this cover cost WOR $600.00 to tell you—

... that one sponsor made $8.00 in sales for every dollar he spent on WOR.

... that the sponsor of a one-minute commercial talked to 11—yes, 11!—people for every penny he spent on WOR.

... that over 44% of all spot advertising placed in New York is placed on WOR.

But (we're referring to the cover's cost) it's worth it...
and it's worth your time to phone or write

WOR
—that power-full station at 1440 Broadway, in New York
Mastery in the air combines experience, skill, initiative, and split-second timing.

Who on the Virginia broadcast scene best epitomizes these qualities?

Who but WMBG . . . first in Virginia to broadcast a commercial program, first to broadcast during the daylight hours, first to install a merchandising department, holder of many firsts.

Who but WTVR . . . the South's first television station, first in the nation to sign an NBC affiliated contract.

Who but the Havens & Martin Stations, FIRST STATIONS OF VIRGINIA.
NOW! WJZ-TV
IS TELECASTING FROM THE
WORLD'S TALLEST BUILDING
— THE EMPIRE STATE!

WJZ-TV now transmits from the Empire State Building... the highest building in the world... the ONE best-of-all television antenna location in New York that covers the vast Metropolitan area. It’s the same location as used by NBC for WNBT.

For advertisers, this is important news: it means a brighter, clearer, sharper television picture on WJZ-TV for programs and products. AND, it means a larger television audience in the world’s Number One market. It means that you now get more viewers for your television dollar on brighter, clearer, sharper Channel 7.

And it is less expensive to put your television program on WJZ-TV—because WJZ-TV offers advertisers the finest studio facilities in the East. The gigantic new ABC Television Center on West 66th Street has the best modern equipment, spacious prop-storage rooms, scene-painting shops, carpentry shop, etc.—everything under one huge roof to save you time and money in television production!

WJZ-TV  CHANNEL 7
American Broadcasting Company
Closed Circuit

SHARP revisions in promotion film "Lightning That Talks" were indicated last week following preview at NAB board meeting at Chandise Arts. Preponderent view was that film, produced by All-Radio Presentation Committee, as distinguished from NAB, required radical surgery, and several directors have announced intention of postponing or canceling presentation in their area unless sweeping changes are made.

IN RE "Lightning" NAB board acted to make known its views to All-Radio Presentation Committee and to networks which had helped undertake project (Mutual did not participate), saying cooperation with newspaper readership versus listening drew strongest criticism.

BBDO, New York, preparing spot announcement campaign for Jelke Good Luck margarine, Chicago, to start late February and early March.

SAME AGENCY also has recommended radio and TV spot schedule for early spring to United Fruit Co. Define decision for all media expected early this week.

WITH VIEW of utilizing economic knowhow of Richard P. Doherty, its labor relations and (Continued on page 90)

NAB Board Votes Million Dollar Coverage Plan

NAB-board at closing meeting at Chandler, Ariz., Friday voted to proceed with plan for organization of new million dollar Audience Measurement Corp. to succeed Broadcast Measurement Bureau, expected to commence dissolution process next month (see earlier story page 19).

Board adopted report submitted by NAB General Counsel Don Petty for BMB, providing for cooperation with advertisers and agencies in creation of new all-inclusive corporation. Next step is formal meeting of BMB tripartite board in early March to evaluate Study No. 2, released Jan. 31, and begin dissolution. Emphasis was placed on protection of NAB $100,000 loan to BMB in dissolution process, which would include payment of obligations and securing of BMB's physical assets and properties.

Five well-known broadcasters have expressed interest to President Justin Miller their willingness to serve as incorporators of new company. They are J. Harold Ryan, Fort Industry Co., BMB chairman and former NAB president; Roger Clipp, WPIL, Philadelphia; Robert T. Mason, WMBN Marion, Ohio; Frank King, WMBR Jacksonville, and Clair R. McCollough, Steinman Stations.

Report states that upon approval of advertisers, agencies and broadcasters who will be incorporators, articles of incorporation will be filed in Delaware, and first meeting of new board will be authorized to adopt by-laws. Proposed corporation would have $1 million authorized capital. All stock would be $10 par, common.

Formal SEC procedure probably not necessary if no more than 30,000 shares are sold during any one year. Taking over of BMB activities, assets and liabilities, Mr. Petty said, will depend upon (a) acceptance of second BMB study; (b) extent of financing of new corporation; (c) action of board of directors of BMB and new corporation.

Decision to appoint a general manager completed work of NAB's Structure Committee, which has had project under way for more than year.

New organization chart of NAB evolved as result of board action at Chandler meeting Friday, which authorized appointment of newly-created post of general manager and elimination of Radio Division, looks like this: At top level, President Miller, to whom new general manager reports. Bracketed under general manager at same level are Television, BAB, secretary-treasurer, and FM. At second level, still reporting to general manager, are engineering, employee-employer relations, government relations, public affairs, research and legal.

Selection of person to fill general managership subject to board confirmation. Board was probing for names last Friday, and it was indicated that selection would be made outside present staff, although this was by no means definite. Maximum salary is $25,000.

Special meeting of NAB board will be held co-incident with annual convention in Chicago next April to confirm selection of new general manager.

Board agreed tentatively that annual series of district meetings should start shortly after Labor Day and continue through October, with interval in November of about 20 days to allow for national political elections and for regular quarterly board meeting.

Commenting on board action, Judge Miller said:

"The need for a person to assist me in administering association affairs becomes evident when one remembers that I spent all but 50 of the working days in 1949 outside of Washington, principally on district meetings and speaking tours in behalf of our members."

Board authorized Judge Miller to appoint staff members for terms longer than one year.

Immediate audit of NAB's books was ordered. The auditing system will be revised to accommodate accruals from BAB revenues from sale of its services.

Board, after hearing report on Loran-Manfield anti-trust case, decided against participation at this time. Similarly, board marked time on occupation tax cases, stemming from

Continued on page 90

Upcoming


(Other Upcomings on page 78)

Business Briefly

FALSTAFF BUYS Falstaff Brewing Corp. will sponsor Meredith Wilson show, the times weekly, quarter-hour transmitted, in special 40 station market in more than 20 stat (CLOSED CURTAIN, Jan. 30). Mr. Wilson's double as maestro and emcee. Agency: Dancer-Fitzgerald-Sample, New York.

UNIVERSAL PROMOTES Universal-International, New York, ready to use spot announcements in most key cities to promote motion picture, "France." Budget for film said biggest in company's history, topping expenditure on "The Egg and I," greatest to date.

FILM DEBUT DEFERRED; ANNUAL DINNER PROPOSED

PREMIERE showing of All-Radio Presentation film, "Lightning That Talks," slated March 1 in New York, postponed Friday. All-Radio planning committee to meet Tuesday in New York to consider changes proposed by NAB board after Chandler, Ariz., preview, according to Gordon Gray, WIP Philadelphia, president of All-Radio.

NAB board members invited to take part in re-editing discussion. New York launching dinner has portents of becoming annual event at which All-Radio top brass will meet and present with such talent as Bob Hope, Arthur Godfrey and Fred Waring's troupe in line.

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

**The calls that cracked The Michigan Bell...**

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

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

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

WKMH GIVES YOU MORE LISTENERS PER DOLLAR IN METROPOLITAN DETROIT THAN ANY OTHER STATION

**Plus...**

WKMH GIVES YOU MORE LISTENERS PER DOLLAR IN METROPOLITAN DETROIT THAN ANY OTHER STATION

**Plus...**

Fred A. Knorr
President and Gen. Mgr.

**1000 WATTS FULL TIME**

**WKMH**

1310 KC

**Weed and company**

National Representatives

February 13, 1950 • Page 5
Cut Yourself A Piece of Cake—
as large a piece as you choose!

- Flint's huge $288,000,000 retail sales cake is well worth cutting and WFDF's sales knife is the tool to use to get your share!

Why? Because the majority of Flint's retail sales go to advertisers on WFDF for a very good reason:

According to Hooper, more Flint trading area radios are tuned to WFDF morning, afternoon and night than to all four of the other local stations combined! Through the day, WFDF has two to five times as many listeners as any other local station.

And remember this! Prosperous industrial activities in Flint make possible the exceptionally high $5,764 average effective buying income per Flint family.

For a sizeable share of Flint's big retail sales use WFDF and cut yourself a piece of cake—as big a piece as you choose!

910 Kilocycles

WFDF

FLINT

MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

Page 6 • February 13, 1950
Memo to

WORLD-Affiliate Stations!

Another sensational money-making series — exclusive in your World Program Service Library — will be mailed to you on February 17th — Watch for it!
TWO TOP CBS STATIONS
TWO BIG SOUTHWEST MARKETS
ONE LOW COMBINATION RATE

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

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

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

National Representatives
JOHN BLAIR & CO.

HOWARD STEELE JOHNSON appointed manager of public relations for Cunningham & Walsh Inc., New York. He served in varied publicity and public relations activities with C & W's predecessor, Newell-Emett Co.

ELAINE WALL BROWN, formerly with press department of MBS, named director of radio publicity and promotion by Dancer-Fitzgerald-Sample Inc., New York. She succeeds PAT SWEENY, resigned to form his own public relations firm [Broadcasting, Feb. 6].

FRANK BLUMER, formerly sales promotion director for WJW Cleveland an before that with Foster & Davies Inc., Cleveland, rejoining Foster & Davies as head of newly formed client-service section.

MARLEN E. PEW Jr., for past eight years director of public relations for Maxon Inc., Detroit, resigns to open his own public relations organization at 415 Lexington Ave., New York.

WILLIAM J. McKENNA Jr., formerly with Young & Rubicam and McCann-Erickson, New York, joins copy department of Duane Jones Co., same city.


HAROLD M. MITCHEL, with Alfred J. Silberstein, Bert Goldsmith Inc. New York, since 1938, appointed vice president and member of the board of firm.

NEWTON O. WASSON and JOE ROACH join Tatham-Laird Inc., Chicago, as members of merchandising and copy departments, respectively.

RICHARD TEVIS, partner of recently disbanded Boone, Sugg, Tevis & Walden San Francisco, joins Knollin Adv., same city, as account executive.

FREDERICK W. REYNOLDS Jr., with Lennon & Mitchell copy staff eight years, appointed vice president in charge of copy.

KARL SCHULLINGER, former manager of Padiar & Ryan Hollywood office, joins Young & Rubicam, New York, as radio and television supervisor. Prior to his association with P&R, he was with Foote, Cone & Belding, New York, as manager of radio department and account executive on Lucky Strike account, and before that he was with CBS.

LOUIS FAUST, formerly timebuyer with William Esty, New York, joins Bown Co., same city, in similar capacity.

HAROLD D. ROACH, formerly manager of Benton & Bowles Inc., Toronto and WILLIAM E. BARFOOT, formerly of J. J. Gibbons Ltd., Toronto, join Toronto office of Young & Rubicam Ltd., as account executive.

JOHN G. DAVIS, formerly sales manager with Phillips & Assoc., Los Angeles (art service), joins W. B. Geissinger & Co., that city, as account executive. Another addition to agency is JO JACONS, formerly with KODC Phoenix, as executive assistant.

JOSEPH R. WALLACE, previously with Lever Bros. as chief analyst in marke research department, joins staff of Harold Cabot & Co., Boston.

LEWIS G. KAY, sales executive for WJAS Pittsburgh for past 18 years, joins Pete Wasser Co., Pittsburgh as vice president and treasurer. WILLIAM B. PHILLIPS, with Wasser Co. for past year, named junior member of firm which becomes Wasser, Kay & Phillips Inc.

EDWARD HERBERT joins Campbell-Mithun, Chicago, as account executive. He worked previously on account staff of W. W. Garrison Agency, same city.

BOB BAUMRUCKER, formerly head of his own agency in San Jose, Calif., joins BBDO, San Francisco, as account executive. His former San Jose accounts will be serviced in the future by Benet Hansen & Asso., that city.

WAYNE TISS, vice president in charge of Hollywood office of BBDO, is in New York for month's conferences during which time he will attend annual agency convention.

PHILIP WHITE, account executive at Needham, Louis & Brohdy, Chicago, appointed chairman of publicity committee which will cooperate with Illinois Div., American Cancer Society, in its fund-raising drive which starts April 7. Working with him will be WALTER SCHWIMMER, president of Radio Features; BUCKINGHAM GUNN of radio-TV department at Foote, Cone & Belding; HOWARD B. REYNOLDS vice president, Ruthrauff & Ryan, and WILLIAM HOLLANDER, advertising-publicity director of Balaban & Katz theatre chain which owns WBBK (TV) Chicago.
Again the selling power of KEX gains national recognition! "For outstanding interpretation of the Food Life-Line of America" the Grocery Manufacturers of America award First Prize to Kay West, whose participation program (1:30-2:00 PM, Monday through Friday) is must listening with so many women in Oregon and Washington.

Whatever your product, you can attract a tremendous Pacific Northwest audience through the program power and kilowatt power of Portland's KEX! For availabilities, check KEX or Free & Peters.

KEX  PORTLAND, ORE.
50,000 WATTS
ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS INC
KYW  KDKA  WAZ  WBZA  WOWO  KEX  WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

YOU'RE IN GOOD COMPANY with participations on the "Kay West" Program:
Grand Central Market • Celanese Corporation • Nally's Potato Chips • Fleischmann's Yeast
Mount Angel Cheese • Musterole • Honor Brand Frozen Foods • J. K. Gill Company
Portland Gas and Coke Company

Pictured with Kay West at G.M.A. reception at Waldorf Astoria are (left) Mr. Paul S. Wills, President Grocery Manufacturers of America, Inc. (right) the Honorable Clark Clifford, Special Counsel to the President of the United States.
ALIED KNITTING MILLS (Fashionkit ties) buys all available spots on
WGYN (FM) WGHIP (FM) and WFBQ (FM), all New York, in connec-
tion with airing of basketball games which Allied is sponsoring carried by
New York Independent FM stations (BROADCASTING, Jan. 30).

JOHN WOOD Co., Chicago and Consolidated, Pa. (Pennfield and Merio)
automotive water heaters), enters radio and TV for first time Feb. 17 when it releases one-minute TV spot, six one-minute recorded commercials and four
station breaks to its wholesalers and dealers nationally for co-operative
sponsorship. Additional broadcast advertising may be used later. Agency
Waldie & Briggs, Chicago. Peter Frantz is account executive.

IDAHO CREAMERIES, Boise, Idaho (Arden milk & Sunfreeze ice cream), ap-
points Ross Jurney & Assoc, Salt Lake City, to handle advertising and begin
sponsorship of Story Princess, children's show, over network of southern Idaho
stations. Account executive is A. H. Garrigues.

ALTES BREWING Co., Detroit, purchases total of 1,014 five-second spot an
ouncements, and 560 chainbreaks over WXYZ Detroit. Spots are to be cumber-
tween today (Feb. 13) and end of year. Agency: McCann-Erickson, Detroit

LOUIS L. LIBBY FOOD PRODUCTS, Long Island, N. Y., appoints Paris &
Pearl, New York, to handle advertising of line of pre-cooked frosted foods
Test campaign which includes radio currently being used in New England.

hapPINESS TOURS Inc, Chicago, sponsoring Crusaders in Europe on WENR
TV (ABC) Chicago for 26 weeks, Sunday, 3:30-4 p.m. (CST) through Enge Adv.
same city.

BOSCO, New York (chocolate milk drink), through Robert W. Orr & Assoc.
New York, starts advertising campaign using participation programs in follow-
ing markets: One in New York, one in New Haven and four in Boston.

L'CHAYIM KOSHER WINE, Fresno, launches spot campaign, through CV:
Corp, in major national markets including New York, Chicago, Milwaukee,
San Francisco and Los Angeles. Biow Co., San Francisco, is agency directing
campaign.

Network Accounts • • •

GREEN SPOT Inc., Los Angeles (canned oranges), Feb. 1 renewed 40
four weeks Tuesday, quarter-hour sponsorship of half-hour Surpr
package on 14 ABC Pacific stations and plans to expand to five quarter-
hours weekly on 70 stations in 12 states. Agency: Philip J. Meaney Co., Los

S. C. JOHNSON & Son, Racine, Wis. (wax) to sponsor Flipper McGe & Molly
on TV if March 1 Hollywood audition is favorable. Program would be
live in Hollywood, kinescoped in East, starting in September. Agency:
Needham, Louis & Brochby, Chicago.

PILLSBURY MILLS Inc., Minneapolis, buys sponsorship of 10:15-10:30 a.m
segment of hour-and-a-half minute Arthur Godfrey Time on alternate days on
CBS beginning April 10. Agency: Leo Burnett Co., Chicago.

VACUUM FOODS Corp., New York (Minute Maid products), March 6 starts
sponsorship of quarter-hour daily This Is Bing Crosby on seven CBS Cali-
iforniastations, Monday, 2:30-2:45 p.m. (PST). Agency: Doherty, Clifford &

Adpeople • • •

J. HARRY APPELER, former southern regional sales manager for Lever Bros.
Atlanta, appointed eastern regional sales manager with headquarters in New
York; HERMAN L. WIENER, formerly Philadelphia division sales manager
succeeds Mr. Apelar in Atlanta, and H. HOWARD YATES, formerly field supervi-
sor in Houston division, becomes Philadelphia division sales manager, following
Mr. Wieneke.

HOMER REPLOGLE, formerly national sales manager, promoted to newly
created position of vice president in charge of trade relations of American
Home Foods. LAWRENCE C. WRIGHT, eastern regional manager, succeeds Mr.
Replogle as national sales manager. EVERETT B. ALLEN, sales control man-
ger, promoted to merchandising manager of American Home Foods.
The

Arrowhead Network

WEB C - Duluth-Superior
WISC - Madison
WHLB - Virginia
WEAU - Eau Claire
WJMC - Rice Lake
WMFG - Hibbing

Covering 453,114 Radio Homes in Minnesota and Wisconsin

announces the appointment of

Ra-Tel
Representatives, Inc.

as national representatives
effective February, 1950

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

St. Paul-Minneapolis Representatives
Bulmer & Johnson

Marlin E. Smythe
National Sales Manager

WEB C
Duluth-Superior
where everyone in radio hangs his hat...

It's symbolic, of course—but it's also true. BROADCASTING-TELECASTING is the common meeting ground of everyone concerned with radio and TV, and it's been that way since back in 1931 when the first issue of BROADCASTING came off the press.

There are a lot of measurements that traditionally gauge the success of a publication. You can apply them, one by one, to the stature of BROADCASTING—and the result is consistently good.

But the one we like best...the one we think makes the most significant sense...is the way BROADCASTING appeals with equal magnetism to all the different groups of people who depend on broadcasting for their livelihood. It's a balanced kind of circulation.

That includes the advertisers themselves, agency account executives, agency time buyers—as well as the men who actually run stations. What's more, BROADCASTING is first choice among the people who control life-blood advertising budgets spent on radio. You can reach them all with a single roll down the BROADCASTING alley.

Figures? Proof? Sure. "First choice among advertisers, agencies, time buyers..." "BROADCASTING carries more radio news, features, advertising linage than any other..." "Survey after survey shows..."

Facts—of course. But what they actually mean is a lot more important to you than the comparisons themselves.

They mean that—to influence the really important people who decide what advertising expenditures shall be spent where—you need one and only one publication. It does the whole job.

Yes, BROADCASTING is the name. Everybody hangs his hat there. It's a good place for you to be seen by the people you want for your clients.
FOR DATA DEMONS...

- The largest and oldest publication in its field, with 15,300 weekly paid circulation.

- More paid circulation among radio advertisers and agencies than any competing publication.

- The highest survey-proven readership of all radio trade journals.

- Home subscriptions (in addition to office copies) by key advertiser and agency personnel controlling more than 85% of all national radio expenditures.

- More advertising linage annually than all other radio journals combined.

- An advertising cost—to reach these decision-making advertiser and agency readers—of less than one cent per impression!
SOMETHING more than courage threads the story of Hugh Edward Sandefur's record program on WSON-AM-FM Henderson, Ky. Accolades for an M.C. who knows his music and knows how to introduce numbers on his show are commonplace. But when the M.C. is, and has been for some time, flat on his back with arthritis, that's another story.

According to General Manager Hecht S. Lackey, Mr. Sandefur has suffered with his affliction for about 15 years. It has left him with his hands free but his body nearly immobile. From his bed Mr. Lackey introduces his platters over a mike that has the gooseneck anchored to a specially built overhead frame. A telephone line connects him with the station. Beside the bed is a power unit and amplifier which steps up the sound that is carried by phone line to WSON's transmitter. At program time, mike cut-out is used to connect Mr. Sandefur with Engineer

---

**Feature of the Week**

---

Mr. Sandefur talks from his bed

Vernon Nunn who spins the platters.

While tireless effort is put into this program alone, Mr. Sandefur also composes music and lyrics, plans improvements for his program, answers fan-calls and produces a daily radio column for the Henderson (Ky.) Gleaner and Journal.

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**On All Accounts**

TOM LOSEE's parents wanted him to be a doctor. Tom never got his M.D. but instead followed his own inclinations and ended up with an M.E. after his name—for McCann-Erickson. Account executive on Westinghouse, the Brooklyn-born and Duke-educated Mr. Losee has been with the agency for 14 years.

Tom began his business career with the Abraham Strauss department store in Brooklyn. He advanced there to the position of assistant buyer before leaving for a merchandising job with the American Can Co.

In 1936 he joined McCann-Erickson, and a scant year later he was promoted to the post of account executive on the Axton-Fisher account where he helped service a $400,000 spot campaign.

In 1939, he became account executive for Nujoj, Mystol, and Plit which had a million-dollar radio appropriation.

When, in 1944, the agency acquired the Westinghouse business, the tested talents of Mr. Losee were appropriately rewarded and he was named account executive.

That he has merited the authority has been repeatedly illustrated by the success he has achieved with the programs under his guidance. These include the Ted Malone Show, five times weekly on ABC; and one of the most successful prestige programs on television, Studio One, Monday on CBS-TV.

Hundreds of case history letters from distributors describing the potency of Studio One flow across Tom's desk. In fact he estimated, as a result of this response, that Westinghouse can demonstrate its products more effectively in more homes in one week through its TV show than it could in one month in the old manner of store demonstrations.

When McCann-Erickson bought the program for Westinghouse last May it was carried on 12 stations. Today less than a year later, approximately 41 stations are carrying it.

One of radio's most popular executives, Tom Losee was born on July 14, 1912, a twin brother of Wilmot Losee, sales manager of WINS New York. He is married to the former Powers model, Jeanne Grandeman. They have two children, Tom, 9, and Allan, 5. The family lives in West Hempstead, L. I.

Tom's hobbies are tennis, golf and swimming.
Here's Money in Your Pocketbook

Greater Operating Economy
Lower Initial Cost
Longer Life

You save from every angle when you buy and use transmitters employing Eimac tubes. Saving starts with the initial tube cost... you save again every hour you're on the air because of higher tube operating efficiency... and you save still further by staying on the air more hours without service shutdown.

Take as an example of Eimac tube economy the rugged 3X2500F3 triode pictured above. Initial cost is $180.00 each, yet as power amplifiers they will provide 5 kw output per tube... that's lots of watts per dollar cost. The dependability of this tube and its high frequency version (type 3X2500A3) has been proven over many years by thousands of hours of life in AM, FM, and TV service.

These tubes are the nuclei around which modern transmitter circuits have been developed and built.

Let us send your engineering staff complete data on the 3X2500F3 and other Eimac tubes for broadcast service. A letter to us will bring the material by return mail.

Eitel-McCullough, Inc.
San Bruno, California

Export Agents: Fraser & Hansen, 301 Clay St., San Francisco, California
Mr. Broadcaster:

Each new year has brought improvements in Gates engineering design, and many have benefited every broadcaster. Believing staunchly in progress, we firmly believe this latest Gates engineering achievement will provide a new high in quality radio broadcasting and like all engineering progress should provide impressive price reduction and of much more importance almost unbelievable operating expense reduction.

Gates Radio Company

5KW. TUBES ARE NOT COSTLY—

In the Gates BC-5B transmitter proof in years of grueling F. M. high frequency service where ruggedness is mandatory. The Eitel-McCullough 3X2500F3 tubes are both modulators and power amplifiers in the new Gates BC-5B.

WASHINGTON, D. C.
GATES RADIO COMPANY
WARNER BLDG.
TEL. METROPOLITAN 0522

INTERNATIONAL
ROCKE INTERNATIONAL CORP.
13 E. 40th ST., NEW YORK CITY
TEL. MURRAY HILL 9-0200

GATES RADIO COMPANY
QUINCY, ILLINOIS

FOR THE '50 DECADE
FIVE THOUSAND WATT 1

FIVE KW. BC-5B TRANSMITTER SI

Has five R. F. stages w amplifier; four audio stages Class B modulators. Inve will meet full F. C. C. Three power supplies. former and reactor. ±1.5 Db. Noise 60 Db unweighted; Distortion 3 even better in between. illustrated) 165” by 49” Power and modulation consumption at 100%
GATES ANNOUNCES A NEW MODERN TRANSMITTER REDUCING OPERATING EXPENSE

over $1000.00 ANNUALLY

There is no investment in power tube cooling radiators and about one-half ordinary investment in spare tubes. With one major blower — less motors to maintain and consume current. Lower plate voltage (5000 volts compared to the usual 8000) means reduction of insulation problems and greater immunity to breakdowns and costly part replacements. Power factor at 5KW. is 90%.

And performance — thoriated tungsten power tube filaments provide consistent 60 Db. or better noise reduction while tube and component adjuncts contribute naturally to lower distortion, especially at higher frequencies.

A NEW HIGH IN — PERFORMANCE — QUALITY — ECONOMY — GATES BC-5B

Say Men! — that puts 5 kw. operating expense almost in the 1 kw. class.
NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE

AND NORTH CAROLINA'S No. 1 SALESMAN IS

50,000 WATTS 680 KC
NBC AFFILIATE
JUDGE IS BOSS

By SOL TAIHOFF
A NONE too tranquil atmosphere, the NAB Board of Directors meeting at Chicago, Ill., last week handed to President Justin Miller ple-

 precarious powers to run the assis-

tance and to hire and fire (as he sees fit).

