publications; people with college education object more strongly to radio commercials.

WPEN OFFERS FACILITIES IN A&P ANTI-TRUST DISPUTE


Said management will "type of program" to air current anti-trust controversy and said it would (1) provide NAB with transcriptions for general station distribution and had (2) advised its listeners of offer in hourly newscasts.

AGENCY'S NEW SERVICE

O'BRIEN & DORRANCE Inc., New York, announced development of new low-cost promo.
tion for individuals radio and video stations. According to William R. Seth, radio-televison director of advertising agency, whose department will handle function, it was felt much station promotion is of poor quality, and never reaches agency and advertising executives it is designed to impress.

KWTO BOOST FAVOR

KWTO Springfield, Mo., would receive approval for switch from 5 kw day, 1 kw night to 5 kw day, 1 kw night, effective February 16, 1956. Agreement was reached with Federal Communications Commission, to which the station appealed.

'CHICK' KELLY JOINS WPTZ

JOHN J. (Chick) Kelly today joins WPTZ (TV) Philadelphia as director of sales promotion and publicity, Ernest P. Loveman, president and general manager, announces. Mr. Kelly resigns from WCAU same city as publicity director and commercial representative.

SCHAEFER JOINS PHILCO

HAROLD W. SCHAEFER, for 24 years active radio, electronics and television engineer, appointed special assistant to and four at Philco's Educational Service, vice president-director of research and engineering of Philco Corp. Mr. Schaefer will handle special phases of research and engineering for Philco's Television and Radio Div.

27 TAKE 'CRUSADE' RE-RUN

UP TO Friday, 27 ABC-TV stations showing re-run of Crusade in Europe, syndicated film series based on Gen. Eisenhower's book, 11 on commercial basis (local sponsorship) and 16 on sustaining. ABC-TV says new stations signing almost daily.

At Deadline...

(Continued from page 1)

last week reappeared on Washington scen which he formerly frequented with elaborat pictorial presentation of his new "Rad: Plaza," housing his MBs affiliate. His sum- tuous and highly functional operation was applauded along with side comments about his recent closure of KOPY (FM) Houston, particularly in light of his drum-beating for FJ medium as first president of FMA.

GARETT & CO. (Virginia Dare wine) through Ruthrauff & Ryan, New York, abot to prepare second announcement campaign next March.

GENE AUTRY, movie, radio and rodeo star as well as station owner (KOOL Phoenix, pel other minority interests), is about to unveil new artistic field—comic strip newspaper sy- dicate.

RYAN CANDY CO., New York, preparing "Hopalong Cassidy candy bar" which will be on sale starting in February in eastern are at first. Blaker Adv., New York, in agency planning to use radio spots to introduce candy.

GORHAM SILVER Co., through its agency Kenyon & Eckhardt, New York, will audit on kinescope TV program featuring Elsa Max well. Network probably to be CBS-TV.

NETWORKS ARE BEING faced with in increasingly difficult problems generated from TV's commercial come-uppance. In one major market, it's reported, an affiliate broke late 55-week syndication schedule, and times with spot announcements, fading out video and sound to put on spots.

EDWARD MADDEN, former managing direc- tor of now defunct American Newspaper Ad- vertising Network, joins NBC Feb. 1 with title of assistant to Joseph H. McConnell, NBC president. Mr. Madden, onetime executive in charge of new business at McCann-Erickson, New York, believed slated for staff-level NBC vice presidency eventually.

'TEXACO THEATRE' TOPS THREE-CITY TV SURVEY

AMERICAN RESEARCH Bureau report Sept. 8 leased Friday shows Milton Berle's Texaco Star Theatre most popular video program through all times with spot announcements, fading out video and sound to put on spots.


Top Ten programs in each city reported by American Research Bureau for week ending Jan. 6:

NEW YORK — (1) Texaco Star Theatre, 64.9; (2) Toast of the Town, 53.6; (3) Talent Scouts, 52.3; (4) Godfrey and His Friends, 51.8; (5) The Goldbergs, 51.7; (6) Philco Playhouse, 45.4; (7) Studio One, 45.0; (8) The Honeymooners, 45.0; (9) Honeymooners, 44.1; (10) Music, 43.3. PHILADELPHIA — (1) Texaco Star Theatre, 65.0; (2) Toast of the Town, 53.6; (3) Talent Scouts, 52.4; (4) Godfrey and His Friends, 52.1; (5) Climax, 46.2; (6) Amos 'N Andy, 46.1; (7) Amator Hour, 53.2; (8) The Music, 52.5; (9) Candido of Stage, 52.2; (10) Frontier Frontier, 52.1. BALTIMORE — (1) Texaco Star Theatre, 72.6; (2) Toast of the Town, 61.5; (3) Talent Scouts, 61.5; (4) The Music, 54.3; (5) The Big Book, 53.2; (6) Bob Hope Show, 52.3; (7) Boomerang, 48.5; (8) Bowling for Profits, 43.8; (9) Toast of the Town, 45.8; (10) Reading for Profits, 45.8.

(Continued from page 1)
Welcome, friends, we take good cheer
To see your names again this year.
And may we note, with modest crowing,
Your goodly number keeps on growing!

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or
WESTINGHOUSE
RADIO STATIONS
Inc
KDKA KYW WBZ WBZA WOWO KEK WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV;
for WBZ-TV, NBC Spot Sales

*National
Spot Advertisers
...you can’t cover California’s Bonanza Beeline without on-the-spot radio

More people than Los Angeles! More buying power than San Francisco and San Diego combined.* That’s the Bonanza Beeline—California’s rich central valleys plus southwestern Nevada.

There’s only one way to radio-sell this market...with on-the-spot stations...the five BEELINE stations. Beeliner, remember...Bonanza Beeline. They’re naturally powerful enough to reach and service.

For complete Beeline coverage, use all five stations...all combination rates. Or use the BEELINE stations individually for top coverage of any major Beeline shopping area. For instance...

...here’s what you should know about KFBK

The Sacramento Bee Station

Delivers solid coverage of whole 21-county billion-dollar Sacramento market, where annual food sales alone top 242 million.

KFBK-SACRAMENTO (50,000 watts - ABC)

SACRAMENTO, CALIFORNIA

Paul H. Raymer Co., National Representative

KFBK
Sacramento (ABC)
50,000 watts 1530 Kh.

KOH
Reno (NBC)
1000 watts 630 Kh.

KERN
Bakersfield (CBS)
1000 watts 1610 Kh.

KWG
Stockton (ABC)
250 watts 1280 Kh.

KMJ
Fresno (NBC)
1000 watts 680 Kh.

*Sales Media Electronic, Inc.