There was one exception. The board authorized appoint-

ment of a general manager. But in all staff directors would re-

commend. The No. 2 executive would be exclusively at Washing-

ton headquarters and direct the business affairs of the organization.

The board itself is to name a committee from its membership to

use in selection of the general manager whose appointment must

also be appointed is a field representative whose duties gen-

erally will relate to new membership and membership services.

No Names Mentioned
There were no names mentioned as the post of general manager.

"Other President Miller would go outside the present NAB staff was

 indicated," the post, it was con-

cluded, would pay from $17,500 to

$20,000 per annum. A. D. (Jess) Illard Jr., who retired as execu-

tive vice president last July and

now is president of WGAC in Augus-

ta, Ga., was paid $25,000.

Creation of the new post came after a proposal for appointment

of an executive committee of the board was tabled. The Structure

and Finance Committees met in oral session Thursday night to

discuss the final plan, ratified by the board the following morning.

The plan contemplates assign-

ment of all operating functions to the general manager, with Presi-

dent Miller to direct policy and to serve as his trusted advisor. The

general manager would report to the president, not the board.

Action climax ed a three-day

session at which there was an

evident undercurrent as to the manner in which NAB affairs have

been administered in recent months.

giving Judge Miller a "blank

check" the board approved the re-

commendations not only of the

judge himself, but of the Struc-

ture Committee headed by Clair R. McCollough, president of the Stein-

man Stations of Pennsylvania and

Delaware.

It was indicated that G. Emerson Markham would continue to head the recently created Television

Division. Ralph W. Hardy, who has served as head of the newly

created Radio Division, was ex-

pected to be named to another executive assignment, probably that of Director of Government Affairs.

Under the reorganization plan, the Radio Division as such would be-

come non-existent.

Implicit in the board's action was placement of full responsibility for

NAB policy in the hands of Judge Miller.

A number of board members felt Judge Miller had spread himself

too thinly by attending all district meetings and by otherwise hitting

the trail when Washington affairs of paramount importance should

have commanded his major atten-

tion. The board itself, however,

was disposed to assume most of

the responsibility for this condi-

tion.

Judge Miller, who, in September rounds out five years as paid presi-

dent ($50,000 per year, plus ex-

penses), has a contract which runs

until Feb. 28, 1954. It is terminable,

however, by mutual agreement on

one year's notice. If this should occur prior to 1954, it will be on

the basis of a $12,500 annual re-

tainer under which Judge Miller

would serve as counsel to the asso-

ciation until 1954.

Vote for BAB

Broadcast Advertising Bureau, created last April as radio's busi-

ness-government liaison agency, was given a confidence vote with the

approval of budget of $200,000 for the next fiscal year (beginning in April).

With the revenue to be derived from the sale of information

brochures, estimated at about $60,000, BAB's gross budget should be in the neighborhood of a quarter million dollars.

Maurice B. Mitchell, BAB direc-

tor, and William B. Ryan, general

manager of KFI Los Angeles, chairman of the Broadcast Advertis-

ing Committee, made the presen-

tation and walked off with prac-

tically everything they sought.

BAB headquarters will remain in New York but a branch office

shortly will be established in Chicago.

In the face of declining income and expanded operation, the board

grappled at length with its budget-

ary problems. The Finance Com-

mittee is to recommend a 50-

cent reduction in the next fiscal year's budget. The full board will

approve any reduction in the next fiscal year's budget. The full board will

meet in March to consider the recommendation drawn up by the Finance

Committee.

(Continued on page 76)

FREE TIME REVOLT

By ED JAMES
(See Editorial page 40)

STATIONS throughout the country were in revolt last week against further donations of free time to organizations conducting paid advertising campaigns in other media.

The sharp station reaction was provoked by word that radio had been excluded from advertising appropriations for Army and Air Force recruiting in the first half of 1950 [BROADCASTING, Feb. 6].

Although Grant Advertising, Chi-

cago agency now handling the

Army account, advised BROADCAST-

ing that radio would get a large

share of the budget beginning in July, the fact that no radio time was included in the Army's national advertising plans until then was enough to encourage some stations to suspend Army programs and announcements they had been carrying gratis.

It was believed likely that the Army incident would serve as an agent for the crystallization of widespread action by stations on the entire subject of the abuse of radio's historic willingness to do-

nate its time to public service causes.

That this subject was one of na-

tional interest among broadcasters became evident a fortnight ago when the NAB Unaffiliated Stations Committee adopted a resolution calling upon the NAB board to review the entire problem of free time [BROADCASTING, Feb. 6].

Protests to Grant

The revolt of stations against the discriminatory practice followed by organizations that solicit time from radio while buying space in other media was manifest in several ways.

Many stations protested to Grant Advertising and, on a perhaps more occur prior to 1954, it will be on
the basis of a $12,500 annual re-
tainer under which Judge Miller
would serve as counsel to the asso-
ciation until 1954.

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Committee.

(Continued on page 76)

Discrimination Hit

immediately responsive front, to

t heir Congressmen. The exact vol-

ume of such correspondence was

not disclosed, but it was known to

be considerable.

Some stations reported they had
cancelled all further Army shows

and announcements pending the

Army's action in the national adver-

tising appropriation.

Broadcast Advertising Bureau

and national station representa-

tives were keeping stations advised on the Army issue, and BAB has

planned talks with the Army.

The protests and arguments were of no more than academic

significance insofar as the Army-

Air Force budget for the first half of 1950 was concerned. The exclu-

sion of radio from those funds, it was learned, was made when the

Army account was being handled by

Grant's predecessor, Gardner

(Continued on page 75)
LEVER MULLS
Bob Hope Tape Request
LEVER Bros. executives, Bob Hope and his manager, Jimmy Saphier, met in New York last week to settle three problems: (1) taping of the Hope show, (2) renewal of the Hope contract and (3) clearance from Lever Bros. to tape a daytime disc jockey show for another advertiser, Borden Co.

Charles L. Luckman, former president of Lever Bros., had turned down Mr. Hope's requests to tape the program, but the comedian is understood to feel that the new management might be persuaded to allow him to do so. The renewal date for the contract between the company and Mr. Hope is understood to be late this month.

Borden Co. through its agency, Kenyon & Eckhardt, New York, has offered Mr. Hope a five times weekly recorded disc jockey show, for a daytime broadcast. Mr. Hope is said to be ready to sign the Borden contract if clearance from Lever Bros. is forthcoming.

At week's end, the Lever Bros. executives had not yet announced their decision.

Meanwhile, however, the company had notified one of its agencies, J. Walter Thompson, to drop sponsorship of its television show, The Clock, on NBC-TV, effective March 15. This marks the first cancellation of advertising for the company since the recent resignation of its president, Mr. Luckman.

The Ilka Chase TV show announced earlier as in the negotiation stage will start however in mid-March on CBS-TV for a Lever Bros. product, Harriet Hubbard Ayer.

FREQUENCY STUDY
Truman Not to Name Board
PRESIDENT TRUMAN does not plan to appoint a board to study use of airwaves, particularly among governmental agencies, he said at his Thursday news conference.

Asked if such a plan was in the works, he said he hadn't thought about the subject. The government already has a board (Interdepartment Radio Advisory Committee) to deal with this problem, he added, explaining that he didn't see any need for a new committee.

Miller Is Chairman
NAB PRESIDENT Justin Miller has assumed chairmanship of the Radio Committee of the Citizens Committee for the Hope Show, according to Dr. Robert L. Johnson, national chairman and president of Temple U. Judge Miller said he was heartily in sympathy with Dr. Johnson and adding it "is giving the people of America a priceless chance to understand the complex problems of their government."

PACKARD SPOTS
Starts Five-Week "Blitz"
PACKARD Motor Car Co. announced today (Monday) a five-week radio spot campaign on about 250 stations covering over 300 dealer cities. The company said the total expenditure probably will exceed the estimate $250,000 cost as dealers themselves support the drive locally.

Announcements include two 1 second spots to focus attention on Packard's "low price story" as these stations have been designated for distributor or local stations, Hugh W. Hitchcock, Packard director of advertising explained.

Transcriptions are tailored to regional tastes, with some announcements designed for listeners in northern localities and others phrased primarily for southern areas. Pacific Coast audiences, Mr. Hitchcock said.

Top-flight talent is heard on the commercials which have been placed nationally through the Detric office of Young & Rubicam Inc.

NEUBERT TO NBC
Heads Merchandising U
H. NORMAN NEUBERT, pub relations manager of R. H. Macy Co., New York, since 1943, has joined NBC to organize and supervise a merchandising department for the network's six radio and TV stations.

Mr. Neubert will assume his new duties March 1, according to James M. Gaines, director of NBC O & S stations, who made the announce March 3. Mr. Neubert will set up a merchandising program for the stations.

Prior to 1943, Mr. Neubert was divisional advertising manager of Macy's men's store, and he joined NBC to organize and supervise a merchandising department, for the network's six radio and TV stations.

Mr. Neubert is chairman of the public relations committee, National Retail Dry Goods Assn., and is a member of the New York Sales Executive Club.

Affiliate Suit
ATTORNEYS for Salt Valley Broadcasting Co. won a continuance against CBS through March 7. The firm, which operates Federal District Court [Broadcasting, Feb. 6]. Firm of Damon, Hayes, White & Hoban asked the court for another time extension to answer a brief brought by CBS attorneys Feb. 6. Salt Valley River, licensee of KOY Phoenix and affiliated with ownership with KTUC Tucson, last November fought the complaint against CBS, charging switch of its affiliation to KOPO Tucson and KOOL Phoenix was without proper notice.

First 15 Pacific Hooperation—January 1950

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor &amp; Agency</th>
<th>Hooper</th>
<th>YEAR-AGO Hooper</th>
<th>+——-</th>
<th>Pos.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack Benny (CBS)</td>
<td>6</td>
<td>American Tobacco (BBDO)</td>
<td>42.7</td>
<td>39.0</td>
<td>+3.7</td>
<td>1</td>
</tr>
<tr>
<td>Charlie McCarthy (CBS)</td>
<td>6</td>
<td>Coca-Cola (D'Arcy)</td>
<td>24.3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bing Crosby (CBS)</td>
<td>6</td>
<td>Liebert &amp; Myers (C&amp;W)</td>
<td>20.3</td>
<td>20.3</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Fibber Magee &amp; Molly (CBS)</td>
<td>6</td>
<td>Hill &amp; Myers (NAB)</td>
<td>17.5</td>
<td>17.5</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Walter Winchell (3 mos.)</td>
<td>6</td>
<td>William R. Warner (NAB)</td>
<td>24.5</td>
<td>24.5</td>
<td></td>
<td>1</td>
</tr>
</tbody>
</table>

| Business (NAB)              | 6               | Lever Bros., BBDO. All products | 20.9   | 20.9            |     |      |
| People Are Funny (NBC)      | 6               | J. W. Tobacco (Seeds)        | 20.9   | 20.9            |     | 1    |
| Radio Theatre (CBS)         | 6               | Lever Bros. (JWT)           | 20.6   | 20.6            |     | 1    |
| Red Skelton (CBS)           | 6               | P & A (B & D and Seeds)     | 19.1   | 19.1            |     | 1    |
| Buzzy & Allen (CBS)         | 6               | Skyline (CBS)               | 19.1   | 19.1            |     | 1    |
| Big Town (NBC)              | 6               | Lever Bros.                  | 18.5   | 18.5            |     | 1    |
| My Friend Irma (CBS)        | 6               | Pennsylvania Div-Lever (FCB) | 15.5   | 15.5            |     | 1    |
| Our Miss Dahlia (CBS)       | 6               | Chicago-Palm-San Francisco  | 17.9   | 17.9            |     | 1    |
| Gunsmoke (CBS)              | 6               | Los Angeles-Plymouth (BBDO)  | 17.9   | 17.9            |     | 1    |
| My Dist. Attorney (NBC)     | 6               | Bristol-Meyers (T&R)        | 17.8   | 17.8            |     | 1    |

BROADCASTING  •  Telecasting
**CUBAN SHUFFLE**

**POINTMENT** of a new top-cal state of communications offi- cials in Cuba delayed U. S.-Cuban negoti-ations on NARBA assign-ments again last week, but revived S. optimism for a successful come. President Carlos Prio Socarras nounced the appointments in a brief broadcast, one week after a surprise resignation of Com- munications Minister Arturo Illas d the selection of Carlos Maris- ny as acting minister [BROAD- CASTING, Feb. 6].

The appointments: Sergio Clark, a former minister communications, was returned that post. Dr. Jose R. Gutierrez, head of a Cuban delegation to the ARBA conference at Montreal at fall, was appointed deputy nitter. Guillermo Morales, formerly in- ector general of radio, was ed director of communications. Ledo Antonio Marti, an ed- er, was made inspector general radio.

**Favorable Reaction**

News of the appointments ought a generally favorable re- tion in U. S. broadcasting quar- is. It was greeted as an antedote r dampened spirits occasioned by e resignation of Mr. Illas and temporary appointment of Mr. aristany, chairman of the 1946 ban delegation which won sub- ntial NARBA concessions. Mr. Maristany, it was reported, ans to run for election to the iban Congress from the Province Matanzas.

Mr. Clark, the new minister, is scribed as an able executive who generally respected by U. S. rocasters. He was minister in 46, before the resignation, and confer- ence of that year was held.

**STATION CONTRACTS**

THE SUPREME COURT made clear last week that FCC has no authority to meddle with the rights granted in contracts between radio stations and other licensees. The Commission’s disapproval of a contract, the court held, does not in itself invalidate the contract.

The ruling came in a 7-0 deci- sion denying an award to Southern Broadcasting Stations Inc. in its suit against the Georgia School of Technology (WGST Atlanta) for recovery under a contract which FCC banned [BROADCASTING, June 13, Dec. 12, 1949].

In an opinion which also ques- tioned FCC’s handling of the case, Justice Stanley F. Reed wrote for the court:

> ... Under the present statute, the Commission could make a choice only between available licensing pow- er, i.e., to grant or deny the license on the basis of the situation of the ap- plicant. It could insist that the applicant change its situation before it granted a license, but it could not act as a licensor in the contract to change that situation for the applicant. The public in- terest, after all, is in the effective allocation of available channels and to that extent in what particular applicant receives a license.

... the Court recognized that controversies as to rights between licensees and others are outside the ambit of its powers. We do not read the Communications Act to give the FCC power to determine the validity of contracts between licensees and others.

> “The Commission may impose on an applicant conditions which it must meet before it will be granted a license,” the opinion said at another point, “but the imposition of the conditions cannot directly affect the applicant’s responsibili- ties to a third party dealing with the applicant.”

**Hard Choice**

The Court recognized the “hard choice” which required FCC to condone violations of its rules by approving the license application, or to impose on the public the advantage of a station under the management of the [school’s] Board of Regents.”

FCC legal authorities denied the ruling would affect FCC’s fame in the eyes of the public or other policy regulations, including relatively new rules banning station sales in which time is reserved as part of the sale, even to the same person.

The Port Huron decision prob- hibits censorship of political broad- casts but takes the position that state libel laws will not apply since political censorship is forbidden by the Communications Act in specific terms.

LOGRAM scheduling and other ob- stacles of “Mutuo” interest com- mended the attention of these sta- tion and network executives in Hol- wood recently after the Arizona network aligned itself with Don Lee- chuol. To r: Albert D. Johnson, general manager, KOY Phoenix; Pat spectbbell, vice president in charge of station relations, Don Lee, and John Hogg, KOY president. Arizona network comprises KTUC Tucson, KSUN Bisbee and KOY.

**SCOTUS Hits FCC**

**APPOINTMENTS REVIVE NARBA OPTIMISM**

Will Cuba agree to similar limitations as to some of the old clear channels? Without a doubt, the answer is no, according to the Supreme Court which finds it reasonable; that in doing so, it ob- tains guarantees that it can satisfy its broadcast needs. When it arrives at that conclusion freely; and this can be achieved only across a new conference table and a flow of give and take that may seek its level in balanced compromise.

Dr. Mendoza, who was one of the leaders in the original NARBA movement, said that since NARBA March 29 “Cuba has not grabbed or assaulted the prop- erty of any other nation, nor of any of its citizens.” Cuba has, he said, “made use, and is determined to continue making use of, those facilities it needs.”

**Warning Sounded**

He sounded an implied warning that Cuban demands now may be even farther reaching than those of the past. He noted that the re- quirements in the following: 1946 and 1947 all fell short of those made at Montreal last fall.

He said AM channel demands have virtually reached their peak. He pointed out the standard AM station in Cuba is in the USA, the same pressure will continue increasing in Cuba.”

RADIOCASTING • TELECASTING

February 13, 1950 • Page 21
By FLORENCE SMALL

THE PACIFIC COAST Borax Co., Los Angeles, spends half a million dollars a year on advertising, and for 20 years its every appropriation has been channelled into radio.

For two decades the company has relied exclusively on radio to sell its products, 20 Mule Team Borax and Boraxo. Recent sales data reveals that radio has responded yeomanly to the trust, doubling the already prodigious sales of the products since 1940.

For the past five years the destiny of the account has rested high on the stalwart shoulders of The Sheriff, an action-primed western program heard on ABC Friday, 9:30-9:55 p.m.

But for all his derring-do, The Sheriff—all man and two yards high—owes his existence, as well as a great measure of sales success, to a woman. That woman is Mrs. Dorothy McCann, vice president of McCann-Erickson.

Mrs. McCann's first affiliation with the Borax account dates back to 1930 and marked a significant signpost in the production development of radio itself.

* * *

Dramatic Shows Then Were New to Radio

Most of the radio programs of that day were musical shows. There were only one or two dramatic offerings on the air. One of them was Real Folks, sponsored by the Chesebrough Mfg. Co. (who now sponsors Dr. Christian). Real Folks was Mrs. McCann's first radio production, started in 1928. Its mushrooming success led the McCann-Erickson agency to recommend to the Pacific Coast Borax Co. that it embark on the new dramatic form to sell its products.

* * *

Show Runs Continuously From 1930 to 1944

In spite of the deep rooted feeling in the radio industry that the audience would not understand drama which they could only hear and not see, the Pacific Coast Borax Co. had the vision to realize that radio drama could become the most basic entertainment of all. And so a new dramatic radio show Death Valley Days, was launched. Depicting stories of the Old West in the region where borax was mined, the show was inaugurated on Sept. 30, 1930, on NBC.

It rapidly became one of the favorite listening periods on the air, bringing a new breadth at romantic flavor to radio. Continuing unbrokenly to 1944, the program was heard for the latter the years on CBS.

In 1944, however, the program which in a sense set a pattern of modernity, was itself supplanted by a more modern program. Seeing to retain the feel of the West while adding the extra allure mystery, Mrs. McCann conceived the idea for The Sheriff. It was an immediate success; old listeners remained and new ones were added. And most significantly, sales of 20 Mule Team Borax and Borax continued to build.

The program has a consistent Hooper rating of 9 or 10 and considered by the network to be one of its anchor shows for Friday night programming. The role of Sheriff is played by Don Brigg His girl-friend, Jan Thackery, portrayed by Helen Claire. A consultant on psychology, the Professor, is played by William Pommer.

* * *

History of Borax Co.
Is Drama Itself

Hardly less enthralling than any of its dramatic presentations is the history of the Pacific Coast Borax Co. itself. That history actually...
TWO DECADES ago, the Pacific Coast Borax Co. turned to radio with a conviction that broadcasting could do a selling job for them. So strong was its faith in the medium that every advertising dollar was channeled to broadcasting. It's been that way ever since. The consistent Hooper and the continuing allegiance of the listeners to the sponsor's products was all the proof that Pacific Coast Borax Co. needed . . . and received.

.... The Story of a Firm Whose Advertising Has Been Exclusively Radio

Again with the chance visit of a -amp prospector to the Nevada desert cabin of Aaron and Rosie Vinters, a pair of disenchanted ut hospitable gold seekers. The stranger told the Winters of mineral reputedly abounding in that area. He referred to it as borax, a term then unknown to the Vinters. The prospector showed them a sample of the material, and prophesied that greater fortunes could be made from this treasure than from gold.

Electrified, Aaron Winters realized that he had seen an abundance of what looked like the mineral in an area of nearby Death Valley. But he kept the recollection to himself.

* * *

Containing his eagerness, he inquired of the stranger how one could tell borax from the similar appearing white flaky rock germane to the area. In reply, the itinerant prospector took from his pack a flask containing a chemical mixture, poured some for the Winters, and explained that if, with the application of this chemical and a lighted match, the material turned green, it was indeed borax.

The next morning Aaron and Rosie Winters trundled excitedly across the desert, down into Death Valley and to the region where he had remembered seeing the white substance. Eagerly they collected their samples and waited for dark to make the fateful acid test.

With the fading of day's last shadow, Aaron Winters nervously deposited his find in a prospector's tin. Rosie Winters held the chemical over the tin and poured. Aaron struck a match and held it to the substance. The material glowed green! The Winters had made their find—and with it had founded a new industry.

* * *

20-Mule Teams Used To Transport Mineral

The development of the industry, however, had to wait on the mounting of imposing physical difficulties. The borax had to be mined and moved. Death Valley is the lowest point in the western hemisphere, flanked on either side by tremendous volcanic ranges. The nearest railroad was 165 miles away.

To overcome this geographical obstacle, the mine operators (who had since bought out Aaron Winters' interest for $20,000) brought in 20-mule teams. Twenty mules, pulling giant wagons weighing 8,000 pounds, each loaded with 10 tons of borax, carried the commodity across the 165 miles to the railroad, thus solving the transportation problem and suggesting the name for the product.

* * *

Currently, borax is mined in the Mojave Desert just south of the original discovery in Death Valley. A great mill works day and night preparing the raw product for shipment to the refinery. Locomotives haul the borax to the main line of the railroad.

20 Mule Team Borax is used specifically as a laundry aid—to sweeten the wash, help the soap do a faster, better job. Housewives use it also for dishwashing, for cleaning kitchen pots and pans, to clean wood work, nickel, enamel, porcelain. 20 Mule Team Borax also is used in many manufacturing processes.

Boraxo is a special combination of 20 Mule Team Borax and fine toilet soap. It is used as a hand cleaner. Boraxo is supplied in dispensers in most of America's big industrial plants, for the use of workers.

* * *

Today the Pacific Coast Borax Co. is owned and operated by Borax Consolidated Ltd., London, Eng. Desmond Abel-Smith is chairman of the board and Frederick A. Leeser and A. H. Reid are joint managing directors.

In America, company headquarters are located in Los Angeles with Frank M. Jenifer, president, and J. M. Gerstley, vice president and general manager.

CANDID shot during a recent program catches the dramatics of (1 to r) Don Briggs (the Sheriff), Helen Claire (Jan) and William Podmore (the Professor), central characters in the show.
**WDSU CHANGES**

**AM-TV Programming Divided**

DIVISION of the WDSU Broadcasting Services' radio and television program departments into two separate operational entities was announced last week by Robert D. Swezey, general manager of the New Orleans outlets.

Mr. Swezey said managers were appointed for each media after the WDSU plans board concluded that executive personnel would be unable to divide their duties and obtain maximum results.

Stan Holiday, appointed radio program manager, also will serve in an advisory capacity to television. Ray Rich has been appointed television program manager and will be available in an advisory capacity to radio. Television operation will be handled by Carl Junker. Mr. Swezey also announced the appointment of Lecroy Laudermill as musical director.

Other Changes

The musical department under Mr. Laudermill, special events under Mel Leavitt and women's programs under newly appointed Joyce Smith will continue to function interchangeably between radio and TV, Mr. Swezey stated.

Time sales for radio and television will continue to be handled by one department but the station is contemplating the establishment of separate sales forces for each medium, Mr. Swezey added.

Mr. Rich
Mr. Holiday

**WACAP PURCHASE**

**WLJk Bids For Ownership**

ACQUISITION of WACAP-AM-FM Asbury Park, N. J., by WLJk(FM) there was announced last week by Thomas B. Tighe, WLJk manager.

Consideration is understood to be in excess of $50,000. Formal application for FCC approval is in preparation.

WLJk, owned by the Asbury Park Press, began operations on 94.3 mc with 1 kw two years ago. WACAP, assigned 250 w on 1310 kc, was established there in 1927 and since 1945 has been owned by the Charm Candy Co. WLJk and WACAP are to be combined under WLJk call letters. The WACAP-FM operation on 107.1 mc would be dropped. Headquarters for the operation will continue in the Asbury Park Press Bldg.

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**BMI CLINIC**

Pacific Coast Sessions 8

FIRST Pacific Coast BMI program directors' and librarians' clinic w. be held at KJH Hollywood studio on Wednesday (Feb. 15). Approximately 200 persons are expected to attend. Robert J. Burton, BMI New Yo vice president in charge of publisher relations, as principal speaker will discuss "Applicat. of Copyright Law in Broadcastng Calvin J. Smith, vice president at general manager of KFAC Los Angeles and NAB 16th DS director, will talk of "Importance of Clinic at Program Level."

Other speakers and their s. are as follows: Carl Bres ster, KFV,D, "Building Station Pe- sonality Through Programming" Charles Clifton, KRKD, "Program ming for the Listener"; Carlit Adair, KJH, "Importance of Pr- gram Content and Sequence"; Rob- ert Brown, KNBH (TV) "TV Ver sus AM and TV Programm. Problems." Disc jockey session will be participated in by Al Posk KFI; Herb Andrews, KXW; Tc Hanlon, KNX; Bob McLaughlin: KLAC. All stations are in Los Angeles.

"Who Licenses What Tune?" will be discussed at music clearances roundtable. Participants incl Alex Petry, NBC; Marty Hubbi ABC; Robert Shephed, KJH; S Brenton, CBS; Charles Hamilton: KFI.

Participating in librarians' pan- discussion are Norma Barnett KFGP Los Angeles; Dale Babcock KFI; Nancy Basche, KNX;' Edit Kent, KFAC; Jerry Sylbriu KMPF; Jane Russell, KFWB.

Glenn Dolberg, BMI West Coast held representative, is to preside over the all-day sessions.

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**WUCE ON AIR**

Akon Daytimer Start

WUCE Akron, Ohio new 1 kw sta- tion operating daytime on 1150 k w made its debut yesterday (Feb. 18) Programming of the independent station outlet feature children and women. Shows, "dif- ferent" music li- brary and local civic and sport news. Tim Elliot, station manager has announced Station is licensee to Akron Broad- casting Corp.

Mr. Elliot

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**CHICAGO DISPUTE**

Mediation Effort Seen

CHICAGO office of the Federal Conciliation and Mediation Service is expected this week to call a meeting of management from WHFC Cicero and WSBK-WXRT (FM). Chicago on complaint of Interna- tional Brotherhood of Elec- trical Workers (IBEW), Local 1220. The union is seeking wage increases for six engineers at each station as an aftermath of salary gains from four other Chicago stations where it has jurisdiction.

Local 1220 seeks mediation after a unanimous strike vote by card elec- torate, WXRT. Robert Miller, sta- tion manager, was notified last week of the intention to strike, 30-day notice of which was given to the federal board. Congressman Rich- ard W. Hoffman, owner of WHFC, also has been informed officially of the union wage demands.

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**TRANSIT RADIO LEGAL? Suit Filed In D. C.**

FIRST step was taken in testing the legality of transit broadcasting, in at least one city, with the filing of a suit in Federal District Court in Washington, D. C., on Feb. 8.

Opponents of radio-equipped vehicles in Washington also looked for results in Congress. A bill (HR 7150) introduced Feb. 6 in the House by Rep. Walter Norblad (R-Ore.) and referred to the House District Committee, would prohibit "commercially sponsored radio broadcasts on streetscars and busses in the District of Columbia." A fine of $1,000 would be imposed upon a company for each day it continued to violate the law.

At the U. S. court in Washing- ton, a bill of complaint seeks a permanent injunction against Capital Transit Co. (WWDC-FM Washington provides broadcasting services) to bar operation of any form of broadcasting in its vehicles. The suit is filed by Hector C. Spauld- ing, of the law firm of Spaulding & Reiter, Washington [Broadcast- ing, Feb. 6]. Mr. Spaulding is legal counsel for the Transit Riders Asen.

Meanwhile, a decision is awaited on another maneuver by the association and Washington Attorneys Guy Martin and Franklyn Pollak—appeal for a rehearing before the Public Utilities Commission which ruled transit radio "not inconsistent with public convenience, comfort and safety."

Mr. Spaulding told BROADCAST- ing the complaint would be carried to the Supreme Court if necessary. He added, however, that the injunction request would be dropped should the commisio modify or rescind its action. Date for opening of the argument has not yet been set.

The complaint read in part:

"Through the operation of these installations defendant violates its public and contractual duty to transit passengers, causes discomfort and inconvenience to members quietly; it insults them on a nuisance; it wrongfully invades their privacy; it restricts their freedom of thought; it seeks to make an un- earned and unconscionable income out of their helpless position by selling to advertisers the opportunity thus to commit aural aggression upon them; it violates also its duty as a common carrier not to interfere with the free exercise of their faculties by a significant number of riders, which may lessen their efficiency and even endanger their health."

---

**Drewn for Broadcasting by Sid Hix**

"Due to technical difficulties beyond our control, the program 'Precocious Prodigies' will NOT be heard at this time!"
Radio Rallies Again

FOR

THE MARCH OF DIMES

HE ENTIRE broadcasting industry this year again formed solid front as battle lines were drawn in the annual fight against infantile paralysis. The March of Dimes campaign which ended Jan. 31, as drives to support the anti-polio cause, received the support of all owners of AM, FM and TV broadcasting.

AM and television networks set national pace with special efforts. CBS's opening rally from New York's City Hall featured Arthur Godfrey as host - many civic and entertainment personalities while similar boost as given drive via CBS television network. ABC likewise aired no talent on America Sings Frankfort D. Roosevelt's Birthday feature while NBC-TV sent Ooty Doody to conduct mass public school rally in New York. DuMont TV network staged two-hour star-studded show from Adelphi theatre with models manning homes to accept contributions.

Program Ideas Abound

On the home town front, local stations across the nation sparkled in campaign with personalities, special programs, auctions and other promotion gimmicks typical of radio's past performance in all drives.

Here's a cross-section of radio's public service effort, excerpted from the innumerable reports reaching BROADCASTING during the drive and its aftermath. The final blame shows:

LAD: In Danbury, Conn., WLAD played a leading role in the March of Dimes. Danbury, “the hat center of the world,” was chosen to open the broadcasts from a 50-ft. Mile of Dimes stand erected on a sidewalk in the heart of Hartford's shopping district.

WHOM: In cooperation with the anti-polio campaign, WHOM New York prepared a special series of transcripts that were made available free of charge to all stations broadcasting in the Italian language. Perrudie Taglilavini, Metropolitan Opera tenor, was featured on the transcripts.

WICH: In Norwich, Conn., Sportscaster Mel Allen officially opened the New London County polio campaign at an open sports show at the town hall. Brought to Norwich by the Elks, Mr. Allen also made special wire recordings for WICH which remained on the air 24 hours a day until $5,000 was raised.

WCCO: Sixteen WCCO Minneapolis personalities participated in an “all-out” effort to raise funds for the polio campaign through the “Iron Lung Baby” contest to give little David William Wells a new and additional middle name. David was born last November; his mother has been an iron lung patient in a Minneapolis hospital since September. Prizes amounting to $16,500, including $5,000 in cash and five automobiles, were awarded before the contest closed. General Sales Manager Gene Wilkey had sworn he’d "eat his hat" if the entries in this year's contest exceeded the 1949 record. All complete returns reached 146,000—a healthy 12,000 more than the 1949 record—General Manager Wendell B. Campbell ordered the hat delivered to Mr. Wilkey's office. Mr. Wilkey was happy to concede.

WEIM: Over 800 telephone calls and more than $1,000 in March of Dimes pledges were accepted by Dave Rodman during the March of Dimes drive. Starting at 11:15 a.m., he devoted his regular Rhythm with Rodman broadcasts over WEIM Fitchburg, Mass., to that cause.

KCRB: A two-and-one-half hour broadcast over KCRB-AM-FM Enid, Okla., brought in nearly $2,700 donated by listeners during a telephone request show. Mayor Herbert Barnett made a special plea for contributions. A local cafe was the high bidder for a cake which the restaurant sold slice by slice the following day with all proceeds going to the campaign.

KTHT: In Houston, KTHT’s new studios were the scene of the city’s radio March of Dimes drive. Program Director Ted Nabors led the Giant Jamboree to a $23,000 success. The all-star show included a cross-section of the area’s talent. Highlight was a $20,000 check by H. R. Cullen, Houston philanthropist.

KIND: A four-hour broadcast of live talent aired by KIND gave a boost to the March of Dimes campaign in Independence, Kan. Performers from southeastern Kansas and northeastern Oklahoma donated their services in return for contributions accepted by telephone and collected by members of the Business and Professional Women’s Club, sponsors of the local drive.

WLAN: The entire staff of WLAN Lancaster, Pa., joined in giving a March of Dimes party during the local fund drive. Starting at 11:15 p.m., listeners were requested to telephone...
EXCISE TAXES
Hearing Planned for Feb. 15
(Also see story TELECASTING #) HEARINGS on excise tax revision are scheduled tentatively this Wednesday (Feb. 15) by the House Ways and Means Committee. Agenda calls for five days of hearings on all phases of excise tax proposals, including the Administration’s request of a levy on TV receivers [BROADCASTING, Feb. 6], a committee spokesman said Thursday. The committee acknowledged that some requests to testify from objects to the TV tax have been received.

The House committee plans detailed hearings on the entire question of tax revision to continue possibly as long as two months. An executive session then will be held to prepare a committee bill, embodying all excise tax proposals, which is expected to be introduced by Committee Chairman Robert L. Doughton (D-N.C.).

WKY Affiliation
WKY Oklahoma City, which plans construction of a new building to house studios and offices, is an NBC affiliate. WKY was incorrectly listed as an ABC affiliate in BROADCASTING, Jan. 30. KTOK is the ABC affiliate in Oklahoma City.

MUTUAL executives met the Chief Executive when board members visited the White House on Feb. 1. They are (l to r): James E. Wallen, treasurer, MBS; Emmanuel Donnett, counsel, MBS; J. R. Popple, WOR New York; Lewis Allen Weiss, Don Lee; H. K. Carpenter, WHK Cleveland; Sterling Graham, WHK and Cleveland Plain Dealer; Benedict Ginefra Jr., WIP Philadelphia; Theodore C. Strebart, WQ and MBS board chairman; President Truman; Frank L. White, president, MBS; Ray Flisker, auditor, WIP; Gordon Gray, WIP and J. E. (Ted) Campeau, CKLW Detroit.

FOREIGN LANGUAGE
ORGANIZATION of the Foreign Language Quality Network, comprising some 12 affiliate stations in major cities, is now completed, Claude Barrere, general manager of the network, announced last week.

Network headquarters are at 70 E. 45th St., New York City.

FLQ plans to aid national and regional advertisers and their agencies in reaching station audiences, particularly those in Italian and Polish markets. Network will offer data on these markets and information on new programs, as well as on established features. Time sales in both markets and other material also will be obtainable, Mr. Barrere said.

Network stated that it already had made two sales, one to a toy distributor, the other to Trans World Airlines, through BBDO.

FCC Actions
TOTAL of three new AM stations and improved facilities for an existing outlet granted by FCC last week in final decisions and routine actions.

Initial decisions favoring grant of another new AM outlet and better assignments of three existing stations also reported. Eight outlets transferred. Details of these and other actions may be found in FCC Roundup on page 88 and Actions of the FCC beginning on page 80.

PASADENA SHIFT
Feb. 16 Set for Shuffi
RADIO ACTIVITY involving birth death, and change of residence takes place in Pasadena, Calif., Thursday (Feb. 16) when KALI goes on the air, KAGH goes of and KWKW takes over KAGH facilities.

KALI, new 1 kw AM station goes on the air at 5 p.m. that day operating daytime only on 143 kc. Owner is John H. Poole, who also owns KSMA Santa Mar. Calif., and ultra-high frequency experimental television station KM 2XAZ Long Beach.

Aubrey Ison, former general manager of KAGH, will act in the capacity for the new station. Several other KAGH staff members also will be retained by KALI including Allen Berg, program director, and Rowland Gibbs, sports director. Joe Thompson, former NBC director and assistant manager of Hollywood office, Sullivan Stauffer, Colwell & Bayles, join station program department. Station has offices and studios at 42 E. Green St.

KWKW, 1 kw station owned by Southern California Broadcastin Co. which purchased KAGH in 1952, takes over KAGH-FM facilities, goes on the air at same time on the former KAGH channel at 1900 kc operating on full time basis for the first time. Station will operate FM facility as KWKW-FM. William J. Beaton is general manager of the station. Dick McGaey will join the sales department at that time.

1st IN POPULARITY BY
Every TV-SURVEY

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<tr>
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<td>6:00 pm - Midnite</td>
<td>46.7%</td>
<td>36.5%</td>
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</table>

WCPO-TV Channel 7
Affiliated with the Cincinnati Post
Represented by the BRANHAM CO.

IN AUGURAL issue of The RCA Victor Good News publication for 45 rpm records and phonographs, sent to retailers throughout country last week.

CANADA HEARING
Private Stations Report
PART PLAYED by private stations in the development of cultural and school programs in the Atlantic Coast provinces of Canada has been presented by a number of eastern stations to the Royal Commission on Arts, Letters and Sciences. Hearings were held at principal cities in the Maritimes area.

The Maritime Asn. of Broadcasters, as well as stations CFCY Charlottetown, CKCL Truro, CJCH and CHNS Halifax and CKCW Moncton, presented briefs. While each station dealt with its activities, all backed up the brief of the CAB asking for an independent regulatory body for Canadian radio, and easing of restrictions laid down nearly 20 years ago. Keith Rogers, CFCY, pointed out that Canadian broadcasters should have as much security as the lumber and pulp operators and the mining company with a bulk of developed public domain areas. He said a radio frequency was as much a property under private enterprise development as a mine or a forest area.

IN AUGURAL issue of The RCA Victor Good News publication for 45 rpm records and phonographs, sent to retailers throughout country last week.
CUDDLE UP, HONEYBUNCH!

This young orangutan wants to cuddle up with the pretty little cocker and get to be real pals.

Time buyers like to cuddle up, too—to real bargain radio buys for their clients. In Baltimore, it's easy. They just buy W-I-T-H—the BIG independent with the BIG audience.

W-I-T-H, you know, regularly 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 story today!
BANK ADVERTISING

RADIO can assist banks to use advertising effectively and at least cost than almost any medium, but broadcasters must strive in every community to keep local banking institutions sold on the strength of the medium.

Cooperatively-sponsored network programs or specially transcribed radio dramatizations, prepared by the American Bankers Assn., are generating a new source of interest among banks in radio as a retail advertising medium. Yet a disturbing decline in the use of radio is evident—a fact which should command the attention of all broadcasters.

This word of caution and a host of facts and figures are contained in a February report on banking compiled for the industry by Broadcast Advertising Bureau as part of its selling-retailers series. Over 2,000 banks are now using radio, compared to 146 in 1937, and nearly 100 such institutions undertook co-op network ventures during 1948, BAB points out. Despite the interest in radio, however, banks have been spending the majority of their advertising appropriations in newspapers. BAB reports. On the other hand, readership of bank ads is "notably low," it adds.

**Advises Analysis**

Pointing out that for every 10 accounts a bank must add a new one each year, BAB urges broadcasters to analyze bank prospects; pattern program, time and frequency after bank policy; suggest use of the ABA ad services; encourage co-op advertising among regional associations; exhibit the BAB slide film, "How To Turn People Into Customers," before local groups; recommend exploitation of banks' seasonal business; capitalize on increase in banks' checking services.

The ABA advertising service is available for as little as $150 for 55 programs in towns under 10,000 population, with possibility of participating sponsorship and thus lower cost. BAB points out. ABA service includes Series A (30 dramatizations covering all types of loans) and Series B (26 dramatizations written around theme of money management).

The report, which also covers bank functions, classifications, and other aspects, cites banks' local sponsorship of such programs as Fulton Lewis Jr., America's Town Meeting of the Air, and others. During 1947, for example, 97 banks sponsored 46 co-op programs on 1,069 stations comprising the four networks. Favorite show forms was newscasts.

Report can be obtained from BAB, 270 Park Ave., New York 17, N. Y.

**IDEA MAKER**

**KIRO Airs Student's Show**

An idea that originated in the classroom will be introduced to the public Feb. 24 over KIRO Seattle in a 15-minute program called Mystery Movie Star. The show, which offers a $100 prize to a listener guessing a star's name, was conceived in Prof. Milo Ryan's radio advertising class at the U. of Washington.

When Prof. Ryan assigned term paper—to study needs of Seattle business concern and work out a hypothetical radio advertising campaign—Student HARR Schmidt plunged into the project with high fury. Harry's "probable firm" was the Hamrick Theatres, Seattle chain, for which he worked up an idea and a script—and received a good grade. Prof. Ryan was so impressed with the result that he took the program idea to KIRO.

From there, the program started rolling. Account Executives Tom Chase, of KIRO, presented details to Hamrick, the sale was consummated and the show ached.

Mr. Chase helped Harry polish for broadcast. Chief clincher in weekly quiz involves dialing a telephone and counting clicks. Promotion tie-ups are being used in the station and Hamrick. Sidelight: Harry Schmidt, while writing term papers or studying is a concessions manager for competing theatre chain.

**AFA Meet Planned**

The 10th District convention the Advertising Federation America will be held in Amarillo, Tex., Oct. 22-24, according Monte Rosenwald, president of the Amarillo Ad Club and chairman the convention committee. Mr. Rosenwald, a partner in Southwestern Advertisers, Amarillo agency, announced that convention committeemen had been appointed as that plans for the session were being formulated at a series of organization meetings.

COMPLAINT by Federal Trade Commission that Continental Radio Tel Co., Chicago, engaged in deceptive and misleading practices in the sale of radio tubes has been generally denied by Continental Corp., Chicago. Hearings will be held, FTC added.
Radio in Salt Lake City Gets Results
ZCMI Department Store
has won the coveted
NRDGA GRAND and FIRST PRIZE
for Beamed Radio Programs
Plus—
3 FIRSTS • 2 SECONDS
in 5 Classifications
in the 5 to 15 Million Dollar Volume Group

Again ZCMI and Salt Lake City radio stations win top honors in annual National Retail Dry Goods Association radio program contest held recently in New York City. With three first place and two second place awards for programs beamed to specific audiences in five classifications for stores with $5 million to $15 million volume, ZCMI also won the First Award and Grand Prize for groups of beamed programs. A year ago this same store won two first and one third and received "special commendation for the best overall job of radio programming for a retail store."

Special credit is due the following additional persons who are responsible for these achievements: Harold H. Bennett, vice president and general manager of ZCMI; E. Geoffrey Caruth, sales promotion manager, ZCMI; Frances Peterson, advertising manager, ZCMI; Edward E. Kays, radio and television director of the David W. Evans Advertising Agency, Evans City, producer of "Land of Make Believe," KSL; Tim Kimball, producer, ZCMI Utah Symphony Hour, KSL; Gordon Owen, creator, "Home Maker," KALL.
National Nielsen-Ratings Top Programs
(TOTAL U. S., INC., SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
EXTRA-WEEK
DECEMBER 26-31, 1949
NIELSEN-RATING!

Current Rating
Houses (000) % Points

Previous

Rank
Rank
Program

1
2
3
4
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11
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LUX Radio Theatre (CBS)
Mystery Theatre (CBS)
Mr. Keen (CBS)
Mr. District Attorney (NBC)
Mr. Chameleon (CBS)
Booby Crosby (CBS)
F.B.I. in Peace & War (CBS)
People Are Talking (NBC)
Fat Man (ABC)
Mr. District Attorney (ABC)
This Is Your F.B.I. (ABC)
My Friend Irma (CBS)
Crime Photographer (CBS)
Beulah (CBS)
Dr. Christian (CBS)
My Favorite Husband (CBS)
Suspense (CBS)
You Bet Your Life (CBS)
Lux Radio Theatre (CBS)
Mr. Keen (CBS)
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Beulah (CBS)
Dr. Christian (CBS)
My Favorite Husband (CBS)
Suspense (CBS)
You Bet Your Life (CBS)

Copyright 1950, A. C. Nielsen Co.
NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 29,381,000, the 1949 estimate of Total United States Radio HOMES.
(1) Houses reached during all or any part of the program, except for homes listening on 1 to 5 minutes.

LEGAL CLINIC

N. Y. Radio-TV Sessions Set

Lawyers will receive a thorough grounding from experts in the many legal problems of radio and television in a series of six weekly sessions to be held under the auspices of the Practicing Law Institute in New York beginning Feb. 28.

Program of lectures and panel discussions, to be held each Tuesday at the Roosevelt Hotel, were announced last week by David M. Solinger, New York attorney and course chairman. Speakers will include representatives from the networks, NAB, FCC, ASCAP and other fields.

Business aspects, practices and techniques for lawyers who represent stations, advertisers, advertising and talent agencies and copyright owners will be covered, with emphasis on current problems. Subjects marked for discussion comprise program content, agreements with announcers and entertainers, package agreements, licensing and special problems peculiar to television.

Those scheduled to participate, in addition to Mr. Solinger, include:

- Gustav Margraf, NBC vice president and general attorney; Robert P. Myers, NBC assistant general attorney; Joseph A. McDonald, ABC assistant general attorney and vice president; Howard L. Hausman, CBS vice president; Don Petty, general counsel, NAB; Herman Finkenstel, ASCAP; Edward G. Wilson, J. Walter, Thompson Co.; Harry Plotkin, assistant general counsel, FCC.

PA. BROADCASTERS

Diehm Names Sub-Chairmen

Sub-Chairmen of the membe ship committee of the Pennsyl vanian Assn. of Broadcasters have been announced by Chairman Victor Diehm, paramount general manager of WALZ Hazleton.

The sub-chairmen are:

Dale Robertson, WSCR Scranton Northeast District; Charles Petri, WISR Shamokin, North Central; David Potter, WNAE Warren, North west; Robert R. Nelson, WAR Johnstown, Southwest; E. J. Hirschberger, WEDO McKeesport, Allegheny County Region; Thomas Metzger, WMRF Lewistown, West; South Central; Arthur McCracke, WGPA Bethlehem, Southeast; Bob Chipps, WPIL Philadelphia, Phila dephia County Region.

PRIZE PROGRAMS

Women Show Approve

According to a recently com pleted survey by Guide-Post Research, most Pittsburgh housewives are in favor of "give-away" programs. In the survey it was explained to 1,412 women that legs was being taken to try an inhibit "give-away" programs an asked: "Do you think Stop th Music and similar prize programs should be banned?"

Of the women voicing an opinion 63% were in favor of continuing the shows and 37% were for banning them. One-third of those interviewed had no opinion. Includ ing those who are indifferent to the situation, a very small pro portion of the public is again give-aways, the firm said. Replac ements of prize shows will more likely arise from more interesting and less costly programs than from legal action, according to Guidi Post.

Jules Herbeuvaux Sr.

Jules Herbeuvaux Sr., 77, father of Jules Herbeuvaux, television manager at NBC's Central Division, died Feb. 6 in Chicago after a long illness. Funeral services were conducted Wednesday morning, and were followed Thursday by burial in Utica N. Y. Another son and two daughters survive.
71%... OF ALL AM-FM-TV BROADCASTERS USE ANDREW TRANSMISSION LINES AND FITTINGS

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

LEADERSHIP IN SERVICE TOO!
ONLY ANDREW OFFERS YOU COMPLETE INSTALLATION SERVICE INCLUDING ENGINEERING PROOF OF PERFORMANCE. Work is done by factory engineers, placing complete responsibility upon ANDREW.

TRANSMISSION LINES FOR AM-FM-TV • ANTENNAS • DIRECTIONAL ANTENNA EQUIPMENT • ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT • CONSULTING ENGINEERING SERVICES
**GRAY NAMED**

Army Secy. Heads U. of N. C

SECRETARY of the Army Gordon Gray, broadcaster and newspaper publisher, was chosen president of the U. of North Carolina last week. According to the Secretary, he will remain at the Pentagon post for several months before assuming the university position not late than Sept. 1.

Secretary Gray is president an owner of WSB, Winston - Salem, N. C., WMIT (FM) Charlotte, an president of Piedmont Publishing Co., publisher of the Winston Salem Journal and Twin City Sentinel. As the university's new president, Secretary Gray, who held the Army post since last June, will succeed Sen. Frank P. Graham (D-N. C.), who resigned as university president last March when appointed to fill a U. S. Senate vacancy.

New Duties

In his new post, Secretary Gray will head UNC proper at Chapel Hill, N. C., the North Carolina State College at Raleigh, N. C., and the Woman's College at Greensboro, N. C. His name was the only one submitted to the university board of trustees on Feb. 6, making his election unanimous. He served in the N. C. State Senate 1939, and again in 1945. President Truman appointed him Assistant Secretary of the Army in 1947 and Under Secretary last May. A successor to Mr. Gray's secretary post had not been named at the time of his resignation announcement.

**APPLIANCE TRADE**

Finds Radio Ads Mean Sale

DISTRIBUTORS of home appliances throughout the South are sitting up and taking notice these days of the success of radio advertising.

Responsible for this is Calvin L. Mitchell, president of Southern Appliances Inc., rated the largest distributor of home appliances in North and South Carolina. Mr. Mitchell has placed, through Bottiger & Summers, Charlotte agency his eighth radio contract since last July. Three additional contracts are reported to be under consideration.

Southern Appliances' most recent program is a quarter-hour show for Leonard (refrigerators, range, water heaters and freezers) on WBT Charlotte's Grady Cole Time. This program is directed to the farm home audience. Mr. Mitchell apparently has found in radio advertising results he was looking for when he said: "All I ask of advertising is that it ring the cash register."

---

**WHY "Hooper-up" AT WEMP?**

1. 465 ft. tower delivers intensive coverage Milwaukee Retail Trading Zone.
2. In 15th Year of operation, business at new high level.
3. Year 'Round Hoopers show increasing share of audience.

**SHARE OF AUDIENCE**

<table>
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<tr>
<th>Hooper Report</th>
<th>WEMP</th>
<th>WEMP</th>
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<td>SATURDAY</td>
<td>3</td>
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<td>3</td>
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</table>

* Based on Hooper Station Listening Index.
WEMP Serves the Milwaukee Empire with a Truscon Steel Radio Tower

- Millions of people are concentrated in the rich industrial and agricultural area that comprises the Milwaukee empire. Adequate coverage of this intensive listener audience made a radio tower of the most modern design a paramount requirement.
- WEMP radio personnel enlisted the services of Truscon radio engineers, long skilled in designing radio towers to meet specific conditions all over America.
- Promptly and efficiently, Truscon engineered and erected the 456 feet high over-all, self-supporting tower shown here, with its Western Electric 6-unit cloverleaf FM antenna.

Another TRUSCON TOWER OF STRENGTH 456 FT. HIGH

Truscon offers a world-wide background of experience to call upon in fitting Radio Towers to specific needs. Whether your own plans call for new or enlarged AM, FM, or TV transmission, Truscon will assume all responsibility for tower design and erection... tall or small... guyed or self-supporting... tapered or uniform in cross-section. Your phone call or letter to our home office in Youngstown, Ohio—or to any convenient Truscon District Sales Office—will rate immediate, interested attention... and action. There is no obligation on your part, of course.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation
March of Dimes  
(Continued from page 25)  

quests and pledges on behalf of the March of Dimes to the station. On the air through the night until 3:30 a.m. in Charleston WCHB collected $302, a sum donated by local merchants to the March of Dimes in honor of the late Charlie Hays, a station announcer who died recently.

WACB: Kris Martin, disc jockey on WACB-Chicago-Springfield, Mass., brought in over $3,000 in the 1950 March of Dimes drive as a result of phone pledges in exchange for requests. Third place WACB cancelled all scheduled afternoon shows to air a daily disc show accepting phone pledges. Pledges sent from listeners in six states brought the total over the $5,000 mark, according to WACB officials.

KLYT: A public service program last- ing over five hours helped KLYT in Lebanon, Mo., give the March of Dimes a big boost by giving the local fund over $600. Drive officials appealed to KLYT on the last day of the campaign when the goal still was not in sight. With merchandise dona- tions over 40 merchandise donors Bob Shorrnick and Ken Corbett held a Radio Auction. Listeners phoned in bids and when the program ended, the entire lot of merchandise had been auctioned off.

ST. LOUIS: Stations: In St. Louis, disc jockeys from six stations in the area joined in a special two-hour broadcast "Day of Giving" to benefit the March of Dimes. The stations were WCTU, WCCO, WOCM, WOKE, WOKE, and WQMO. The contest was opened with an appeal for pledges, and the money was forwarded to the March of Dimes.

KREN: In Las Vegas, Nev., highest bidder on St. Willing's nightly recorded Coke Sweepstakes "eats the cake." Listeners were requested to phone in their bids, and Mr. Willing went to the winner's home the following day to bake the cake. All cash pledges made during the broadcasts were turned over to the March of Dimes, with pledge cards being collected.

WTTW: For one night, from 9 p.m. until midnight, the entire staff of WTTW St. Louis, Ill., contrib- uted their time and talent to produce a show for the March of Dimes. Among those on the staff were com- chanters and 15 acts featuring local talent. All sponsors whose time was taken up by the special broadcast were given time to broadcast their own shows, and this money was in turn donated to the March of Dimes. Sponsors were given a courtesy announcement.

KRT: As 1,500 people cheered, $59,697 pennies were dumped onto a Des Moines stage in a "Polio Parade of Pennies," feature of the weekly broadcast of the Hey Bob Safety Show on KRT. Many of the coins were contributed by Hey Bob Club membership, now totaling 12,500 freshmen, while other contributions were made to the KRT show. Bill Rley. The new Notre Dame football captain, Jerry Groom, a surprise guest on the broadcast, showed up with a satchel of coins from his teammates.

WMWW: The annual March of Dimes program in San Diego, Calif., got an opening kickoff from WMWW with an hour and a half of local entertainers and speakers. Mayor Howard E. Houston emceed and introduced both talent and speakers on the program. The annual WMWW auction for the campaign was held throughout the afternoon with listeners asked to phone in their pledges. Seven hundred dollars was taken in.

KYA: Almost $3,000 was poured into San Francisco's depleted March of Dimes account by disc Jockey Del Gore of KYA. Money was contributed by listeners to an all-night Disc for Dimes show. Conceived by Mr. Gae, the session ran from mid- night to 7:30 a.m.

WKDN: In Camden, N. J., Announcer Harry Smith of WKDN promoted the March of Dimes on his Monday-Satur- day disc show, Poola Patch, drawing a daily average of 40 listeners midway through the drive. With a 10-cent minimum set, individual contributions went as high as $8.

KVOR: Drawing on its experience during the war, when KVOR Colorado Springs, Col., sold over $3 million in War Bonds in auctions that ran a half-hour auction of merchant- donated items for the March of Dimes campaign. According to Everett Shupe, station and commercial manager, total raised was $750 which, together with contributions from another program, Number Please, accounted for about 10% of county's quota of $25,000.

KXOK: A white elephant auction sale, with all proceeds to go to the March of Dimes, was promoted on KXOK St. Louis by Charley Stookey and Hal Fredericks on their respective shows, Song and Dance Parade and Town and Country.

WDZ: During the March of Dimes fund campaign in Decatur, Ill., WDZ conducted a contest on the air between two of its staff members. Marty Rob- erts, the station's farm director, and Hugh Gray, staff announcer and disc jockey, competed with each other to determine which one would raise the larger amount of contributions for the Infantile Paralysis Fund. Called "Dol- lars for Disc," the plan called for Mr. Roberts and Mr. Gray to dedicate musical selections and announce the names of donors.

WAR WBRY WWGO: All three Waterbury, Conn., stations cooperated in the drive for funds with a five-hour disc jockey dance jambo- ree at the Waterbury State Armory. An admission charge of three dollars was collected by ticket at a half-hour shift. The eight were Wally King, Al Vestro and Charlie Bengston from WATR, Al Darby and Bob Holcer from WBRY, Bob Crager, Gene Valentine and Jim Logan from WWGO.

WAE: In an opening day drive, WERE Cleveland kicked off the 1950 Guayahoga County March of Dimes campaign with a collection of $10,000. From sign-off to sign-off, the station's talent "auctioned off" rare records, personal appearances, a house and automobile. The drive was conducted by a Hall of Fame newly married group, and March of Dimes headquarters designated WERE as the official kick-off station.

WFMJ-TV: When John Payne, mo- tion picture star, appeared in Greens- boro, N. C., to open the city's 1950 In- fantile Paralysis Fund drive, his busy schedule didn't allow time to appear before WFMJ-TV cameras. So Ted Austin, program director, and Bob Conner, who equipped themselves with a Polaroid camera and flash attachment and caught up to Mr. Payne at the Central Carolina Convalescent Hospital, Greensboro's own cam- era.

SCROLL is awarded to Edwin R. Borroff, who resigned as president of Taylor-Boroff (tayl-Tor Co.), to manage the radio division of his company, given in his honor by Chicago Radio Management Club are (1 to r): Kay Keneddy, media director, Olson Advertising; William McGuiness, commercial manager, WGN; Gil Berry, Chicago sales manager, DuMont; Mr. Borroff; Art Harre, general manager, WJJD; Roy McLaughlin, president of the club who presented the scroll; John Blair, president, John Blair representa- tive firm; Joe McKendry, timebuyer, Needham, Louis & Brobery; E. S. Schoo- man, NBC Central Div. vice president; John H. Norton Jr., ABC Central Div. vice president; Harold Safford, program director, WLS, and Tom Peter- son, Chicago manager, Taylor Co.

WMT: In Cedar Rapids, Iowa, WMT raised $6,300 the last week of the drive and collected the $500 school outlets ran a contest pitting the morn- ing and daytime announcers against the drive. It was proved to be the better team and suc- ceeded in drawing contributions of $1,500 more than their co-staffers.

WEK: Larry Bomer, WEI announc- er, was turned down by E. 0. Lawrence, radio chairman of Boston's March of Dimes campaign, to head the drive for local Dimes stations. The jockeys operated out of the Army booth on Boston Common Recording equipment was set up and the announcers took turns conducting programs similar to their air shows Models circulated through the crowds with containers collecting dollars and dimes for the fund.

WLDY: The lagging poll fund at Ladysmith, Wis., was spurred when WLDY was asked by local March of Dimes chairman to put the county goal of $5,000. Disc Jockey Tom Anderson opened his Platter Parade program with mention of the poll, and stations from radio equipped cars were stationed in various parts of the city, waiting for orders to start the various games for con- tributions. By this and other pro- gramming aids, WLDY succeeded in raising close to $1,000 for the fund.

WHAY: After an all-night March of Dimes frolic at the local high school auditorium, WHAY New Britain, Conn., reported that all tunes collected for the March of Dimes drive, with proceeds amounting to over $1,000. WHAY also contributed to the campaign with solicitation of dona- tions and phone calls, extended by Cart Clements on his Moonlight Matinee show. Many radio, stage and local personalities appeared on both programs.

WLOI: Contest with a first prize of an original one-of-a-kind "Hey Bob" for sale, a $320 ladies wrist watch and daily prizes of a full year of automobile "gas money" each day, the March of Dimes contribution by WLOI La Porte, Ind. WLOI officials report over $8,000 collected for the drive. Listeners were asked to identify the mystery voices (movie stars Chester Morris and Sonny Tufts), and send an accompany- ing contribution with each entry. Mr. Morris spoke at a dinner climax- ing the campaign.

WOTW: In Nashua, N. H., WOTW added its share to the March of Dimes when Sportscaster Ed Leclais and Colosseum Vern Proulx pooled efforts on a "Beat the High School Band" benefit game. Listeners were requested to phone in their pledges to WOTW or to send in their contributions to March of Dimes head quarters. By final whistle time, a substantial amount was raised, station officials report.

KRIC: Starting on the opening date of the March of Dimes drive and con- tinuing through all five March of Dimes, Ed Harre, chairman of the drive, Texas., each night invited a Beaumont celebrity to spin the platters and "go all out" with the station on the air in support of the campaign. Radio personalities W. D. Ryder, KRIC program manager, who reported the program created a lot of interest among listeners.
In Detroit, WWJ is more than a great radio station... more than a source of entertainment for the nearly one million homes in the Detroit area. WWJ, Detroit's FIRST station, has consistently been the leader in community service and enterprise.

Its acceptance by advertisers is indicative of the faith Detroit has in its voice. One of America's leading advertisers has consistently employed WWJ daily with an hour-long program for 16 years.

When you give your product story the benefit of WWJ's community acceptance, it receives added prestige, more attentive ears, less selling resistance... resulting in increased sales in a market that did three billion dollars retail business last year!
March of Dimes (Continued from page 9)
favorable comment and had a large following. 

KSOO: At KSOO Sioux Falls, S. D., Program Director Ray Lofstensen and Newsman Orrin Melton cooperated in getting the 17th National Air Guard Squadron in Sioux Falls for a flight to Hot Springs, S. D., to make a re-
corded program in the polio wards of the Lutheran Hospital. Although hampered by bad weather, airmen and studio representatives accomplished a pilot's feat. The half-hour pro-
gram was presented on KSOO.

WXGI: Disc Jockey Harry Curran of WXGI Richmond, Va., didn't have much of his pay check left—if any—
during the March of Dimes campaign. To help put the drive over the top, Mr. Curran made a bargain with listeners to his Curran's Corner that he'd match in amount any contributions to the campaign they sent in along with their requests. Since he's a man of his word as well as a man of his music, and since he received many contribu-
tions, other WXGI studios have adm-
iringly nicknamed Mr. Curran "Empty Pockets Curran."

KORN and KLUV: When the second annual "battle of two cities" for the March of Dimes between Huron and Mitchell, S. D., was conducted KLUV Huron and KORN Mitchell cancelled all commercial programs after 8:30 that evening. Hooked together with telephone lines as last year, both sta-
tions presented talent from the Mit-
chell Corn Palace and the Huron Col-
lege Auditorium. Listeners were urged to phone in pledges which were col-
lected by members of the Junior
Chamber of Commerce calling at
homes by car.

WKRT: Impetus was given the March of Dimes by WKRT Cortland, N. Y., when one afternoon was turned over to a request show to promote the drive. Aided by a staff of telephone operators, Herb Roster and Fred Elliott did their best to play all the requests, which were sent in accompanied by pledges to the campaign.

KOIL: Omaha's March of Dimes campaign was given a helping hand by KOIL when the Downtown Kiwanis Club and Lions Club held their an-
nual race to see which could collect and lay out the longest line of dimes in a half hour. Four KOIL loud-
 speakers were installed at the scene, one of Omaha's busiest downtown street intersections, as the service clubs started laying dimes collected on the streets. The Kiwanians emerged victorious and the March of Dimes benefited by some $700.

WSNY: In Schenectady, N. Y., the infants paralysis fund was given $1,263.20 after WSNY cleared its commercial schedule for 13 hours and staged its March of Dimes Radio Day. The public was invited to phone in and make pledges of aid along with requests for selections. An-
noncements for prize raffle items were handled by more than 40 civic and business leaders.

WBBS: For one day, WBBS New Bedford, Mass., eliminated all com-
mercials from 7 p.m. to midnight to present an all-telephone request program devoted to accepting pledges for the March of Dimes. A total of 1,188 phone calls were received, of which 1,518 were pledges totaling $1,502.16. In telephone office counted 2,922 incom-
pleted calls, making a grand total of

WGLN: The Glens Falls, N. Y., area one of the hardest hit during the last polio epidemic, asked its listeners in
the current drive on WGLN whe-
...
"In response to your request..."

Collins offers studio equipment that embodies your specifications

The Studio equipment you get from Collins contains more than good components and workmanship. Your wishes and requirements, based on the experiences of Collins engineers that have designed hundreds of installations, are reflected in each unit or complete, specially engineered installation. Consult the Collins speech equipment catalog for every requirement. Everything from wire to custom built apparatus is described in it. Write to Dept. BC-5, Collins Radio Company, Cedar Rapids, Iowa, to obtain your copy.

### 26W FEATURES
- Low noise and distortion.
- Adjustable input and output levels.
- Complete accessibility without removing from cabinet.
- Two meters give visual indication of operating conditions.
- Limiting action (in db) indicated by meter on the front panel.

These units have many more features. Complete information is given in the Collins speech catalog which is yours for the asking.

### 212A FEATURES
- Ten independent input channels (eight low level and two high level).
- High level mixing on all low level channels.
- Remote override for remote following a remote. Also remote cue.
- Studio talkback through interlocked circuits to prevent program interruption.
- Constructed for complete accessibility while in use.

### 212B FEATURES
- Seven independent input channels (six low level and one high level).
- High level mixing on all low level channels.
- Studio talkback through interlocked circuits to prevent program interruption.
- Constructed for complete accessibility while in use.

FOR BROADCAST QUALITY, IT'S...

Collins Radio Company, Cedar Rapids, Iowa

11 West 42nd St.  
NEW YORK 18

2700 West Olive Ave.  
BURBANK

M & W Tower  
DALLAS 1

Dogwood Rd., Fountain City  
KNOXVILLE

Broadcasting • Telecasting  
February 13, 1950 • Page 37
Coast-to-Coast Advertisers enthusiastically acclaim the new Lang-Worth 8-inch transcription.
Editorial

How Big Is Radio?

NOW THAT estimated net time sales of U. S. radio for 1948 have been added up ($429 million for AM broadcasting), small, carping cries may be expected to be heard protesting that radio is: (1) the Eden of profit-mongers, (2) big business and hence monopolistic, (3) both.

Such are the recurring laments of the bureaucrats and do-good economists, and the only noteworthy characteristic of all of them is that they are untrue.

According to this publication's estimates, the total time sales of AM radio-national network, regional network, national and regional non-network, and local—amounted to $429,900,000 in 1949. Now $429,900,000 is a lot of money, viewed in a lump. But no one corporation or group in the business of broadcasting got its hands, even momentarily, on more than a fraction of that sum. And no corporation or group kept as profits more than an infinitesimal fraction of the free value of the airwaves.

It is interesting to compare the sales of the entire AM broadcasting field with the profits of a single corporation in another field. General Motors, for instance.

In 1948, the latest year for which GM has issued its annual report, its consolidated net income of the corporation and its subsidiaries was $440,447,724. That is $11 million more than the total sales of radio.

For 1949 U. S. Steel Corp. has just reported profits of $196.6 million. Over the whole sales of the four national radio networks and regional and miscellaneous networks combined, bigger than national and regional non-network sales, and exceeded only by the $182 million of local sales made by some 2,000 stations.

To our knowledge there has been no recent interest, even by the most avid anti-big business elements of the government, in questioning the legality of either the General Motors or the radio operations, a fact we are pleased to observe.

This being so, the cries against broadcasting bigness ought to be small indeed, too small certainly to be heard above the winds of Capital Hill. The result of the sales of the bureaucrats who are disposed to regard a radio license as a key to the mint.

HAROLD TUCKER WEBSTER, one of the New York Herald Tribune Syndicate's veteran cartoonists, has for years been using as one of his regular topics "The Unseen Audience." Through his incisive pen he has taken some murderous digs at radio and radio listeners. In one of his latest on this subject Mr. Webster, perhaps unwittingly, went a long way toward making amends. His picture showed Mr. Average Man answering a coincidental poll. Mr. A. M. says: "I'm listening to the nagging bacchanal show. My wife is a frequent visitor to the pasty show. My son is in his room listening to a breakfast food show. My daughter is tuned to a hair tonic show. Our cook is listening to a beauty lotion show. Our dog is stone deaf and is sleeping peacefully." Sounds as though there'd been little time left for cartoon-reading by any member of Mr. W.'s typical family.

Free-Time Philanthropy

DETERMINATION of a growing number of broadcasters to quit playing ready profit-plots to causes which unashamedly beg time from radio while willingly paying their way in other advertising media is a natural consequence of a long and sorry history of abuse of the public service responsibility of broadcasting.

Because it operates at the whim of government license, radio, more than any other medium, is susceptible to organized pressure. It is no secret that among organizations with a view to propounding, the belief is widely held that they have but to phone a radio station, mutter darkly of letters to the FCC and forthwith be accorded—free, of course—the 7 to 8 p.m. period of Sunday evening to bespeak their cause.

It does not seem to strike such organizations as inconsistent that, coincident with their demands for free time from radio, they may be buying space from magazines or newspapers at regular rates.

Undeniably however such practice is not only inconsistent but discriminatory. The result of many broadcasters against further charity to the Army, at least during the first half of this year, cannot come as a surprise to any lucid mind. The wonder is that the reaction did not set in long ago.

We do not suggest that the announcement by Grant Adv., the Army's new agency, that radio will be given a considerable share of the budget for the fiscal year beginning July 1 was inspired by the recent protests of broadcasters. We doubt, however, that radio's share was at all endangered by the protests.

The record of broadcasting in providing support for good causes is unmatched by that of any other medium. The industry's reputation in this regard will be improved—not impaired—if broadcasters insist upon their inclusion in campaigns like the Army's as participants, not dupes.

Brake on Progress

IF UNCLE SAM really doesn't want to see television grow too fast—and the chart has been made—the new TV excise tax proposed by Treasury Secretary Snyder [BROADCASTING, Feb. 6] provides an excellent way of slowing that same industry.

It's strange, or is it,—that this government spokesman should send the House Ways and Means Committee an eloquent argument about the way excise taxes are hurting business and the need for lower rates. Then in the same message that so forcefully explains why cuts are necessary, Secretary Snyder calls for a new 10% tax on television sets.

If excise taxes are crippling important segments of the American economy, why then are they suddenly suggested for the industry that highest government officials predicted would lead post-war socio-economic development?

Unfortunately it's the smaller companies and the small-income people who would be most seriously affected by this proposed TV set tax. Manufacturers cause a breach in the price wall of the average family by production ingenuity and intense competition. Now they would be facing a high—10%—tax that promises to slow down this employment-producing phenomenon that is America's progress.

All this comes at a time when FCC's drawn-out freeze prevents normal development of an industry whose growth will assure an even greater volume of corporate tax receipts.

Sounds as though tax-wise Uncle Sam is in competition.

Our Respects To—

GEORGE FRANCIS ISAAC

LOOK FOR the man who fashioned WCFL Chicago into a major contender for the midwest advertising dollar and you inevitably will wind up with George Francis Isaac.

During the past year and a half under his tenure as commercial manager, WCFL, now with 50 kw, has rapidly extended its influence over and beyond the four-state area covered by its signal.

Day and night, wherever he may be, Mr. Isaac argues quietly that WCFL is "the midwest's best radio buy." And with rates less than one-third those of Chicago's four other fulltime 50 kw stations, WCFL makes sense to dozens of Chicago and New York buyers.

If its revenues of the past year continue to mount, the nation's first and only AM labor station may well join the nation's top stations in programs and facilities. Every penny poured into its coffers since it was founded in 1936 has been ploughed back into operations. This policy is now paying off in a dominant schedule of sportscasts, sparkling local programs, network shows, and a tight workmanlike operation. This is good sales ammunition for Mr. Isaac, who invites clients to come get on the bandwagon while costs are low.

Equipment-wise, the station already boasts one of the finest transmitters known to radio engineering, and its studies and executive offices, high in the American Furniture Mart on Chicago's Lake Shore Drive are ultra-modern.

When William A. Lee became head of the Chicago Federation of Labor in 1946, a new and colorful figure entered radio, Long famous in labor and civic circles as president of Chicago's blue ribbon Bakery Drivers' Union and trustee of the International Brotherhood of Teamsters, he soon asserted his astute business leadership at WCFL.

He looked for a new sales manager and found Mr. Isaac, a 20-year veteran in radio, within his own organization. Mr. Isaac's experience as commercial manager of WGN Chicago and with advertising agencies, as well as his success at WCFL, made his selection a natural.

George Isaac has been a salesman since his boyhood days in Mankato, Minn., where he was born Nov. 12, 1902. He worked both as a newspaper delivery boy and behind the counter of a grocery store. At Mankato High School, where he played a fast game of basketball in addition to his part-time employment, he won a scholarship to Northwestern U.

This free tuition helped, but hardly paid expenses at college, so Mr. Isaac became interested in the business end of Northwestern's 

(Continued on page 48)

BROADCASTING • Telecasting
Business is always better in Washington, D.C.

Building construction in Washington, D.C., increased last year more than in any other major market: residential up 85%, non-residential up a booming 275%.

And Pulse reports that WTOP’s share of audience is always building: now 36% larger than any other station.
KYW SHIFT

Rawlins Named Manager; Begley, McCall Resign

STAFF realignment of Westinghouse Radio Stations Inc.'s KYW-AM-FM Philadelphia was announced last week by Walter E. Benoit, vice president. L. R. Rawlins, formerly manager of industrial relations of the firm, has been appointed KYW manager to succeed Robert E. White, who has been transferred to Westinghouse's KDKA Pittsburgh.

At the same time, two resignations of KYW executives were announced by Mr. Benoit. They are Program Manager James P. Begley and Sales Manager Harvey McCall Jr.

Mr. Begley has been succeeded by Franklin Tooke, formerly program manager at KDKA since 1942. Robert D. Teter, of the KYW sales staff since 1927, has replaced Mr. McCall as sales manager.

Mr. Rawlins joined the Westinghouse parent company in the industrial relations department of the Louisville Ordnance Plant in 1942. He served in various industrial relations capacities until his transfer to the radio stations subsidiary in 1946 with the title of manager of industrial relations. Prior to 1942, Mr. Rawlins was active in accounting and merchandising. He is a native of Jackson, Ohio.

While attending DePaul U. from which he graduated in 1934, Mr. Tooke won a $1,000 President's Fellowship entitling him to a year's study at the American Academy of Dramatic Arts. He joined Westinghouse at WOWO Fort Wayne in 1935 and was transferred to KDKA in 1941.

Mr. Teter, native of Boston, was active in the advertising field with N. W. Ayer & Son, Philadelphia; H. M. Dittman Advertising Agency, and A. E. Aldridge Assoc. before joining KYW in 1947.

Respects

(Continued from page 40)

campus publications. During his junior and senior years he was well known among undergraduates as business manager of The Purple Parrot, one of the Big Ten's better humor magazines. He remained at school during the summer sessions as publisher of the Daily Northwestern campus newspaper.

Finishing school in the spring of 1942, he joined the advertising department of the Chicago Tribune, and after five years in various divisions was selected to head up WGN's commercial department. In those fast-moving days as WGN sales manager, Mr. Isaac signed the original contracts between Mutual and its first stations, and he was a member of the first MBS board of directors.

In 1935, he joined the former Lord & Thomas advertising agency as radio director. Some of the most successful Chicagooriginations of the '30s were conceived, promoted and sold by Mr. Isaac. A brief excursion into the station representative business preceded his employment with WCFL.

Owner of WCNT Centralia, Ill., Mr. Isaac gets a broad view of radio, but finds it unnecessary to visit this southern Illinois property often because his resident manager, Jack Flanigan, "is doing a swell job."

Married In 1928

Mr. Isaac and Iris Detweiler of Chicago were married Sept. 4, 1928. His bride was an accomplished soprano, having studied abroad for several years as a young woman. There are two children—Jacqueline, 16, a student at New Trier high school in Winnetka, Ill., and Gerry, 13, who attends grade school in nearby Glencoe, on Chicago's North Shore, where the family resides.

A Saturday golfer, Mr. Isaac belongs to the Skokie Country Club. He also holds memberships in Phi Gamma Delta, his college fraternity, and Sigma Delta Chi, professional journalistic fraternity to which he was elected while at Northwestern. He belongs to the Northbrook Sports Club and is active in the Chicago Radio Management Club.

Dunkirk Argument

OPPOSITION of WBMY Buffalo, N. Y., to FCC's new station grant to WFCB Dunkirk, N. Y., despite WBMY's claims of objectionable interference was argued Feb. 3 in the U. S. Court of Appeals for the District of Columbia [BROADCASTING, June 27, 1949]. WBMY, nonsigned 500 w on 1400 kc, objected to Commission's grant of 500 w on 1410 kc to WFCB. Before the court, WFCB and FCC argued that WBMY's claim of interference was without sufficient engineering support, while WBMY contends its measurements were made by Commission standards.

ROAD SHOW . . .

DULUTH, MINN.—"They keep telling me, 'Let's keep the show on the road.' That's all I hear," snoots Otto Mattick as he hits the trail on his private traincar. "So I cruise the Duluth-Superior area continuously, keeping KDAL and CBS personalities and programs before the public." He does, too. KDAL's never-ending promotion of its features has kept KDAL at the top of the Hoopers for a long time. Of course, audience dominance like this means successful selling for KDAL advertisers. Are you one now?

Current availabilities may be had from Avery-Knodel. Now is a good time to get on KDAL.

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Radio broadcast engineers will appreciate the new EKOTAPE Broadcast Model 107

The NEW EKOTAPE Broadcast Model has been designed especially to meet the many requirements expressed by broadcast station engineers as their ideas of an ideal tape recorder. Every facility at the command of Webster Electric Company has been used to make this the most outstanding achievement in tape recorders at a price that places it within reach of all broadcast stations, large or small. Check the features listed here, then have your nearest dealer demonstrate the tone perfection, simplicity of operation and its absolute dependability.

EKOTAPE is distributed by Gray-bar and independent distributors in all major cities.

WEBSTER ELECTRIC

"Where Quality is a Responsibility and Fair Dealing an Obligation"

A Few of the Many
SPECIFICATIONS and DETAILS

Compact and portable; units may be removed for installation in standard R. M. A. rack. It can be purchased less carrying case.

Powerful oversize two speed synchronous motor; heavy flywheel and special drive give constant tape speed.

Tape speed 15' per second for full half hour or 7½' per second speed for full hour program.

"A" "B" Selector switch for tape or program.

Switch connects VU Meter for measuring either recording or output level.

Safety button prevents accidental erasing of a recording.

Operator is able to start recording on cue without time lag.

Triple heads, erase, record and playback assure neutral tape and distortion-free playback.

Overall frequency response is ±2db 60 to 12,000 cycles at 15' per second tape speed.
±2db 60 to 7,000 cycles at 7½' per second tape speed.

Write Today For Complete Specification Sheet
**Promotion**

**Exclusive**

To Only One Station
Per City

---

**Evening newscast on KOMO Seattle should carry news accentuated on the bright side of local and world events, its sponsor, Fisher Flouring Mills, decided. Accordingly, when the show is telecast, only good news is included in roundups, aired at 11 p.m., nightly. "Bedtime Club" members, group founded of listeners who were pleased by cheerful news plan, are issued certificates of membership. Green and white certificate carries pictures of owls playing horns, violins, etc., as puns on their names, great horned owl, screech owl, etc. Wise owl is shown reading book marked "KOMO."

**Bird and Beard**

COLORFUL promotion piece sent to trade by KMOX St. Louis features pictures of bird from cuckoo clock and modern "Rip Van Winkle." On cover, salesman is pictured sleeping under tree with long beard curled around him. Cuckoo bird prepares to wake him with microphones marked KMOX. In rapid succession, bird tells salesman to "kick KMOX's leadership 15 years ago."

Top of pages in booklet picture salesman sleeping with his beard growing longer as text recalls statistics concerning station's prominence. At end of book, salesman receives shave and prepares to sell KMOX to his customers.

**Finding Sponsors**

COVER of promotion piece prepared by WBBM Chicago shows drawings of radios of all sizes and descriptions. WBBM microphone and caption, "Look for these sponsors..." complete cover. Inside announces that "more advertisers" use WBBM than any other radio station in Chicago. After turning pages in red cellophane, same drawing as on cover is seen, with listeners filled in.

**Lapel Pins**

MINIATURE golden town, suitable for use as a woman's lapel pin, was sent to trade editors by Kenyon & Eckhardt, New York, last week to promote their Model E radio. Dime version of "CBS-TV, Fri. 9-10 p.m."

**Hand for INP**

BLUE folder with pictures of hands appraising on cover is promotion piece sent to trade by International News Photos, New York. Letters from Norma Jean, and pictures of "Time's Clues" on WABD (TV) New York, and Jack Knell, director of news broadcasts for WBT and WBTI (TV) Charlotte, N. C., commending service given by INP are reproduced. Back of bulletin shows globe and routes. "INP...a global picture service for timely, versatile TV news programing."

**Monday Promotion**

IN Monday edition of Buffalo (N.Y.) Evening News for past few weeks, add seven columns wide and page length have appeared television. Lineup of shows to be seen on WEN-B TV that city, and sporting and news events available to owners of sets have been pictured. Object of ad is to stimulate reader interest in owning TV sets.

Ads are run by paper, owner of WEN-B TV. One angle stressed in ad is fact that current sets are not soon to be outmoded.

**Report on Coverage**

TWENTY-three page report on coverage by WCOP Boston of General Motors Auto Show in New York has been mailed to trade by station. Report includes summary of shows and announcements carried. "Report is mimeographed on station's stationery and attached with brass to blue folder."

**WOW-TV Cooperation**

AS PART of "Television Month" in Omaha, WOW-TV that city, is carrying series of announcements urging immediate purchase of TV sets. Paid newspaper ad, run by station, two columns wide and full length of page, listed network and local shows available over its facilities under heading: "The biggest bargain in town is a 1950 television set."

**BAB Release**

"TEASER" announcement of booklet entitled "Radio's Feminine Touch" sent to trade by BAB. Pink folder features illustrations used in booklet which has been prepared by BAB for the benefit of station members. "Radio's Feminine Touch" is 32-page booklet designed for distribution to retail merchants and home buyers in an effort to increase the radio's appeal to women buyers. It is prepared in such a way that facts concerning particular women's shows on specific stations can be inserted. Case histories illustrating radio's success with women buyers are included.

Prints are priced at $7.50. Postcard to be used in ordering is attached to folder. Also included is small booklet explaining the function and introducing key personnel of BAB.

**Letter Opener Announces**

CARD to which letter opener bearing call letters of WBBM Columbus, Ga., has been attached, announces new address of station. Opener is made of plastic, and card bears drawing of stylized WBBM. Card invert, "WBBM now is 1360 13th Ave., Columbus."

Blurb for MacPherson

REPRINT of article concerning Stewart MacPherson, quiz master on WCCO Minneapolis, sent to trade by station. Article gives history of Mr. MacPherson and sums up some of the techniques used by him which proved popular in England. Article appeared in Jan. 19 edition of Minneapolis Morning Tribune.

**Eight Times Around**

FOR eighth consecutive year, KFAB Omaha, Neb., is sponsoring 4-H Club "Timely Topic Public Speaking Contest Series of state-wide elimination contests choose two final winners, one boy and one girl, each of whom is awarded $250 scholarship to U. of Nebraska."

**Television Seminar**

TELEVISION seminar was conducted by WLWD (TV) Dayton as part of three-day Public Information Specials' Conference at Wright Paterson Air Force Base. Seminar consisted of addresses by station officials outlining departmental coordination and forum, followed by inspection of WLWD facilities, including mobile unit. Representatives of Army, Navy, Marine, Civil Air Patrol and aircraft industry took part in telecast which concluded seminar.

**Sizing Up Network**

QUARTET of brochures stressing station coverage and growth of network have been distributed by ABC-TV, with "Artists Seem Higher. Lower. . ." being followed by "Higher."" Higher," points up WJZ-TV New York, transmitter and antenna move to top of Empire State Bldg. Second, "Lower," cites lower produc tion costs for ABC-TV advertiser: "because ABC's New York Television Center has every production facility right in the same building where the programs go on the air." Third brochure refers to ABC Pacific Coast TV headquarters "bigger than any other television plant in the world." Last headed "Better," emphasizes wide coverage through its five O & O TV stations in top markets—New York, Chicago, Los Angeles, Detroit and San Francisco.

**Short Stop**

LATEST promotion in Mutual's "Mi Plus" series is blue folder, reprinted from trade press. Folder, bearing picture of Mr. Plus dressed as police man holding sign reading "are you really ready?" has been sent to trade. Folder proclaims that 29.2 second stop on Mutual will "make dealers happy."

**Personnel**

RANDY SMITH, advertising and promotion manager of KOA Denver for past eight years, resigns effective March 1 to join KNBC San Francisco in same capacity. In new position he will succeed ETHEL GILCHRIST who is leaving to set up residence in Los Angeles. Prior to joining KOA Mr. Smith was with Western Adv. Leon Livingston Adv. and Buchanan & Co. He is succeeded at KOA by LEROY M. "BILLY," former assistant news editor.

**Pat Tetzlauff**, new to radio, joins WJW Cleveland as promotion and publicity director. He formerly was with insurance trade press on Pacific Coast.

**HAL L. NEAL**, with WXZ Detroit since 1943, appointed advertising, sales promotion and production manager of WXZ-AM-FM-TV, succeeding DEAN LINZER, resigned to become advertising and sales promotion manager of ABC Central Div., Chicago, effective Feb. 15.

**Art Gray**, promotion manager of WTVJ (TV) Miami, Fla., is the father of a girl, Meridith Ann, born Feb. 1. His wife, MRS. BEA GRAY, is former copy chief at WTVJ.
BETTER SCHOOLS
Pull 600 Million Impressions

MORE than 600 million listener impressions were scored in 409 net-
work messages on behalf of The Advertising Council's Better
Schools campaign from August 1949 to January 1950, William R.
Baker Jr., executive vice president, Benton & Bowles Inc., told the Ad-
tising Club of Boston last month.

That radio support, he said, is equivalent to 40 times the circula-
tion of the Bob Hope Show of Dec.
20, 1949, or a coverage equal to 100
chapters of a national daytime serial
like Portia F acne Life. In addition, Mr. Baker said, the total
listener impressions would be
swelled by numerous local mes-
cages carried by individual sta-
tions. He said that business men
had contributed more than $2 mil-
in space and time to the 1947-
48 campaign. He expected the
current drive to exceed that record.

Canadian Set Sales
ALL PREVIOUS records for sale of
radio receivers in Canada were
broken during December when 108-
84 receivers were sold, according to
a report of the Radio Manu-
facturers Assn. of Canada. Pre-
vious record was set in November
1947. A total of 729,970 sets were
sold in Canada in 1949 with a re-
tail value of $84,470,021.

ADVERTISING Week annual observ-
ance will be held May 1-6.

THE SAURUS
"The Tex Beneke Show"

The new Thesaurus brings you bigger and better programming packages with
top sponsor-appearance...top name artists! You get comprehensive programming,
promotion, publicity...a steady flow of current tunes and material...net-
work-quality production. Wire or write today for full details!
L EE HON, assistant program director in charge of operations at WBBM-CBS Chicago, begins work today (Monday) at the New York network staff under direction of FRANK B. FALKNOR, vice president in charge of program operations and former manager of WBBM. Mr. Hon worked at the Chicago station 18 years except for his period of war service.

ED PENNEY, formerly staff announcer with WEIM Fitchburg, Mass., appointed program director and chief announcer of WFGM same city.

DAVENPORT SMITH, formerly with WSTC Stamford, Conn., and later staff announcer, newscaster and director of special events for WBRC Birmingham, Ala., appointed program director and production manager of WBRC.

CHARLES HERBERT, for past year freelance radio director, and before that radio director with N. W. Ayer & Son Inc. for five years, joins ABC Hollywood director staff. He replaces CLAIRE WEIDENAAR, resigned, to join KULA Honolulu as program director. Mr. Weidenaar had been with ABC for past four years.

EDMONT O'BRIEN, film star, signed as lead in weekly 30-minute CBS package Yours Truly, Johnny Dollar which resumed Feb. 3, Friday, 10:10-11:30 p.m. (EST), with West Coast transmitted repeat, 8:30-9 p.m. (PST).

JIM O'CONNELL, formerly with WTAW College Station, Tex., joins KORA Bryan, Tex., as staff announcer.

JERRY LESTER, comedian, named m.c. of Saturday 9-10 p.m. Cavalcade of Stars, on DuMont Television Network.

FRED P. HASELTINE, formerly disc jockey with WODC Durham, N. C., joins announcing staff of WENL Richmond, Va.

JAY SNYDER, formerly with WLCX Louisville, Ky., joins WCYC Cincinnati, to work staff announcer.

KATHERINE CARY IGLHEART, formerly operations assistant with WAAM (TV) Baltimore, appointed traffic manager of station.

BOB CROSBY, formerly with KSET El Paso, Tex., joins announcing staff of WTOL Toledo, Ohio.

CHARLOTTE GARNER, formerly with KGBS Harlingen, Tex., and WSZI Huntington, W. Va., joins WCKY Cincinnati. She will be heard on Monopole Monroe show and assist in continuity department.

JOE TRAVIS, former disc jockey for WALI Middletown, N. Y., joins announcing staff of WGBB Freeport, N. Y.

HARRY LUKINS, formerly with WAVE Louisville for seven years, and later with WIBC Indianapolis, rejoins WAVI-TV as announcer and news-caster.

JACKLYN SROUFFE appointed music librarian at KIRO Seattle, effective Feb. 24. She succeeds JOYCE WEILY, resigned.

KENNETH ARMSTONG, formerly of WBZ Boston, Mich., joins announcing staff of WTM Cleveland, replacing ROBERT SHELLEY, resigned, to join WMRE Greenville, S. C., as disc jockey.

MRS. CONNIE STOCKPOLE, director of New England Cupboard show heard on several Yankee Network stations, joins Granite State Network as director of The Connie Stockpole Show.

Network consists of WOTW Nashua, WBRR Manchester, WTSV Claremont and WWNH Rochester, all New Hampshire.

DON SMITH, formerly with WBNM Columbus, Ohio, joins WBKB Youngstown, Ohio, as announcer.

CARL LAWTON, formerly with Northeast Airlines in public relations and sales roles, appointed film librarian for WHZ-TV Boston.

ELLEN HARRIS, women's commentator of CCB Vancouver, is in Great Britain and Europe gathering material for her broadcasts.

BOB CROSBY returns as m.c. of CBS Club 18 March 27 replacing DICK HAYMES. Show is sponsored by Campbell Soup.

AWARD as “Traffic Safety Man of the Year” is presented to Roger W. Clipp (2d r), general manager of WFLAM-FM-TV Philadelphia, the Inquirer stations, by the Philadelphia Highway Traffic Board. Presentation was made Feb. 7. Also holding an award for his contributions is Inquirer Reporter Owen F. McDonnell (l). Congratulations are offered the recipients by Bennett E. Tousey (2d l), board’s education and publicity committee chairman, and J. C. Furnas (r), author of “And Sudden Death” and other magazine articles on safety. Mr. Clipp received honors for his part in organizing and promoting the “Silly Willis” two-month safety drive in that city.

RELIGIOUS RADIO

RRA Questions FCC Stand

RELIGIOUS Radio Assn. has told FCC that “we see no justification for raising the question of the First Amendment with respect to the licensing of religious radio stations . . . or to the reservation of bands of frequencies for such stations.”

RRA referred to (1) FCC’s call for a hearing on the constitutionality of allocating FM frequencies for religious stations, as requested by the Southern Baptist and Texas Baptist conventions, and (2) an FCC examiner’s recommended denial of an application of the Reorganized Church of Christ of Latter Day Saints, Independence, Mo., pending decision on the Baptist petition [BROADCASTING, Nov. 24, 1949; Jan. 2].

Calling attention to the Supreme Court’s McCollum decision, which held the federal government may not aid any religion or all religions, RRA President Edward J. Heffron contended that “If the Commission uses the McCollum decision against religious radio stations, logic would require it to apply the same rule against all religious programs on commercial stations.”

Mr. Heffron said at least 21 stations would be affected if FCC should decide against licensing religious radio outlets, and that in his opinion all religious programs would be ultimately affected.

REGULAR Saturday morning show, Breakfast in Dayton, over WING Dayton, serves breakfast to its audience for charge of 50¢. Tickets to show are sold out now for every Saturday through July 15, station reports.

HOOVER REPORT

Wash. State Stations Lauded

EFFORTS of Washington State stations to promote public understanding of the Hoover Report have been characterized as an “outstanding job in the public interest” by Dr. Raymond B. Allen, chairman of the Washington Commission on Federal Reorganization.

Dr. Allen, who served on the Eberstadt “task force” committee of the Hoover Commission and who last summer directed the medical services of the newly unified Defense Dept., reported that 24 stations in Washington State gave more than 18 hours of free time to the educational effort of his committee in the past three months.

Most widely used, Dr. Allen said, have been three transmitted programs, one recorded at KIRO Seattle, another at KJR Seattle and the Grapevine Forum, which was used on its regular schedule of six stations throughout the state. Other cooperating stations cited by Dr. Allen include:


WBIZ To Join ABC

WBIZ Eau Claire, Wis., will join ABC, effective March 1. The station will be the 288th affiliate of the network. WBIZ operates with 250 w on 1400 kc, and is owned by WBIZ Inc. It also is an affiliate of MBS.
SELLING NEWS
WIKY Tells Audience Why

LISTENERS to WI KY-AM-FM, Evansville, Ind., 9 a.m. newscasts were introduced to daily explanations of the whys and wherefores of radio news during a recent two-week spotless interlude, the station reports.

Purpose of the one-minute "lessons"—the time slot on sponsor-haltus for the five-minute newscast—was to explain "why WIKY newscasts are different," why they are listened to, the job of radio news and how news is gathered for a broadcast, John Munger, news director, explains.

Taking the listener behind the scenes, the promotion-education series pointed out family listening, good taste, human interest, conversation style of writing, editing, qualified news personnel, news sources, sports covers, wire services use and fact-reporting. Mr. Munger says, "That's how we put five-minute newscast to work for us; how we think we sell news with news."

RADIO NEWS COURSE
U. of Minn. Sets Feb. 17-18

CLIFTON UTLEY, national news commentator for WMAG- NBC Chicago, will be the featured speaker when the U. of Minnesota School of Journalism holds its fourth annual radio news short course at Minneapolis, Feb. 17 and 18. He will talk at a dinner in the Radisson Hotel, Feb. 17. The Minnesota Associated Press Broadcasters are meeting in conjunction with the course.

Among other scheduled speakers for the course are:

Wallace E. Stone, manager of KILO Grand Forks, N. D.; John P. Meashe, general manager of KYSM Mankato; Art Steiner, general manager of WMT Cedar Rapids; Iowa; Owen Howe, promotion manager of WCCO Minneapolis; W. Earl Hall, managing editor of Mason City, Iowa; Globe Gazette, and university professors D. C. Casey, Mitchell V. Charnley and Charles E. Swanson.

Radio News Play

RADIO news emphasis now is on the national and local scene, taking the play from international affairs as compared to 1945, according to a survey announced Feb. 3 by ABC editors of Eyeo Reporter or broadcasts over WJZ, New York. Comparison of six days in January 1945 with same period this year revealed international play decreased from 69 to 2%; local jumped 19.6% to 40.5%; while national rose 17.9% to 46.7%. Eyeo Reporter, broadcast Mon.-Sat., 1:55 a.m., 12:30 p.m., and 5:45, 8, 11 p.m., is sponsored by Standard Oil of New Jersey, through Marschall & Pratt, New York.

Robert Moore

ROBERT E. L. MOORE, vice president of Transradio Press Service since 1945, has been elected president of the corporation, Herbert Moore, founder of the company and board chairman, announced last week. He succeeds Dixon Stewart, Transradio's president since 1945, who has been given the assignment in the field of visual news dissemination.

Re-election of Rex R. Goad as vice president in charge of news operations also was announced. Mr. Goad is Washington bureau manager and has been with Transradio for 16 years.

Robert Moore, 40, joined Transradio immediately following its organization in 1934. He established the company's Washington bureau and served as bureau chief until 1937 when he made a country-wide tour to establish new bureaus and extend Transradio's facilities. He later served as assistant to the president, Southern division manager and covered the invasion of Europe. He is a charter member of the National Ass'n. of Radio News Directors.

SALES STUDIES
Ohio Group Names Plan Unit

SALES research and training plans will be studied by an educational committee appointed by Carl Gregor, president of the Ohio Ass'n. of Broadcasters, to work out plans that will benefit both Ohio State U. and Buckeye stations.

The committee, which will coordinate its efforts with those of Dr. Kenneth Cameron, Ohio State U., is composed of the following: Hugh Higgins, WMOS Mansfield; chairman; Al Heiser, WLEC Mansfield; Robert Mason, WMRR Marion; Bill Orr, WBNS Columbus; Robert Runnstrom, WCOL Columbus; William Sprague, WHK Cleveland, and Harvey Young, WHIO Dayton.

Platters to Politics

MYRON J. BENNETT, former disc jockey, has entered the gubernatorial race in Iowa on the Democratic ticket. Primaries will be held in June. Mr. Bennett used radio two years ago to help win the election to the safety commissioner post in Des Moines which he now holds. In that capacity, he is head of both police and fire departments. Stations at which Mr. Bennett formerly worked include WCKY Cincinnati, KRNT Des Moines, KWK St. Louis and KSO Des Moines.

Joe Cumiskey

JOE CUMISKEY, former Mutual sportscaster, joins WATF Dayton, Ohio, as director of news, sports and special events. He formerly was It's important to feature Mutual's Inside Sports, was once sportswriter of newscast of Newport News and was heard on Mutual's Inside Sports.

JACK JUREY named news editor of WKBN Youngstown, Ohio.

JIM GRANER appointed to succeed JIMMY DUDLEY as sportscaster for WJW Cleveland. Mr. Dudley resigns, effective Feb. 15, to freelance.

WALTER CARLE resigns as director of news and public service from KTTV (TV) Los Angeles to freelance in radio and television.

SEYMOUR FOX joins news and special events staff as writer at NBC Chicago. He worked previously for WMOR (FM) Chicago and at Transradio Press.

CAMERON CORNELL, news editor of KERN Bakersfield, Calif., joins CBS Hollywood news bureau as writer.

JULIAN BENTLEY, news editor at WBKB Chicago, named board member of Headliners Club of Chicago chapter of I.F.J.D., Delta Chi, national journalistic fraternity.

ROBERT F. HURLEIGH, news director of WGN Chicago, is the father of a boy, Steven Lankford.

Transit Radio

22% Sponsor Gain Reported

A GAIN of 22% in number of sponsors using Transit Radio was reported in the final two months of 1949, according to a listing of station reports released last week by Transit Radio Inc., Cincinnati.

During December a total of 459 sponsors used Transit Radio on the 14 stations releasing reports, as compared to the previous report for October of 376 sponsors on 13 stations, the music-as-you-ride firm revealed. Largest gains were recorded among appliance and furniture dealers, clothing and department stores, florists and jewelers, with no classification showing a decrease; Transit Radio reported.

WDBC New Facilities

WDBC Escanaba, Mich., owned and operated by the Delta Broadcasting Co., has inaugurated new facilities operating on 880 kc, 1 kw. Affiliated with the Escanaba Daily Press, WDBC formerly operated on 1490 kc, 250 w. John P. Norton, publisher of the newspaper and president of the broadcasting company, said formal dedication of the new facilities is planned for late in February or early March.
Richard Drukker Named

Richard Drukker last week was elected president of the North Jersey Broadcasting Co., operator of WPAT-AM-FM Paterson, N. J., Mr. Drukker succeeds his brother, Dow H. Drukker Jr., publisher of the Herald News, Parsippany, N. J., who will continue as a director of the broadcasting company.

KTFI for Chevrolet

KTFI Twin Falls, Idaho, has put some starch and vinegar in a selling campaign for Chevrolet which it believes proves the 1 kw NBC outlet can do as good a job as any metropolitan station.

As described by Manager Florence M. Gardner, KTFI aimed its sights on a threefold program schedule and hit the target on his bullseye. The station's task was to put over a big promotion drive for six local Chevrolet dealers. Crucifix of the campaign was to make as many people as possible aware of the GM automobile and familiar with the Chevrolet dealers in the area.

Toward this end the dealers pooled resources, enough to purchase three half-hour periods of Class A time that included: A dramatic mystery show, Box 18, Mayfair Transcription Co., package, Sunday, 7:30 p.m.; a pop-concert music program, Casablanca of Music, Lang-Worth produced, Monday, 8:30 p.m., and a western song-fest "hit parade" type program, The Magic Valley Play-ride, station-produced, Saturday, 6:30 p.m.

The triple-day schedule was chosen, and the times staggered, in order to reach a greater cross-section of listeners during their "at-home" hours. The shows also were in the peak of a time, thereby fitting into a pattern of top rated programs.

While the absolute effect of such a campaign is difficult to measure, direct evidence was obtained that many potential Chevrolet buyers visited their dealers to ask questions about the car after having listened to one of the program's series. That was success enough for Chevrolet, KTFI reports.

The catch-all, the station pointed out, was the attempt to reach a highly varied listening audience during the equally as varied "at home" nights and time periods. However, each of the programs was fitted into a night when the network had similar type programs scheduled.

Along with this radio promotion, mats supplied by the packagers were inserted on the radio log page of the daily newspapers and various other displays used throughout the area. Allowance for flexibility permitted the dealers' names to be mentioned on each program in a rotating schedule, with two different dealers usually named on a single program.
FRANK GOLDSTEIN named chief engineer at WMOR (FM) Chicago, succeeding DAVID B. IVAN, resigned to work with James 2. Everett Engineers, Evanston, Ill. Mr. Goldstein's new assistant is WALTER CHILDS JR.

L. McKENNA, formerly manager of Industrial Products Section of Engineering Products Dept. of RCA Victor, Camden, N.J., appointed assistant to W. W. Watts, vice president in charge of RCA Engineering Products Dept.

SPREARS MALLIS, recent graduate of Chicago Television Institute, joins WTVJ (TV) Miami, Fla., as engineering assistant under direction of JACK SHAY, technical director. HERBIE FIELD, student at Radio & TV School of U. of Miami, joins WTVJ as cameraman and sound technician.

PAUL KELLY, formerly chief engineer of WWIN Wabash, Ind., joins WCM (FM) Columbus, Ind., technical staff.

HARRY MAULE, member of NBC Chicago engineering staff 15 years, promoted to supervisor of TV field engineering operations. He replaces COURTNEY SNELL, transferred to NBC New York.

IVAN IZENBERG, WNJR Newark staff engineer, and EDITH LEVIN, of Gordon & Rudwick Adv., New York, have announced their marriage.

RCA Engineering Products Dept., Camden, N.J., announces production of power control unit for mobile TV pickup equipment, providing power consumption readings and permitting regulation of input and output voltages from central point in unit.

HOOVER-FREDERICK

New Production Firm Formed

A NEW corporation, West Hoover-Frederick Productions Corp., New York, has succeeded the former West Hooker Telefeatures Inc. W. E. Hooker, head of the former concern, is president of the new firm located at 2 W. 46th St. Frederick Klein is vice president and treasurer. The new company will produce not only radio and television shows but also theatrical and motion picture enterprises.

LATEST news and developments in field of magnetic tape recording are featured in Magnecord INK, new monthly publication of Magnecord Inc., Chicago tape recorder manufacturer.

Radio Rescue Call

IT didn't take long for KLFY Lafayette, La., on the air only a month, to discover radio's emergency usefulness. An automobile accident outside of the station's downtown hotel studios last month seriously injured a woman and her eight-year-old daughter. Bill Patton, newscaster, described the scene from an open sixth floor window, thus being first with the news. When he aired an appeal for an ambulance, one, was rushed to the scene within one minute, KLFY reports. Sixty seconds later still another ambulance appeared. KLFY operates on 1390 kc with 500 w.

A SOLID FRONT FOR KRNT IN DES MOINES' NEWSCAST HOOPERADE

KRNT NEWS SHOWS OUTHOOPER ALL NEWSCASTS OPPOSE THEM ON ALL OTHER STATIONS'
Open Mike

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

'Most Valuable' Stories

EDITOR, BROADCASTING: Your article "Mitch's Pitch" in the Jan. 3 issue of Broadcasting plus the "How Do Radio Results Compare With Those of Other Media" article in the 1950 Yearbook, Feb. 6, asked for assistance in getting "all network programs every night in the week regardless of atmospheric conditions.

I can appreciate the gentleman's difficulties in trying to get good consistent reception, for I experienced the same problem when I reside in a number of the unserved areas, Michigan's Upper Peninsula.

There is only one solution to the problem of inadequate radio coverage in Mr. Galbreath's area, which is typical of how much of the United States. To better serve these small towns and rural areas, the clear channel stations must be given increased power to surmount the barriers of distance and high atmospheric noise levels.

Roger M. Wise

Roger M. Wise, 52, authority on electronic tubes, died at Temple U. Hospital in Philadelphia Feb. 6 after a short illness. Mr. Wise had served as a special consultant to Philco Corp. on vacuum tubes for the past 15 years. As company, Roger M. Wise Co., had been acquired by Philco. He was associated with the radio-TV industry for 29 years. Mr. Wise is survived by his wife, a son, his mother and three sisters.

Praises Bob Hawk

EDITOR, BROADCASTING: I enjoyed Mr. Kleban's story about Jack Benny's trip to Hous ton [Broadcasting, Jan. 30]. I had a similar experience several years ago when Bob Hawk came to Charleston, W. Va., where I was then operating WCHS. Bob came to do his show and emcee a local talent show drive. He was far more gracious than any of the local people and certainly set a fine example.

Howard L. Chernoff

V. P. and Gen. Mgr.
San Diego Journal
San Diego, Calif.

Todd Manages KAKE

EDITOR, BROADCASTING: A word of thanks for a publication that brings a report of the up-to-the-minute, nation-wide activities in the radio industry to my desk every Monday morning.

I would like to point out an error in the Closed Circuit column of Jan. 31 stating that Mr. Todd, the unopposed nominee to the 12th District directorship, is from KFBI Wichita, Kan. Mr. Todd is manager of KAKE, the Mutual outlet in Wichita.

C. Dale Allen
Chief Engineer
KTSW Emporia, Kan.

Galbreath Answered

EDITOR, BROADCASTING:
Mr. Ed Galbreath, radio instructor of Statesville, North Carolina, in his letter to the Editor, Broadcasting, Feb. 6, asked for assistance in getting "all network programs every night in the week regardless of atmospheric conditions." I can appreciate the gentleman's difficulties in trying to get good consistent reception, for I experienced the same problem when I resided in one of the underserved areas, Michigan's Upper Peninsula.

There is only one solution to the problem of inadequate radio coverage in Mr. Galbreath's area, which is typical of how much of the United States. To better serve these small towns and rural areas, the clear channel stations must be given increased power to surmount the barriers of distance and high atmospheric noise levels.

Our neighbor, Mexico, is using power in excess of 50 kw on all six of its clear channels, whereas stations in the United States are stymied from improvement in service because of an archaic power limitation (50 kw).

There is no reason why small town and rural listeners should not have service somewhat comparable to that enjoyed by their city friends. Increased power on clear channel stations is the answer, and the FCC has the authority to grant it.

Ward L. Quaal
Director
Clear Channel Broadcasting Service
Washington

EDITOR, BROADCASTING:
Re the letter of Mr. Ed Galbreath... Statesville, N. C.

Mr. Galbreath's letter points out one of the greatest mistakes made by broadcasters in the use of FM. In the area in which Mr. Galbreath is located I am sure that he not only can get every network program he desires, but will have a choice of stations to listen to if he will resort to a reasonably good FM set or converter.

Palmer A. Greer
Radio Engineer
Spartanburg, S. C.

Dear Mr. Galbreath:
In reading the Feb. 6 issue of Broadcasting I find... you... asking how small town listeners can have available all network programs every night in the week regardless of atmospheric conditions. This question has been answered to hundreds of thousands of people in the Southeast when they purchased an FM radio.

Though WMIT does not belong to any of the networks you mentioned in your letter, I would like to call to your attention the fact that, in Statesville, N. C., you can receive day and night complete coverage of the two networks you mentioned from at least seven different sources. For NBC shows I recommend that you tune in WSSF-FM in Winston-Salem, WSOC-FM in Charlotte, or WOPR-FM in Bristol, Tenn. For your ABC programs I suggest you tune in to WHKY-FM in Hickory, WMFR-FM in High Point, WAIR-FM in Winston-Salem, and possibly WGNR-FM in Gastonia.

John M. Dunagan
Box 118
WMIT Charlotte, N. C.

[Copied to Broadcasting]

Gardner Sees Hope

EDITOR, BROADCASTING:
In your columns there have been some disheartened, but staunch, standard bearers advocating the principle that radio must sell itself.

One phase of this has been the sore subject of newspaper references, where radio references on local or network shows or newscasts could be used equally easily, equally authentically. We want our own medium to think and talk radio.

For the sick of heart on this campaign, there is hope. It is beginning to show on some NBC shows. Some months back on NBC Our Family's one of the characters of the play was remaining home to listen to Duffy's Tavern, and then again Saturday night, Jan. 28, on the Dennis Day show, two of the characters made their appearance at the courthouse, because, they learned that a particular situation had arisen, on the late evening newscast.

So, all you advocates of this reference-policy, take heart, we may be gaining ground—from the acorn the mighty oak did grow!

Florence M. Gardner
Manager-KFPI
Twin Falls, Idaho.

Sees Network Fear

EDITOR, BROADCASTING:
It was a pleasure to read your editorial "The Rich, Full Life," in the Jan. 30 issue of Broadcasting.

I have never been able to understand why it is, with the great increase in hours-of-listening in set ownership, in radio's demonstrated effectiveness, in cost of network and station operation, that network rates should remain at 1940 levels. All other media have raised their rates in keeping with the ascending costs of doing business. There can be only one "cheapest" advertising medium, and network radio seems to take pride in that dubious distinction.

It is difficult to understand the network thinking which permits the condition to continue. My contact with network officials leads me to believe that they are governed by fear; fear of competition, of the loss of important accounts, are more recently, to television. Apparently, life magazine hasn't the same fears and very realistically raised its rates in keeping with its value—and its production costs.

E. E. Hill
Executive V. P.
DU MONT DAYTIME TELEVISION sells!

Let us show you the actual case histories of daytime selling programs, on a wide variety of products, that have paid their cost many times over in direct phone and mail sales.

low time costs!
low talent costs!
big sales results!

America's Window on the World
515 Madison Avenue, New York 22, N.Y.
ALL THIS!

AND 3 NETWORKS TOO

Lou Emerson keeps 'em laughing as ranch cook on TV Dude Ranch. Below: Pedro Gonzales makes a hit as a ranch guest.

Lovely Rosita's personality shines in her Latin songs.

Mel Winters, his piano and Jeremiah Tommy and The Professor. Vocalist Melissa Smith's style wins her a big following.

Since opening day, WOAI-TV has presented a weekly average of 10½ hours of local programming combined with top shows from THREE great TV networks to build and hold an enthusiastic audience. To entertain and sell South Texas there's no substitute for San Antonio's FIRST television outlet, WOAI-TV.

Represented Nationally By Edward Petry & Company, Inc. NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS DALLAS • SAN FRANCISCO • DETROIT • ATLANTA

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HOW TO TURN RED INK BLACK

By BRUCE ROBERTSON

VIDEO ECONOMICS, methods of TV station operation, sales and programming leading to increased revenue and decreased expenses, held the center of the stage Wednesday at the Television Clinic conducted by Television Broadcasters Assn. at New York's Waldorf-Astoria Hotel.

Other current TV issues, such as union jurisdictional disputes, network affiliation on an interconnected or non-interconnected basis, and the place of sports in the program schedule, got their due share of time in the day-long agenda, which closed off on schedule under the sharp eye of Charles C. Barry, ABC program vice president, who served as clinic chairman.

But the main interest of the more than 400 TBA members and guests at the session was focused on the important question of how to turn the red ink on their monthly balance sheets to black.

How one TV operator has done that trick was described by Edward Lamb, owner of WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio, who stated that both stations have been in the black since the day they opened.

"There is nothing unusual about this," Mr. Lamb continued. "I say that any TV station in the United States can be operated at a profit."

Mr. Lamb's secret is a simple one—"don't buy anything you don't need. Use what you have to the limit. Where other stations say 'one show, one camera,' he stated, "we say 'one camera for all shows.'"

He admitted that with increasing programming he is now getting a second camera for each station, but, he declared, "We don't have a lot of fancy-pants equipment laying around in the garage."

Despite the dependence on network and film programs implicit in single-camera operation, Mr. Lamb stressed his station's emphasis on local and public service programming, which, he declared, "pays off at the box office. You know," he added, "that in local programming you receive your full rate card and do not give the network 70% of the amount of the sponsor's payment."

Detailing his stations' finances, Mr. Lamb reported: "The income of one station is roughly $80,000 a month, but is rapidly increasing as we go into more and more afternoon programming. Our expenses are approximately $40,000 a month, including wages of $4,500, depreciation in the amount of $4,000 a month, films, promotion, taxes, maintenance and miscellaneous costs totaling $9,000 a month. We depreciate our mechanical equipment at the rate of 20% a year and buildings, as well as other equipment in accordance with the schedule set by the Internal Revenue Bureau."

Outlines Staff

"We have 17 employees at each plant. These include a general manager, three salesmen, a program director, three studio technicians (including cameramen and film editor), a chief engineer and five engineers and three office girls, one of whom handles program and traffic matters, another bookkeeping and the third stenographic matters."

Mr. Lamb asked why TV, even as a "blue chip big business" needs "such elaborate but unused plants."

The viewer is impressed only in what appears on the screen and not with the chromium in the studio. The viewer is not impressed when a telesetter proudly boasts of losses running as high as $100,000 a month. Hooperaings do not follow the telesetter's profit and loss statement."

John H. Boyle, director of television at WAVE-TV Louisville, a non-interconnected station at present, said he has "a few shudders whenever I think about the cable coming through in October."

Reporting that WAVE-TV now gets 30% of its card rate for network commercials, he said that when it becomes an interconnected station... (Continued on Telecasting 18)
NEW ORLEANS is half old and half new. That goes for its architecture, its economy and its population. The combination adds up to a market saturated with the heritage of European forebears and the efficiency of civilization's most advanced techniques.

This is the market that WDSU-TV invaded 14 months ago with a thumping 31 kw television signal, confident that the haven of diversified cultures, fun-loving people and high-buying families would admit the newest of media to its bosom.

Behind this business and artistic venture was the Edgar B. Stern family, for decades prominent in New Orleans' economic and cultural growth. They knew how well the commercial foundations of the city had been established and they sensed the eagerness of the thriving community for televised recreation and entertainment.

The Sterns—Edgar B., Edgar B. Jr. and Philip M.—bought the WDSU properties in the autumn of 1948. Among assets was a CP for WDSU-TV, with construction well advanced. A Harvard-educated electronic engineer, Edgar B. Stern Jr. assumed the presidency, with the senior Stern as board chairman and Philip as board member.

Regular commercial telecasting started Dec. 18, 1948, less than a year after the FCC granted its CP. In February 1949, Robert D. Swezey, former vice president of MBS, became executive vice president. The Stern management affiliated WDSU-TV with all four TV networks and struck up an alliance with the New Orleans Item.

AND how's business at WDSU-TV?

Very good, thank you, and getting better every day. Almost every spot is sold—about half network and half local. The station is preparing to move into daytime programming. Every month the gross is increasing. Furthermore, the Stern family is pouring a substantial sum into new facilities, headed by an office building and adjoining studio plant.

Set sales are soaring and store shelves were stripped during the pre-Christmas weeks. This pace continued through January. Since February a year ago, the number of sets has increased from 3,000 to nearly 18,000.

It's not wonder the city likes television, with the fabulous sources of program material. Really, the place is a program director's dream. Where else, WDSU-TV's operators ask, can a station offer the series of Mardi Gras spectacles, including bizarre pageants, parades, balls and street scenes? Or the series of Sugar Bowl events? Or the every-night doings in the Bourbon Street spots with their Dixieland entertainers?

Pile on top of this list the sports, concerts, dramas and aquatic events for which the city is unique, plus the normal quota of daily doings in the nation's No. 2 seaport, and you have the stuff that WDSU-TV's staff has at its disposal—plus the pick of the programs kinescoped by all four nationwide television networks.

There's something quite like—anything like—the new WDSU-TV headquarters in all American radio and television. Located in the heart of the Vieux Carre (French Quarter), the century-and-a-half old structure is ornamented by two typical New Orleans balconies, overhanging the sidewalk.

Known as The Brulotour Court Bldg., it is one of the more famous buildings of its type in the city.

WDSU-TV Brings Modern Television To Beautiful Old New Orleans

The charm that surrounds WDSU-TV quarters.

The upper wrought-iron balcony is featured by a fan-shaped “garde de frise” originally designed to keep marauders from entering via the adjoining building.

Erected in 1816 by Francois Seignouret, who bore a market in Gen. Andrew Jackson's Battalion of Orleans, the building has been a center of art and commerce. In 1900 William Ratcliffe Irby, banker and tobacco manufacturer, acquired the property, renovated it and installed an elevator and large pipe organ.

Offices of station executives and personnel are located on the second and third floors, including large audition and conference room, film library, projection room and employees lounge. Studio facilities are in temporary quarters on the third floor pending completion of an elaborate new studio building.

THOSE accustomed to the architecture of the glass-and-chromium cult will get a shock when they enter this antique home of an ultra-modern electronic enterprise, dominated by the French Quarter motif. They will find themselves ushered into a courtyard and seated at a table midst the lush flowers, trees and shrubbery of the semi-tropical region.

A maid serves coffee (Luzianne, courtesy of the sponsor). Visitors sip the sturdy brew for which the city is famed as they take in the patio's banana trees, palms and other flora.

Surrounding this bedecked patio are all the scientific marvels of the TV age. Work is moving along rapidly at the adjacent studio building covering a 60x200-foot area. WDSU's engineers have followed the basic concepts that a TV studio should be as large as space permits, and should be on the ground floor with an entrance accommodating the largest rolling vehicle.

The video studio will be 60x100 feet, with arched interior 35 feet high. It is patterned after Hollywood sound stages, with master control room overlooking the sets, catwalks, permanent sets, control rooms, film laboratories and similar accessories. Three other studios are interchangeable for AM and TV. They include recording facilities, client's booth and related facilities. The building also will house a large workshop, lounge and reception hall. Overall area of offices and studios is 22,000 square feet.

Several blocks away is the transmitter, housed atop the Hibernia Bank Bldg., tallest in the city. Tower installation followed NBC's Empire State Bldg. pattern. The
simple to get by with occasional local programming and a lot of cheap film, but the management committed itself to high-quality production. It has gone in heavily for community telecasting.

In early 1949 a list of sports events was lined up. It included basketball, baseball, wrestling, horse racing and similar events. Professional baseball wasn't available but the American Legion games developed a heavy following. Last fall WDSU-TV telecast the Tulane football schedule on film.

And the Sugar Bowl football games for the past two years have been telecast by Gillette. Maison Blanche, a local department store, and the Seven-Up Bottling Co. were sponsors for the balance of the Sugar Bowl events.

The Mardi Gras—well, there's nothing to match it in all American television. As was the case last year, the entire town is an open studio. The General Electric distributor.

In spite of extremely cramped facilities, studio programming at WDSU-TV has been extensive. Single-camera operation has provided an excellent challenge to program builders, who offer distinctive and novel presentations, both sustaining and commercial. They have been responsible for the new major operation.

The development of local talent has been proceeding steadily. The Dixieland bands, of course, are heard frequently. A talent show titled "New Voices," running in the Roosevelt Hotel, has developed a roster of good local talent.

Local professional talent such as Fats Pichon and Claire Nunn formed the basis for sound local shows. Miss Nunn plays the piano as well as sings, and does her own commercials.

Joyce Smith's Floral Trails, a weekly garden show, and her La Mode, on which she presents interesting people and unusual events, with something for everyone member of the family, and Sharkey's Dixieland music further stimulate the local picture.

With this backlog, WDSU-TV is about ready to move into daytime programming. Lena Richard's late afternoon show, a participating program with pictorial chatter on creole cooking, will be a vital factor in the new daytime schedule. Still other shows will feature dishes from New Orleans' famous restaurants. A daily Shopper's Guide is slated for programming, along with another newcomer to the afternoon station. Man About Home, with tips for the harried housewife on household repairs and maintenance. Fashion shows have already proved themselves, and it is hoped that a new format will solve the disc-jockey TV problem.

There's nothing too novel for WDSU-TV's programmers. Recently they completely rebuilt a fat woman. With the TV camera on her, the lady went on a diet and took a course of massage and beauty treatments. They really re-made her for the TV audience and when the series ended she had shed some 60 pounds.

Fortunately, New Orleans in early TV days was blessed with courageous sponsors. Maison Blanche department store and Seven-Up jointly sponsored boxing and wrestling. Public Service and Coca-Cola signed up for basketball. Motorola put on horse racing.

Outdoor sports are on a year-round basis and Jax Beer has sponsored a hunting and fishing chatter program, Outdoors in Louisiana, D. H. Holmes department store sponsored the Korda film series, as well as live variety shows. Brown's Velvet Ice Cream picked up the Telekida juvenile show.

Regal Beer buys sports and Dixie Beer sponsors Telekino as well as five minutes of stills depicting local and national news, using photos from the New Orleans Item.

With all this programming, what do sponsors think? The answer to what sponsors think can be found around the sales department of the TV station. WDSU-TV has a bulging file of success stories. Just the other day, for example, the Sales Fluorescent Maintenance Service sponsored two five-minute programs, its TV debut. From a $100 time-talent budget, the sales department netted over $1,000 in new business.

Last month D. H. Holmes Co. sponsored a 15-minute musical program, Concert Miniatures, 7:30-7:45 p.m. One commercial was devoted to Schiffer Printers drapery, only promotion for the Nil-Art Co. product. During the week following the program 27 persons went to the Holmes drapery department and specifically asked to see the TV-promoted draperies, resulting in sales totaling $1,565.60.

Another time Maison Blanche sold its entire stock of 14 outboard motors through a lone TV spot. And at Holmes they recall the time a basketball interview with Cliff (Continued on Telecasting 10)
WESTERN FILMS  
...mean  
LARGE AUDIENCES  

And WGN-TV’s “Trail Blazer’s Theater” is no exception.

In the short time “Trail Blazer’s Theater” has been on WGN-TV, its ratings have risen to the point where more than 183,000 Chicagoans watch these films each quarter hour—five days a week, 5:30-6:30 p.m.

Add the great hold-over audience from the preceding “Small Fry Club” to the appeal of western films, and you’ll see why “Trail Blazer’s Theater” consistently draws record audience.

But the most amazing thing about this feature is the price—it’s phenomenally low for participations or sponsorship of the whole program. Just imagine, you can buy participation announcements for less than the one minute night time announcement rate.

Here’s one of the best buys in television. You’ll be thoroughly convinced when your WGN-TV representative shows you the facts and figures.

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**Sample Rate Card**

TO AID TV broadcasters in establishing uniform rate practices, Television Broadcasters Assn. last week released a sample form for video rate cards. Three-fold pocket-size card, evolved by the TBA commerce operations committee and its rate card subcommittee after more than a year’s study, is divided into nine sections: Basic air time rates, announcements, participations, discounts on time charges, rehearsal charges, film facilities, remote pickup facilities, theatre studios and general information.

Figures used in the sample card are for illustrative purposes only, TBA pointed out. “At no time has there been any intention of establishing any particular set of dollar rates since this, obviously, can only be determined by the individual stations themselves,” a note on the front cover states. “Rather the sample dollar-figures contained in this card are used to indicate recommended discount procedures and rate relationships according to time units.”

The discounts recommended by TBA are: Less than 12 times, no discount; 13-25 times, 2.5%; 26-38 times, 5%; 39-51 times, 7.5%; 52-103 times, 10%; 104-165 times, 12.5%; 166-207 times, 15%; 208-259 times, 17.5%; 260 times or more, 20%.

TBA also recommends that Class A time cover the hours 6-11 p.m. Monday through Friday and noon-11 a.m. Saturday and Sunday, with Class B as 5-6 p.m., Monday through Friday, and Class C as all other times. Class B rates are two-thirds of Class A, and Class C one-third of Class A. Ratio of time charges on the sample card is: 45 minutes, 80% of the hour charge; 40 minutes, 75%; 30 minutes, 60%; 20 minutes, 50%; 15 minutes, 40%; 10 minutes, 35%; 5 minutes, 25%.

Card contains the following

**Surgery TV**

_Atlantans See CBS Color_

ANOTHER successful use of color television to demonstrate surgical and medical procedures was reported by CBS last week following a three-day meeting of the Atlanta Graduate Assembly in Atlanta, Feb. 6-8. [see picture Telecasting 14].

CBS quoted Atlanta newspapers as reporting virtually unanimous opinion among doctors that color TV is “a great step forward in the teaching of surgery.” Over 1,700 doctors from seven Southern states viewed operations and clinics in action through means of 10 color receivers.

After the sessions CBS packed off the portable camera and receiver for shipment to Washington where they will be used for renewed public showings starting today (Monday). Receivers and pickup equipment were designed and constructed by CBS engineers for Smith, Kline and French, Philadelphia, which has been furnishing such equipment for demonstrations before numerous medical groups.

**KTSV (TV) Expands**

_13 Feature Movies Acquired_

ACQUISITION of series of 13 feature movies and contemplated increase in KTSV (TV) Hollywood kinescope programming was announced by Charles L. Glett, NBC vice president in charge of Don Lee television, following his return from a two-week eastern visit.

Included in the group of motion pictures for which station has obtained exclusive release are _Actors for Blonder, Woman Alone, Amazing Adventure and Ten Days in Paris_. Added kinescopes being considered are DuMont network’s quarter-hour programs, _Easy Aces_ and _Manhattan Spotlight_ and New York wrestling bouts. Selection of new mobile equipment for KTSV will also be announced shortly, according to Mr. Glett.

*"Introduction to Television" course added to curriculum of U. of Washington’s Radio Education Dept. Pullman, Wash.*
WOR-Tv New Studios
Station Opens Central-Control Facilities

A portion of the new WOR-TV master control. Equipment at right is associated with film camera control.

WOR-TV New York last week opened its new studios in New York's Television Center and simultaneously moved its TV master control here from the New Amsterdam Roof Theatre.

Complete facilities comprise three studios, control rooms, master control, rehearsal and dressing rooms, offices and reception lobby. Under the new setup, all camera control operators are located in a centralized camera control center.

Other innovations include flexible studio lighting systems (employing fluorescent features), technical refinements and intercom positions.

Each studio: contains film projection cameras and associated equipment. Each studio has a separate control room. Studios A and B each contain four studio cameras. Studio C's film projection booth has three iconoscope film cameras which can be fed from two 16mm film projectors, two 35mm projectors and several slide projectors.

All film, audio and video facilities are arranged so that the program director has directly before him simultaneous monitors on four of his normal studio cameras; two preview monitors, and a line monitor. Thus, all sources of signal can be previewed and the picture can be properly lined up before being switched to the program line.

Master control, consisting of six incoming channels with four outputs, provides for either simultaneous or independent audio or video switching. Each outgoing channel has a picture and an audio monitor.

Television Center is at 20 W. 67th St. WOR-TV also has studios in the New Amsterdam Roof Theatre on West 42nd St. One of these is an audience studio with a seating capacity of 450. Signals from these studios are fed into the 67th St. master control from their associated control rooms.

Theatre Sale

Nbc-TV Buys in Chicago

FIRST PROVISION for TV audiences at NBC Chicago was made last week when Victor T. Norton, NBC vice president for administration, signed a long-term lease with J. J. Shubert of the Select Lake City Theatre Operating Co. for the 52-year-old Shubert Theatre. The 1,300 seat legitimate house will become the Midwest's largest TV theatre, according to NBC Central Division Vice President I. E. Showerman. Contract length and costs were not given.

NBC expects to spend $100,000 initially for equipment, including three or four new cameras and control room fixtures. Maintenance engineers surveyed the site Thursday, although the only remodeling expected to be done is that required for special television equipment.

First show to originate there will be WNBQ-NBC-TV Chicago’s one-hour segment of the network’s two and one-half hour Saturday evening participation show, scheduled for Feb. 25.

Long-range plans for studio usage include origination of additional audience shows, especially daytime. NBC-TV Chicago has no TV audiences now because of space limitations.

Mrs. Roosevelt’s Show

MRS. FRANKLIN D. ROOSEVELT’S NBC-TV series, Today with Mrs. Roosevelt, was to begin yesterday (Feb. 12). The first show of the series, aired Sunday, 4:4:30 p.m., was to feature Albert Einstein, David Lilienthal, Sen. Brian McMahon (D-Conn.), and Dr. J. Robert Oppenheimer, president of the Institute for Advanced Learning at Princeton, in a discussion on the hydrogen bomb. Dr. Einstein was to appear on film.

90,000 Television Sets
...With Only ONE STATION Within Tuning Distance!

The Owners of These Sets Live in America’s 9th LARGEST MARKET
...and the One Station Which Delivers This ENTIRE AUDIENCE to EVERY ADVERTISER Is

KSD-TV
The St. Louis Post-Dispatch Television Station
Channel No. 5...
First in St. Louis!

NBC, ABC, CBS and Dumont Networks

National Advertising Representatives:
FREE & PETERS, Inc.
**PHONEVISION TEST**

Webster Sounds Alarm

**AMID WARNINGS by Comr. E. M. Webster that the American concept of free broadcasting may be subjected to a "momentous change," FCC has granted approval with multiple reservations to the Zenith Radio Corp. to test Phonevision publicly in Chicago.**

FCC invited Zenith to apply for thorough exploration of Zenith's plans to test "pay-as-you-see" brand of TV (TELECASTING, Dec. 12, 1949), the Commission majorly reserved, but indicated it might help settle some of the issues for such a hearing. This ruling, however, was attended by:

**1. Warnings by Comr. Webster in his dissent that the majority action is contrary to FCC's own rules, violates basic allocation principles, may require Congress' resolution in new cases and may have far-reaching effects—which FCC can't control—on the public and TV industry.**

FCC granted Comr. Sidney F. Jones, who issued a separate statement adhering to the majority, an opportunity to present his views at a hearing.

Zenith's original application was fulfilled.

**2. An announcement by Zenith's Comr. E. M. Donald, a few hours after grant, that the experiment will be conducted over the Channel 7 (64-66 mc) facilities now being used experimentally by Zenith's KSUX-BS Chicago, is subject to the following conditions:**

**1. Action shall not be construed as determining, in any such case, whether the service is to be permitted or licensed under provisions of the Act or any other law, or under any other rule, and the same is not binding.**

**2. At the expiration of the experimental period of time, the FCC will have the right to extend the experimental period of time.**

**3. KSUX-BS shall only air Phonevision programs.**

**4. In the event that the FCC finds that the experiment is not in the public interest, the experiment may be terminated by the FCC at any time.**

**5. The FCC may, at any time, suspend or terminate the experiment if any of the conditions set forth in this order are not met.**

**6. The FCC may, at any time, suspend or terminate the experiment if any of the conditions set forth in this order are not met.**

**LENGTHY HEARING NOT NECESSARY**

The Commission majority held it was satisfied a lengthy hearing was not necessary. So Comr. Webster's view of Zenith's allegations that the test sought only to determine public acceptance of the principle of "pay-as-you-see" and was not valid for 90 days from last Thursday and to employ Channel 2 (54-66 mc) facilities now being used experimentally by Zenith's KSUX-BS Chicago, is subject to the following conditions:

**1. Action shall not be construed as determining that such experiment is to be permitted or licensed under provisions of the Act or any other law, or under any other rule, and the same is not binding.**

**2. At the expiration of the experimental period of time, the FCC will have the right to extend the experimental period of time.**

**3. KSUX-BS shall only air Phonevision programs.**

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**6. The FCC may, at any time, suspend or terminate the experiment if any of the conditions set forth in this order are not met.**

**FCC denied Zenith's petition to install a new 5 kw video transmitter and other equipment at KSUX-BS without prejudice to its filing an application for a construction permit for such installation. Zenith has pending an application for a regular commercial TV station on Channel 2 in Chicago.**

**Zenith considered subscription radio or television as a fundamental change in the American system of radio which might need congressional approval and maintenance of the broadcasting's non-common carrier status.**

He said his mind was "completely open" on Phonevision's merits and possibilities, but that should not come without a public hearing. He continued:

I do not believe that very much will be accomplished or any value be gained by forcing the public to pay for such experimental service. It should not be made without a public hearing.

**He feared approval of the tests without hearing would lead the public to believe that Phonevision will become "the future of television," and that it might give Zenith a "foot in the door" with respect to its pending application for commercial television in Chicago.**

He also thought it "fair to assume" that Zenith will request an extension of both the scope and the duration of the tests.

Comr. Jones, who originally voted for a hearing to precede tests, said he had concluded "the importance of the full encouragement of new television techniques justifies tests without prior hearings in this case. He said:

Television, unlike other forms of mass communication, is a particular problem because the Commission's chartering standards are so limited that for all practical purposes they are written as a test for radio and pay or upon the claims of patents on equipment, and cooperation of one company with the right to sub-license another.**

**The effect of writing such standards has been to create a freeze in the patent field with the result that one company or another has acquired a virtual monopoly over the entire subject of the future telecommunication industry.**

He said that the problem of television was not only a technical but an artistic problem because "the art is to be encouraged. While patent holders are held to be a feature of the development and manufacture of television receivers, it is not to the development of the public interest.**

**Comr. Jones noted Zenith proposed to turn over proceeds from the test to charity. There are many inventors or developers of many techniques who can't afford to be so generous," he said.**

The Commission must be ever vigilant in the Zachary" because of the inability of the small inventor to get his invention before the American public without having to sell his company or upon the patent it may have.**

He said that "300 customers is a considerably less public sampling" than the numbers currently being used such as those being conducted in color television "where to date over 10,000 people have viewed one of the new sets." He further considered the Zenith proposal a solution to the problem of canvassing public reaction.

Comr. Henmook similarly citied the importance of encouraging new developments. She said she still feels public hearings should precede action on potential new and different services. But, she added: "Upon reconsideration I have concluded that such a hearing on Phonevision at this time would serve little purposes.**

There is a main problem which Phonevision will pose are "economic and social rather than technical," and that the tests were designed to gather data on these aspects:

"I believe that the holding of hearings at this time would be an impeding rather than an encouraging step for us with little to be gained on behalf of the public," she asserted.

**McDonald Outlines Preliminary Plans**

Within hours after FCC announced conditional approval of Zenith Radio Corp.'s plan to publicly test its Phonevision system in the Chicago area, Comdr. E. F. McDonald, national director of the innovation's conclave, submitted promotional details for the 90-day experiment. No date for its commencement was specified.

Comdr. McDonald said "this test will be a colossus for the technical research and three years of actual transmission of Phonevision broadcast in Chicago. It will enable us for the first time to put to an acid test a question which for years has concerned both the motion picture and television industries: 'Will the public pay for good programs shown via television in their own homes?' And more specifically, how frequently will they pay $1 per feature for such movie services.**

"Although Zenith has had Phonevision perfected for more than three years," he said, "we have delayed our actual commercial test until the present for three important reasons:

(1) Zenith delayed for the purpose of extending its patent picture in the fullness of time.

(2) There are 30 years, television broadcasters refused to believe that the advertisers could not expect to pay top entertainment the public would demand from television. It took last year's operating loss of well over $1,000,000 to convince them.

(3) The movie industry would no doubt feel that this competitor, television, would do to the movie box-office what it is doing today and that it would set the tone for the end of this year when 30 or 40 million people will be watching television in their homes. Many television viewers will be watching the movie less and at some time, no doubt stop altogether.

We will cost Zenith more than $500,000, he continued, "will include participation by 300 Chicago families."

"Every day for 90 days Zenith plans to broadcast a different full-length feature picture."

**TV SET EXCISE**

RMA to Fight Law

PROPOSAL to place an excise tax on television sets will retard the rapidly expanding TV industry Media Fars, Amm. will contend before the House Ways & Means Committee, the subcommittee that submitted by Secretary of the Treasury John W. Snyder.

Set industry spokesmen drew up plans for RMA's presentation at this session Tuesday, to be presented by Dr. John W. Statler, Washington. The subject will be taken up this week during the RMA winter conclave in Chicago.

Joseph Gerl, Sonora Radio & Television Corp., chairman of RMA's Excise Tax Committee, said the tax will prove a hardship on small manufacturers and dealers who are in the great majority of the industry. And also will force a substantial increase in TV sales by which low-income group will be deprived of television entertainment.

Mr. Gerl recalled that the present 10% excise tax on radio sets was imposed as a national defense revenue measure, doubling the original 5% levy adopted in 1932. "The radio and television industries are not going to pay its share of the tax load," he continued.

"In addition to the high income and corporate taxes paid by the manufacturers, and their merchandising outlets, the distrustful public has paid the government about $29 million in excise taxes since 1932. Last year alone it paid the government $4 million.

"Contrary to some opinion, the television-radio industry is made up largely of small manufacturers, small dealers and small dealers. Less than a dozen companies, and manufacturers and only a handful of several hundred parts manufacturers in this industry can be accounted for. As for dealers, the bulk of them are small shops and stores."

He noted that Secretary Snyder said had an excise tax reduction would be "greatly beneficial to employment and production, at the same time provide the new TV impost. The FCC's freeze, he said, already has a detrimental effect on the TV industry and a 10% excise tax would be an even greater blow and load on the public and the industry, for the manufacturers and TV broadcasters."
THE ED WYNN SHOW sponsored by Camel Cigarettes, a CBS Package Program that's top-rated, and makes more people laugh than anybody.

For another top CBS Package Program ready right now to go to work for an advertiser, turn the page.
ABE BURROWS ALMANAC is the kind of high-flying comedy CBS Package Program that’s geared to a big pay-off for any smart advertiser.

Funny man, funny songs, gifted guests all add up to a hilarious Burrows-type show called an almanac … but it’s hardly anything like Poor Richard’s.
TV DRAMA RIGHTS

By JOSEPH A. MCDONALD
ABC Vice President and
General Attorney

The question of music rights in TV has been carefully considered at large at the ASCAP negotiations, but a glance at the program schedules shows the present and growing importance of music. The significance of dramatic material for television presentation is of special interest due to the fact that no other medium for dramatic presentation has enjoyed the lengthening of copyright period to 75 years as the result of the copyright act itself, and that the significance of statutory protection is particularly important.

Each Case Needs Individual Study

JOSEPH A. MCDONALD, ABC vice president, general attorney and corporation secretary, is an authority on copyrights. He is a member of the copyright committee of the Assn. of the Bar of the City of New York, in addition to being a member of numerous other legal groups. With ABC as general counsel since 1945, he served with NBC before that for 13 years in various legal capacities. He has a bachelor's degree in law from Fordham U. and a master's degree from New York U.

practical, because material produced by an employee belongs to the employer, as though the employee had written it, subject to such provisions as there may be in this respect in the contract of employment or in any applicable collective bargaining agreement.

Aside from the mere question of statutory copyright, there is the defense, in some cases, that it is a work for hire, a work made for hire, and therefore owned by the employer, his corporation or by the corporation, by an employee. The exclusive rights of the owner of copyright in a dramatic work may be granted down to the grant of an exclusive license (1) to publish, (2) to translate, (3) to perform and (4) to record the work. The significance of the last two to television is obvious.

As is well known, some plays are written as plays; others are dramatizations of nondramatic works. In either case the basic work may be copyrighted under the statute. The essential features of statutory copyright distinguishing it from common law rights are that the owner of a statutory copyright has an unlimited period of time in which to enjoy his exclusive rights. He gets the additional advantage, in the event of infringement, of minimum damages in case actual damages cannot be proved as well as an allowance for counsel fees, and he runs no risk of losing his exclusive rights through an unintended publication which might be deemed to have been authorized by him. It is important to note that the owner of an uncopyrighted drama on the stage, whether for a paid audience or not, and on radio and television broadcasts without "publishing" the work in the copyright sense and thereby losing his exclusive rights.

As a matter of practice, plays are usually produced on Broadway without being copyrighted until such time as the author and his publisher decide to publish the drama in book form. This has the effect of lengthening the period of statutory protection by the length of the run prior to the publication of the book and at the same time securing the benefits of statutory protection in the work after its publication.

To determine who owns the right to perform and record a specific piece of literary material, it is necessary to start with the man who wrote it. Obviously, one way for a television producer to be sure of his material would be to write it himself. This is not entirely impossible, because material produced by an employee belongs to the employer, as though the employee had written it, subject to such provisions as there may be in this respect in the contract of employment or in any applicable collective bargaining agreement.

While a certain amount of literary material might be produced in this way, home-grown, a major part of the dramatic program schedule will of necessity require the obtaining of such material from outside sources. Such material is available in various forms. First, it may be nondramatic literary material capable of dramatization by writers working as independent contractors, by specially engaged writers, and under contract. The writer is hired and paid for writing his material. There may be an expressive assurance of the writer, which is examined as to its legal effect.

In addition, the television broadcaster will have available for consideration a vast amount of dramatic material already recorded on film. This may be film made primarily for exhibition in motion picture theatres, or primarily for television broadcasting or both. In dealing with dramatic material in motion picture form, an obvious short-cut is available in the clearance of film obtained from responsible sources.

If the broadcaster has confidence in the supplier of the film, its purchase or lease with appropriate warranty and indemnity provisions eliminates as a matter of concern the clearance of a film. In the absence of notice of claims made by others with respect to such material. Even in the latter case, depending upon the standing of the supplier of the film, it might well be decided to proceed with the performance unless enjoined and merely pass on to the supplier the obligation of defending any suit which might be started and to pay any damages which might be found to be due.

On the other hand, in many cases it will be highly desirable, either because of unwillingness on the part of the supplier to give a warranty of indemnification or because of uncertainty as to his ability to respond to claims of infringement, to check back to ascertain the true location of the performing rights.

Examine Contract

The first thing to bear in mind in making such a search is that the film itself may be, and probably is, copyrighted. The copyright owner has, of course, all rights in the work but this is of significance only when dealing with the copyright proprietor himself. In most cases the deal will be with an individual who has physical possession of a reel of film, and the problem is to ascertain how he came by it and what rights he obtained with respect to its use as distinguished from the mere right to hold possession of the print itself. The logical way to proceed is to ask the contract, under which the holder of the print obtained the print. This in turn leads to the inquiry of where the one from whom he obtained the print obtained it and under what circumstances. Just as in the case of examining the title to a piece of real estate, it is necessary to go back step by step until proof is obtained of a license to perform the film from the copyright owner.

At this point you must stop again and consider whether to rely (Continued on Telecasting 16)

Mr. MCDONALD
REACTION of adults and children to television is covered in the latest "Television Audience of Today" report released by Ad-
vertest Research, New Brunswick, N. J. In the New York-New Jersey television homes contacted, hour length video movies were the preference of adults and children alike. A half-hour film presentation was second most popular length, with third, fourth and fifth choices going on down the line—quarter-hour, 10-minutes and 6-minutes, respectively.

Feature attractions were found to be the most popular type of tele-
vision movie, both children's shortials and comedy shorts were reported in second and third place, respectively. Although the children also placed comedies in third place, western features and animated cartoons placed first and second. Travel-adventure and docu-
mentary-educational were at the bottom of the rating list for small fry.

Heading the list of video movie programs viewed regularly by adults was Western Feature, seen daily at 4 p.m., on WATV, Newark. In second and third place for adults were Film Serial and another Western Feature.

**Children's Choices**

The children concerned with the adults in their top three choices al-
though the order changed slightly. Also a larger percentage of chil-
dren than adults were shown as regular viewers. The small feature placed the 4 p.m. Western Feature in first place. Second choice was shown by Advertest as the second Western Feature, seen daily at 7 p.m. on WATV. The Film Serial was shown as third most popular with the children.

The most popular time for view-
ing television among children is be-
tween 4 and 6 p.m. The greater number of adults regularly view TV movies in the period 6-8 p.m.

In 48.5% of the homes contacted, children were listed as the member of the family watching television movies most often. Male adults were second and women adults third. In homes without children, adults were more inclined to view TV movies than in homes with children.

In checking the preference of viewers for watching a movie at home or in a theater, it was found by Advertest that 65.8% of the respondents usually sit through a full length TV movie at home, the same as in a theatre, and 58.3% prefer movies at home on television.

When movies are presented for the second time on television, 67.1% of those questioned said they do not

watch the second showing. The report is based on 511 per-
sonal interviews conducted by Ad-
vertest Research in the New York television area. Children in this group included those between 5 and 14 years of age.

**KTSL (TV) Los Angeles Increases Rates**

REPRESENTING an increase of 25%, KTSL (TV) Los Angeles hourly rate will be increased from $400 to $500 effective March 1, according to Robert B. Hoag, sales manager.

Station will give a six-months rate protection to advertisers who place business before the effective date to start prior to April 1, he declared, in issuing Rate Card No. 2.

Other time segments on a one-
time basis under the rate increase are as follows: 45 minutes, $400; 40 minutes, $375; 30 minutes, $300; 20 minutes, $225; 10 minutes, $150; 5 minutes, $125. One-minute announcements will be $100, with 20-second announce-
ments, $60—both on film. Additional charge will be made for live.

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**Weekly Television Survey**

Based on Feb. 13, 1950, TELECASTING Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Source of Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>WAGA-TV, WSB-TV</td>
<td>251,250 Distributors</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WKBW-TV, WGR-TV</td>
<td>251,250 Distributors</td>
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<tr>
<td>Chicago</td>
<td>WBBM-TV, WLS-TV</td>
<td>251,250 Distributors</td>
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<tr>
<td>Detroit</td>
<td>WWJ-TV, WJBW-TV</td>
<td>251,250 Distributors</td>
</tr>
<tr>
<td>Erie</td>
<td>WCBS-C</td>
<td>251,250 Distributors</td>
</tr>
<tr>
<td>Ft. Worth</td>
<td>WFAA-TV, KTVI, KCID-TV</td>
<td>251,250 Distributors</td>
</tr>
<tr>
<td>Kansas City</td>
<td>KCTV-5, KSHB</td>
<td>2,150,000 Mo. Assn. distributors</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KTLA-TV, KTLF-TV</td>
<td>2,150,000 Mo. Assn. distributors</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KTTV-7</td>
<td>2,150,000 Mo. Assn. distributors</td>
</tr>
<tr>
<td>Louisville</td>
<td>WLWT-16</td>
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</tr>
<tr>
<td>Minneapolis</td>
<td>WCCO-TV</td>
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<td>WTMJ-TV</td>
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<td>New Orleans</td>
<td>WWL-TV</td>
<td>2,150,000 Mo. Assn. distributors</td>
</tr>
<tr>
<td>New York</td>
<td>WABC-TV, W-16, W-17, W-18</td>
<td>2,150,000 Mo. Assn. distributors</td>
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<tr>
<td>Newark</td>
<td>WJZ</td>
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<td>WVEC</td>
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<tr>
<td>Oklahoma City</td>
<td>KWTV</td>
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<tr>
<td>Providence</td>
<td>WJAR-TV</td>
<td>2,150,000 Mo. Assn. distributors</td>
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<tr>
<td>Portland</td>
<td>KPTV</td>
<td>2,150,000 Mo. Assn. distributors</td>
</tr>
<tr>
<td>Providence</td>
<td>WJAR-TV</td>
<td>2,150,000 Mo. Assn. distributors</td>
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<tr>
<td>Richmond</td>
<td>WPTV</td>
<td>2,150,000 Mo. Assn. distributors</td>
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<tr>
<td>Rochester</td>
<td>WROC-TV</td>
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<tr>
<td>San Antonio</td>
<td>KPRC</td>
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<tr>
<td>San Diego</td>
<td>KFMB-TV, KHRC-TV</td>
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<tr>
<td>Seattle</td>
<td>KZTV</td>
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<tr>
<td>St. Louis</td>
<td>KMOV-TV</td>
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<tr>
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<td>WBBM-TV</td>
<td>2,150,000 Mo. Assn. distributors</td>
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<tr>
<td>Toledo</td>
<td>WOIO-TV, WWTV</td>
<td>2,150,000 Mo. Assn. distributors</td>
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<tr>
<td>Tucson</td>
<td>KTVI</td>
<td>2,150,000 Mo. Assn. distributors</td>
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<tr>
<td>Virginia</td>
<td>WUSA, WRC, WTV</td>
<td>2,150,000 Mo. Assn. distributors</td>
</tr>
<tr>
<td>Washington</td>
<td>WRC</td>
<td>2,150,000 Mo. Assn. distributors</td>
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</tbody>
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**Chevrolet Spots Top Advertest Ratings**

In two separate studies of television spot commercials just re-
leased by Advertest Research, New Brunswick, N. J., it was reported that the Chevrolet announcement had the highest impact ratings for January and that spots adjacent to high-rated programs are not a valuable as formerly believed.

In commenting on the ad case, Seymour Smith, Adver-
test director who conducted the study, said: "Our preliminary find-
ings indicate that to a high-rated show may enable: spot to be seen by a greater num-
ber of viewers, the spot is pro-
nate-portionately not as well remem-
bered as the same spot next to an-
other lower rated program. Thus, in terms of impact of the sales mes-
sage, the spot adjacent to the-
other lower-rated program may actually out-
weight the higher-rated ad-
vention." The analysis reportedly is based on research material drawn from the September through January is-
ures of the Advertest Television Spot Report and is based on 6,000 personal interviews.

Giving a hypothetical case, Ad-
vertest expands the theorem as fol-
loows: "Let us say 100 people see spot A adjacent to a high-
ated program. However, only 20% of
these people remember the sales message. Spot B adjacent to a lower rated program is seen by 80 per-
son but 90% grasp the sales message. Thus, the lower-rated ad-
ategy actually delivers more sales impact than the higher-rated ad-
vention.

The top 10 ranking spots:

- Chevrolet: 475.74; Bulova 428.75; Hi-V $50.50; Fall Mall $90.50; Lucky Strike $358.75; Tide $252.00; Philip Morris 238.76; Ovaline 188.76; Pepsi Cola 182.55; Guild Wine 187.

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**WOAI-TV Changes Survey Method**

EXPLANATION of the large in-
crease in TV spot figures in San An-
tonio in the past fortnight com-
mes from WOAI-TV that city.
Station reports that a new method of re-arranged survey is being used which embraces all known distrib-
utors. The more accurate method afl-
ed new TV sets installed. WOAI explains that these figures point up the station's "true position as an enthusiastic TV market." The wide range between this new figure and that used before was caused by earlier reports compiled by the station solely from individ-
ual set registrations by owners, WOAI adds.
Right from the start, February, 1949, WHIO-TV became Dayton's FIRST television station. Look at the record!

- FIRST Dayton television station on the air.
- FIRST and only Dayton owned and operated TV station.
- FIRST Dayton station on the cable.
- FIRST with the best local programs and the finest network shows from CBS, ABC, and Dumont.
- FIRST with viewers according to latest Hooperating.
- FIRST with local and national advertisers.

WHIO-TV is now and will continue to be "Dayton's First Television Station."

Television Sets in WHIO-TV area: January 1, 1949—2,685 sets;
January 1, 1950—36,000 sets. Those in the know buy WHIO-TV. For availabilities, contact your nearest Katz Representative.

Affiliated with The Dayton Daily News and The Journal- Herald

Represented nationally by
The Katz Agency, Inc.
Prior to Dr. DuMont's conference with the legislators the industry executive vigorously pursued his campaign to persuade FCC to lift its 17-month television freeze by making personal appearances with Sen. Johnson and Sen. Edwin C. Johnson (D-Col.) for insuring on color standards before new black-and-white channels are allocated.

**Hits Jones, Johnson**

Dr. DuMont charged that Comr. Johnson and Sen. Johnson are 'primarily' responsible for 'damning up television's progress' in 89 markets which enjoy no TV reception and in other areas as well. He scored both for 'refusal to face reality' and furthering the color issue, which he asserted, has 'mired television in a rainbow-hued swamp that will soon leave our industry crawling on its knees.'

The attack on the two government officials was delivered at a three-day television institute and industry trade show in New York.

Dr. DuMont, whose remarks paralleled previous assertions on the TV freeze [TELECASTING, Feb. 6, Jan. 30], said FCC has 'seemed all too content to compound the situation of Sen. Johnson as chairman of the Senate Interstate & Foreign Commerce Committee,' while Comr. Johnson 'has no eye nor ear for anything that doesn't look or sound like color.'

Furthermore, the freeze has caused loss of employment to 'thousands of New Yorkers' in manufacturing plants, outlined the threat posed to jobs of many workers in the state by the continuation of the FCC freeze.

Rep. Charles R. Howell (D-N.J.) told TELECASTING the Jersey group was sympathetic in general to Dr. DuMont's explanation of the situation. However, replication and understanding was reached among some of the Congressmen that 'the Sadowski hearings would include a study of the situation as presented by Dr. DuMont.'

**Sees Congressional Action**

Meanwhile in New York, spokesman said Thursday Dr. DuMont was optimistic that Congress would take some action to lift the freezing. What steps would be taken were not disclosed.

It was revealed in Washington that a suggestion had been made by a Congressman attending the breakfast that Rep. Charles A. Wolverton (R-N.J.), ranking minority member and former chairman of the House Interstate & Foreign Commerce Committee, might be prevailed upon to press the TV allocations matter to the subcommittee. The Congressman was indicated emphasized that introduction of new legislation to deal with the allocation problem is not being contemplated.

Last week Dr. DuMont had pointed out that TV equipment manufacturers have been forced to a slow walk and that it is only a matter of time until manufacturers of sets and viewing tubas are affected adversely.

While a subcommittee spokesman would not specify that the group had made any overtures to the Congressman, it was stated that industry representatives would be heard and that Dr. DuMont probably would be a principal witness. It is estimated that New Jersey Congressmen made any overtures to the group.

**RCA COLOR**

Improvements Seen in D. C. Showing

**FINAL** "basic" improvement in RCA's all-electronic, "compatible" color television system—automatic synchronizing and color-phasing—was demonstrated in Washington last week as a result of a development reported on by the Federal Communications Commission at the foundation's "lift freeze" appeal, which was optimistic that the new stations can be constructed until the freeze is removed,

**DuMont's letter** to Sen. Johnson "turns right—then left, blows hot—then cold," Dr. DuMont recalled the former's statement to CBS last August citing the Washington exhibition as "magnificent and utterly convincing proof that color television is here now, and all that is necessary for it to sweep the nation is for FCC to remove the road blocks and promulgate standards for its operation."

Dr. DuMont thought that statement at variance with the Senator's remarks before the Federal Communications Bar Assn. in January when the Coloradan was more hesitant about the wisdom of making such decisive pronouncements. Sen. Johnson had said as a result of developments or discoveries in the laboratory, what one says today may well be fallacious tomorrow.

Yet Sen. Johnson would have us choose now one of three very unsatisfactory color television systems, Dr. DuMont declared. Dr. DuMont charged that Comr. Jones has threatened television industry groups with prosecution under the anti-trust laws "because in the field of color television they weren't in fast enough... because the industry has not been able to rub a magic lamp and produce a compatible color system which we can adopt immediately."

Dr. DuMont added:

The Commissioner condemns private interests because these interests think it would be a grave mistake to take an unsatisfactory color system on the American people. He condemns the more than 100 manufacturers of television receivers, the television broadcasters, and the manufacturers of transmitting equipment, because we think it a criminal mistake to make the future allocation of additional channels for black-and-white television wait for a decision on the matter of color. A truly intelligent and lasting decision on this matter of color may take years and the spokesmen for our industry do not think that the American people will be willing or should be forced to wait those years to enjoy adequate television reception.

We would like to assure both Sen. Johnson and Comr. Johns that television broadcasters and manufacturers of receivers alike will reap tremendous benefits from a really good system of color television transmission and reception. If there were such a system in existence, every industry spokesman would be camped on the Commissioner's doorstep urging and pleading for the immediate adoption of standards. That we are not doing so is the most definite proof (Continued on Telecasting 19)
MAHOOl NAMED
Head of TBA Service Unit

BARRY MAHool of the American Heritiage Foundation has been named chairman of a committee for TV public service programming formed Thursday under the aegis of Television Broadcasters Assn.

Serving on the new committee with Mr. Mahool are: Edward Bashoff, WNBC; J. C. Wallace, WJZ; NBC; Rudy Brett, Protestant Radio Commission; Dr. James H. Harmon, Girl Scouts of America; Henriette Harrison, YMCA; WYCA; Betty Dixon, Televisors Aid Society; Harold Franklin, Institute for Democratic Education; Richard Ives, TBA.

RANK MOVIES
Video Rights to KECA-TV

EXCLUSIVE television rights to 30 J. Arthur Rank feature movies was given to KECA-TV Hollywood in contracts signed in Hollywood last week.

The amount involved was not disclosed. The TV station acquired a two-year license to the films, telecasting of which will start later this month.
SEN. JOHNSON'S REPLY TO JACOB GOULD

Calls for Industry-FCC Cooperation

SEN. ED C. JOHNSON (D-Col.), FCC's chief Capitol Hill watchdog, said last week he agreed FCC should "call in the representatives of such producers and executives and hammer their heads together on matters which are in the public interest."

His assertion was made in a let-ter to Jacob Gould, New York Times radio editor, who had offered the suggestion in a Jan. 29 column on the plight of television in the freeze.

The letter was prompted by Mr. Gould's statement that FCC "has been altogether too susceptible to the beck and call of Sen. Edwin C. Johnson, . . . who persists in issuing communiques on what the Commission should or should not do in highly technical matters."

Sen. Johnson said "I do not deny that I watch the FCC's actions closely; the law directs me to do that." But he reiterated that he was not "even remotely responsible for the freeze or for the engineering facts which have brought it on and which are keeping it on. I am not omniscient; I cannot alter scientific facts."

The Interstate and Foreign Commerce Committee chairman agreed with Mr. Gould that FCC "needs some real gompton and gets to assume its proper authority, and that gompton should be used, as it is now used, to bring to the interest of their advertisers the tune. In my opinion the Com-mission is asserting its authority properly in the public interest by holding the present hearings. . . ."

"Mr. Gould's column contended FCC "has no real reason" for continuing the freeze, since both monochrome and color use 6-mc channels and FCC's been in the meantime felt FCC's actions in the industry representatives and, in a head-knocking session, see that govern-

ment and industry agree on "a solution first to the allocations matter and then to color video."

On this score Sen. Johnson said "perhaps you are right." But, he added, "you are suggesting a technical engineering step which I do not feel competent to pass upon or give advice and upon which I have not had the opportunity." He added: "I consider the freeze tedious." It was organized as you had, to give advice and upon which I have not had the opportunity."

The Senator thought Mr. Gould had been "charitable" when he re-
ferred to the interference problem which preceded the freeze. Sen. Johnson wrote: . . . The truth is that the series of allocations in the VHF band were incorrect, ludicrously incorrect, and no one in the Commission will deny it. The Commission found itself in hot water because of its own injudi-
tious half-baked allocations. The only way out was to clamp on the freeze; I had as much to do with in-
showing of 10-m freeze film as anyone and I have about as much to do with keeping it on as you.

...where

462,700 people
spend
4,641,000
hours
weekly

DuMONT NETWORK
Affiliates Form Committee

COMMITTEE designed to establish and maintain close liaison between officers of the DuMont Television Network and its affiliates management was organized last week at a two-day meeting of DuMont TV affiliates in New York.

Mortimer C. Watters, vice president and general manager of WCPO-TV Cincinnati, was named chairman of the new group. Kenneth Stowman, WFIL-TV Philadelphia, is vice chairman.

Other members named to the liason committee were: Vernon Brooks, WGN-TV Chicago; Paul Arturi, WHEN (TV) Syracuse; Geo. Denniston, WTVT-TV New Haven; Franklin Snyder, WXL (TV) Cleveland; John Rositer, WTVN (TV) Columbus, and William Fay, WHAM-TV Rochester.

United Fruit Signs

UNITED FRUIT Co. last week became the first sponsor to buy a piece of NBC-TV's Saturday night two-and-a-half-hour variety comedy show. The company, through BBD0, New York, will use one commercial a week.

WOI-TV Affiliates

WOI-TV Ames, Iowa, will join the CBS Television Network effective Feb. 20, Herbert V. Akerberg, CBS vice president in charge of station relations and consulting programs. Simultaneously, both NBC-TV and DuMont Television Network also announced addition of WOI-TV as an affiliate. Signing of WOI-TV as a CBS affiliate took its total to 57, NBC's to 59 and DuMont's to 54.

TV Drama Rights

(Continued from Telecasting 11)

on the standing of the producer or copyright owner of the film and assume that he acquired the right to make a motion picture using the dramatic or other literary material employed in the film and to license its performance in television. If such material was pro-
duced by an employee of the motion picture producer, the employer without complying with the complete rights with respect to its presentation in any medium, including television. However, it is entirely possible that the producer, in assigning or transferring it to a dramatic property, might have ac-
quired the rights to perform it in picture motion theatres only. Some-
one other than the producer may have the right to perform the basic dramatic material in broadcasting or to make radio adaptations of the original drama, or of the original non-dramatic literary material on which the drama is based, and to broadcast such adaptation. If this be so, then it must be considered whether the holder of the right to broadcast an adaptation of the basic work has television rights or merely the rights for aural broadcast-
ing.

...It brings us back to the fundamental problem of ascertaining the location of the television rights in dramatic material whether or not the material has been recorded. This inquiry will be ap-
proached with the realization that the holder of all rights in literary material may make a number of different grants of rights with respect to the use of such material.

He may publish it in book form, authorize its dramatization and performance in legitimate stage, and among other things au-
thorize a motion picture producer to film it and to exhibit the film in an unlimited manner or with certain restrictions on exhibition.

It is quite usual to exclude from a license authorizing a motion pic-
ture version of a drama to be pro-
duced broadcasting rights except for the purpose of promoting the film. The language of such ex-
clusions and exceptions may be specific or they may present diff-
cult questions of interpretation. Ordinarily, provisions permitting broadcast performance of a work for promotion purposes would be limited to the broadcasting of com-
paratively brief segments consisting of a few scenes, in all likelihood

BROADCASTING  •  Page 66

February 13, 1950
The question arises: Is a right to make talking pictures as well as sounds of all kinds. The industry is generally in the habit of distinguishing between "radio" on the one hand and "television" on the other—using the word "radio" as meaning sound only and leaving to the word "broadcasting" the overall meaning, covering both aural and visual transmissions intended for reception by the public generally, as opposed to point-to-point communication. In other words, there is a difference between television broadcasting and radio broadcasting. Does this surprise anyone in television?

**An Example**

Let us take a particular case in which a sponsor wants to use drama on broadcaster's television network. Drama, by playwright, was copyrighted and published ten years ago after two years on Broadway. Publisher and playwright granted film rights to Hollywood. Playwright retained dramatic performing rights but was not granted "broadcast" rights for promotion purposes. Agency deals with publisher, as well as playwright, because of publisher's specific interest in broadcasting rights under the publishing contract.

The broadcast rights granted Hollywood are obviously limited to promotion of the picture and all seems clear until an agency executive points out that in order to reach the non-interconnected stations on the network kinescoping will be involved. Question: Does Hollywood, to which the film rights have been given, hold the key to the deal or may sponsor proceed under license from publisher and playwright only, regarding the kinescope film as merely incidental to the network operation? Answer: Study the film contract carefully with a good lawyer.

---

**THE BIG HIT AT THE TBA TELEVISION CLINIC**

New York, N. Y. February 8, 1950

*Just off the press—*

**Catalog of Bridges, Moods and Themes**

—Rave Notices! !

**Another SESAC Service**

**Tailored for TV - AM - FM**

A compact and comprehensive compilation of more than 1200 dramatic musical backgrounds of selections contained in the SESAC Transcription Library . . . saving you money and man hours . . . carefully checked and timed by program experts . . . complete with cross references and index.

The new enlarged SESAC Transcribed Program Service of over 3500 standard selections for as low as $40 a month.

**SESAC, INC.**

475 Fifth Avenue
New York 17, N. Y.

February 13, 1950

**TELECASTING • Page 17**
station this revenue will be sub-
stantially reduced. Furthermore, he said, network programs on the
station will knock out the station’s
most profitable program to the scen,
sports events, which in Louisville occur
almost entirely at night.
A check of the present announce-
ment schedule, Mr. Boyle reported,
showed that little could be achieved by
removing the programs mentioned during the station’s six-day oper-
ating week, counting only those falling in network option
time. He pointed out that the total
was achieved by double-spotting, he said that under network require-
ments as an interconnected sta-
tion, WAVE-TV could handle only 45 an-
nouncements in the same period of
time.
A further 50% loss in spot
revenue represents a sizeable de-
crease in income in an operation of
such a nature, as the report noted. “It could be made up only by expanding our
daily operation to accommodate these announcements. This in turn means
an increased labor and production personnel. Our consid-
eration of this situation leads us to
believe that operating as a non-
interconnected station for as long a
period of time as possible pos-
sesses very definite advantages for us as regards revenue.” He con-
cluded, “There is only one draw-
back, that is the two announcements after
that is that when the cable comes
to Louisville we can do only one thing—enjoy it.”

Interconnection Praised
Paul Adanti, general manager of
WHEN-TV (Syracuse), which re-
cently “went on the cable” after
a year of non-interconnection
network service, said: “Interconnection is the magic word that opens doors to
networks. It increases the station’s
buyers’ resistance, that means of
removes the psychological block
that everyone, including even agen-
cy and network people, seems to
have against the non-intercon-
nected station.”

He noted that improvement in
kinescope quality during 1949 now
makes possible “a fairly accurate
facsimile of interconnected opera-
tion of kinescopes” at non-inter-
connected stations and added that,
aside from some sports and other
special events shows of time par-
ture, most TV programs lose noth-
ing by being delayed.

A little consideration of the
non-interconnected station as a
booth on the network, as a network
station to be judged strictly on its
merit as a market, rather than as a poor
relation waiting for the magic
tentacle of AT&T to raise it from
glory, now seems to be the ticket.

The immediate effect of such
strategy is that the station has
finally hooked into the cable which results in
a complete reshuffling of time schedules, networks and local
advertisers.

“We are just beginning to
emerge from that hassle at WHEN
and, believe me, I know whereof
I speak. A non-interconnected station isn’t going to shortchange itself by holding out optional net-
twork time against the day when
it might smile. This is not a situation
that should go into that time slot
is finally bestowed and local sponsors
who have bought into that time and
are getting results show a surpris-
ingly considerable sacrifice of sta-

danity in being shoved out when
the happy to announce firm order
comes through. The net result is a
very poor one for the stations unless considerable diplomacy or
expensive farsightedness is em-

Strange Situation
“To me, the whole situation is
unnecessary and decidedly ungood for
the industry. It just doesn’t
make good sense to me to see
the horn of plenty opening in a new
and mediocre market with a close
to zero set population just because
it is operating at a loss. So lo-
cated on a cable run, and see a
much better, and further developed
market, being stunted in its growth
by the fact that AT&T isn’t
expanding in its direction fast
equ前瞻性.

The three things agencies want
most from TV broadcasters, Rod-

er Erickson, sales manager for an $18-
week TV operations for Young & Rubi-
cam, said, the meeting, are: (1) big-
ger and better studios out of the
high rent district, giving Holly-
wood production facilities at
price within the advertiser’s budget;
(2) better trained personnel so
that a million-dollar-program is
not a mercy to the nerve of
boy who likes to fiddle with the
shading; (3) a single price cover-
ing the whole cost of a production.

Mr. Erickson said that there also
is a real need for new programs
which Y&R hasn’t been able to
find in one in 1950. To the
other hand, he reported that one
of his agency’s accounts has a
video spot campaign that is “get-
ing closer to the dollar-a-thousand
mark.”

“Keep your rates at a level
local advertisers can afford and your
programming at a level that will
give them an audience for their
commercials,” said Mr. Erickson.

Klaus Landsberg, general manager, KTTL (TV) Los
Angeles, advised local station opera-

tors. He urged them to take ad-

vantage of the flexibility of
position by shifting programs to
meet competition in a way that the
networks can’t do. He reported
that by programming top films to
6 p.m. rather than to 7 p.m., KTTL
has been able to build an audience which stays with it when
Milton Berle comes on at 8 p.m. and
the network has him. He is well
sponsered. Special events, often
created just by taking the camera
someplace the viewers would like
to go, comprise another type of
good local TV programming, he
said, which will attract viewers
and sponsors in the face of net-

work competition.

Competitive scoring of AM
and TV, even if under the same
ownership, was urged by Kenneth W.
Knott, sales manager of WFIL-

TV Philadelphia. “Television calls
for an unusual job beyond the
the capacity of the combination
salesmen,” he said, noting that the
man who tries to sell both media at
the same time wastes his time talking
about TV and fails to get the radio

business.

WFIL-TV Solution

Backing up Mr. Landsberg’s re-
marks about the danger of pricing
station time out of the reach of
local advertisers, he said that
WFIL-TV had met that problem
by offering a series of 9 p.m.
and 30-second demonstration spots
that local clients can afford. The
results, he reported, have been good,
both for the advertisers and the
station.

Television has adopted many
radio practices too eagerly and
without nearly enough thought,
Mr. Landsberg told Mr. J. Walter Thompson Co., told the
clinic. Taking rates as an example,
he noted that TV stations gener-
al follow the radio pattern of
pricing time on the basis of
full hour at $60 of the
rate, hour at 40%, etc., without stopping to
consider whether this formula is
right for TV.

Perhaps a half-hour on TV
should cost 75% of the hourly rate,
he suggested, commenting that
this was done more advertiser
might be encouraged to sponsor
full-hour programs, which might be

Film package shows offer the
TV station operator programs of
work quality at prices he can get
from local advertisers and he can
get a lot more than by passing 70% of his card rate back to the
work, the three members of package TV programs unanimously

Russ Johnston, of Jerry Fair
bonds Productions, expressed his
firm conviction that “television film
programming” is where the
qualified people and properly ex-
hibited, will be the salvation of the
TV broadcasting industry. We can
no more afford a coast-to-coast
basis than we can to afford to
jump out of the window.

Sooner or later, advertisers are
going to get wise to the fact that
all other media, on a cost-per-some-
thing basis. If television is five
times as effective as any other
medium but costs 10 times as
much, it is time we made a

take a look at television program costs through repeat show

Page 18 • TELECASTING February 13, 1950
DuMont Appeal

(Continued from Telecasting 14)

that present systems are not ready for commercialization.

“It is definitely our belief that channels should be allocated for our experiment in Philadelphia, granted where necessary to proponents of the various color systems,” Dr. DuMont emphasized, adding that “there is nothing to prevent this” and that manufacturing firms would cooperate by constructing experimental receivers.

The sessions, held Monday through Wednesday at The Hotel New Yorker and sponsored by Televiser magazine, covered various phases of television activity. Also featured was an exhibit of 1200 TV receivers comprising different models and screen sizes ranging in price from $189 to $2,000.

About 300 representatives from TV stations, research firms, advertising agencies, film organizations and educational institutions attended the meeting.

RCA Color

(Continued from Telecasting 14)

one standard 10-inch monochrome set. The latter received WNBW’s signal from a regular dipole antenna, with reflector, atop an adjoining building. Lead-in line ran some 400 ft. Air distance to DuMont was about two miles. Dr. Engstrom pointed out that the color sets were reduced somewhat in size from earlier models.

During a question period, Dr. Engstrom said RCA basically opposed letting the public try the competing TV systems together and making its choice but as a last resort RCA “was not afraid to public test the double standard.”

RCA and NBC officials attending the demonstration in addition to Dr. Engstrom included:

Dr. Charles B. Jolliffe, executive vice president in charge of NBC; Canal; Charles B. Mowrey, NBC director of TV programming; Charles Underhill, GBS director of programs; Dr. G. H. Ronald, director of research, RCA Labs.; Ray D. Kel, RCA Labs. TV section chief; and James C. V. McAndrew, managing director of WRGB and WNBW.

Page 69 • BROADCASTING February 13, 1950
Blaw-Knox is building
MORE RINGSIDE SEATS
for the fast-growing TV audience

Not complete stations, of course, but those outward and visible signs of top video transmission efficiency—Blaw-Knox Antenna Towers...Electronic Engineers know what they want, and know what suppliers can best meet their requirements. For the design, fabrication and erection of their antenna support, Blaw-Knox comes to mind first because it "came to radio" first.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2058 FARMERS BANK BUILDING - PITTSBURGH 22, PA.
SCHOOL FM
Meet Is Held At DePauw U.

TERMED a “grass-roots” movement, what is claimed to be the first conference on low-power educational FM in the country was held Jan. 27-28 at Greencastle, Ind., where DePauw U. was host to a group of educators interested in the problems of low-power FM. The conference was called by schools now operating 10 w FM educational stations or those contemplating such operation.

Featured speaker was Franklin Dunham, chief of radio, U. S. Office of Education, who spoke on the topic, “The Wider Use of Our FM Facilities.” He advised those interested in low-power educational stations to operate the school-owned station as a community project. He suggested an advisory council composed of community leaders to help in adjusting the program to town needs.

Also discussed were problems relating to the goals, the programming and the equipment of the station. Aids to programming were suggested by representatives from Indiana and Purdue U.’s. The conference urged the FCC to authorize third class licensing for low-power FM engineers as soon as possible.

City school stations were represented at the conference by Vernon McKown, WNAS New Albany, Ind.; McCabe Day, WVSH Huntington, Ind.; and John V. Maier of Muncie, Ind., which has a station application pending. Another conference members included: Dr. H. T. Ross, Elizabeth Turnell and Charles Aschmann, WQRE DePauw U.; James Miles of Purdue U., delegate from NAB; and Martin Williams, engineering consultant, of Indianapolis.

Other guests included Blanche Young, AER treasurer, Indianapolis; Dr. Harry Skornia, director of radio, Indiana U.; and Dr. L. C. Larson, audio-visual department, Indiana U.

FM RADIO STATUS
Wheeler Says Best Ever

EDWARD A. WHEELER, president and general manager, WEAV (FM) Evanston, Ill., finds the FM broadcasting industry “in the best shape it has ever been.” His declaration was voiced before the FM Broadcasters of Chicagoland, of which he was elected president a few weeks ago.

Vigorously defending FM radio, Mr. Wheeler said it is rapidly establishing itself as the preferred medium for audio broadcasting. He pointed out that there were 283 FM stations on the air as of the date of his talk—the total being more than there were at the same time a year ago.

EIGHT week nationwide contest, to stimulate sales and shipments of Hunt Foods by its sales managers and salesmen, launched by company.

FOR HIRE

2 Super Salesmen

If you’re prospecting for sales in the North Country’s rich farming and industrial area, use the 11,000 homes in the world’s leading glove center.

250 W
1340 Kc

Gloversville–Johnstown

Take a look at these two markets—then make up your mind to get your share by using WEAV and WENT.

For availabilities, rates and other information, write, wire, call.

Joseph Hershey
McGillvra
National Representative

February 13, 1950 • Page 71
March of Dimes

(Continued from page 36)

nationality groups spoke in their own language urging support of the campaign. Speaking for all the people interested in the drive was Jesse D. Gross, chairman for the campaign in Stark County.

KASA: Lonnie Preston, co-owner and manager of KASA Elk City, Okla., wears clothes size 47 but he modeled a size 52 high-top for polio campaign. A bid of $50 got the picture posted in a window downtown and another $50 got it published. KASA also devoted an average of nine hours of Class A time per week for the last three weeks of the polio fund drive, with auctions and an "Ugly Man Contest."

WCKY: Disc Jockey Rex Dale, conducting a Dime-a-Tune feature for the benefit of polio victims, initiated an auction sale in order to achieve his goal of $5,000 for the March of Dimes campaign. Items auctioned off to the highest bidder among his listeners were autographed hats belonging to movie stars, Joan Crawford and Tyrone Power, the latter a Cincinnati. Mr. Dale conducts a series of shows for the benefit of needy people throughout the year.

WPAY: A total of 500 announcements and 18 transcribed programs totaling 426 minutes was the boost of WPAY-AM-FM Portsmouth, Ohio, as the 1950 March of Dimes campaign came to an end. Nearly all the available time generally used for station promotion and other community service was devoted to the Infantile Paralysis Fund drive.

WABI: Conducted by Johnny Mac Bas, morning man, a 4½ hour Polio Parade show was aired by WABI Bangor, Me. During the program, 3,500 telephone pledges were received on four incoming lines which were busy throughout the program. Cash receipts, averaging $10 per minute, amounted to nearly $2,600.

WEAU: In Eau Claire, Wis., Baseball Commissioner A. B. (Happy) Chandler and Gene Austry, cowboy film and radio star, interviewed two children, victims of polio, over WEAU, to officially open the 1950 March of Dimes campaign in Eau Claire County. The interviews were part of a week-series to point up contributions for the National Foundation for Infantile Paralysis.

WAAM (TV): In Baltimore, WAAM (TV) presented the celebrated B & O Glee Club in a special program on the opening day of the drive. Speaker for the National Foundation was Dr. George E. Bennett, chairman of the Baltimore Chapter of the March of Dimes campaign.

WBZ-TV: To help kick off Boston's drive, Columnist Bill Cunningham and Cartoonist Al Capp highlighted a special WBZ-TV telecast. Five local youngsters, who had previously posed for March of Dimes posters, were included on the show, with Mr. Capp drawing his famous cartoon of Polio Kigme.

WJOY: In cooperation with the Vermont March of Dimes campaign, Jack Barry of WJOY Burlington, Vt., aired his hour-long request show, "You Asked for It," direct from the polio section of Burlington's Mary Fletcher Hospital, playing requests of the patients. Mr. Barry's program recently received honorable mention from the New York Herald Tribune for placement of more than 60% of the Fresenius Fund children in the Burlington area.

ALASKA STATIONS: The three Anchorage stations, KENI KFQD and KBEY, and the Armed Forces Station at Elmendorf Air Force Base, Ft. Richardson, Alaska, combined their talents to broadcast a two-hour program in support of the March of Dimes. The show featured many leading citizens of Anchorage. Listeners were requested to phone in pledges.

WBIG: In Greenboro, N. C., WBIG reported large receipts of contributions from listeners in the area. The entire WBIG staff cooperated in efforts to put over the March of Dimes in the Tarheel State.

WBAP-TV: In cooperation with the March of Dimes campaign, WBAP-TV Fort Worth set up its remote equipment in the polio ward of the Fort Worth City Hospital for a telecast for polio patients. As a highlight, WBAP-TV star, Al Parker, interviewed a number of young patients.

WMGB-WTRY (TV): In cooperation with the Richmond Chapter of the National Foundation for Infantile Paralysis, WTVR (TV) and its AM affiliate WMGB Richmond, presented a special program built around the needs of Richmond in the March of Dimes campaign. Speakers included the executive director of the local chapter, the director of the Medical College of Virginia Hospital, a noted physician who told of the medical research being done to combat polio, and a four-year-old victim of polio.

WHWL: In Wilkes-Barre, Pa., the aim of the March of Dimes was brought home forcibly when WHWL transcribe the story of a paralysis victim, form a husky football player, at Wilkes Barre Contagious Hospital. Arrange and conducted by Jones Evans, newly appointed WHWL program director, the interview with Leonard Ausman was heard in a WHWL rebroadcast that same day.

SEATTLE STATIONS: The March of Dimes got a big send-off in Seattle with KOMO telecasting a 15-minute interview between Dick Keplinger, Seattle radio freelancer, and two Marc' of Dimes officials and three polio patients. The program was used also on KJR KXI KV KRSC KOL and KING.

DuMONT: In an effort to raise $100,000 an hour to fight polio suffers, DuMont TV Network scheduled a two hour Celebrity Parade for The March of Dimes. To receive contribution during the 10 p.m. to midnight period Wally Wangler models named telephone sets up on the stage of th. Adelphia Theater, New York, origination point of the telecast. A long list of Broadway celebrities appeared on the show. Hank Ladd, comedian o. "Along Fifth Avenue," "Angel in the Wings," and other comedies, emcee the first hour. Bert Parks o. Stop the Music took over the second hour.

WBAL: Eddie Cantor, NBC star who originated the phrase, March of Dimes, recorded a special March of Dimes Announcements and Stories. With Disc Jockey Al Ross at WBAL Baltimore during the station's campaign for contributions. Mr. Cantor stepped off in Baltimore before taking off on a college lecture tour to urge all citizens to fight polio.

ABC: Celebrating the birthday of Franklin D. Roosevelt, a group of prominent personalities participated in a half-hour long broadcast on the full ABC network. Titled America Salutes Franklin D. Roosevelt's Birthday, the show also honored the 1950 March of Dimes campaign. With radio's Ralph Edwards as m.c., the program featured a recorded address by the late President Roosevelt, and speaking from New York, brief talks by Mrs. Franklin D. Roosevelt, Helen Hayes, who this year's chairman of National Women's Activities for the March of Dimes campaign.

(Continued on page 74)

"Vic" DIEHM says:

IT TAKES ALL KINDS of SHAPES
to run a RADIO STATION

BEAUTIFUL!

for further Enlightenment
write to Vic Diehm '40

WAZL

HAZLETON, PENNA.

or Robert Meeker Associates
521 Fifth Avenue, New York City 17, N. Y.

Page 72 * February 13, 1950
Advocates of diversity of income sources as the best backlog for community stability would find in Longview-Kelso a textbook example. They'd find proof of their theory also in the expanded buying power of the two communities...buying power YOU can tap through KGW'S COMPREHENSIVE COVERAGE.

Much of Longview-Kelso's industry...which includes the two largest lumber mills in the world...has arrived within the last ten years, keeping pace with the amazing growth of their neighbor Oregon across the Columbia River, whose population increase during this period has been the largest in the nation.

THROUGH COMPREHENSIVE COVERAGE, KGW DELIVERS Longview-Kelso...as it delivers the rest of the fastest-growing market in the nation.
March of Dimes

(Continued from page 72)

March of Dimes, and Basil O'Connor, president of the National Foundation for Infantile Paralysis, state

WINA: Sponsored by WINA Charlo-
tottesville, Va., and the local chapter of the National Infantile Paralysis Foundation, "The WINA March of

Dimes Mule Train" climaxed the city’s drive for the converted hay-

wagon, pulled by four ancient mules

and driven by two genuine, old-time mulepullers, rolled through the city as two hillbilly bands aboard sang and

played "Mule Train." Marine reserv-

ists and girls dressed in cowboy

costumes walked alongside the WINA

Mule Train, collecting dimes and
dollars in milk pails. Over $600 in
cash was collected during the Mule

Train’s tour, WINA reported. In addi-
tion to this, WINA’s disc jockey

program which promoted the drive
throughout each day of the campaign,

nelted between $500 and $1,000.

... NEW YORK TIMES

CBS: The March of Dimes opening
day Jan. 16, originating at New

York’s City Hall and featuring Arthur

Godfrey and Dinah Shore, was

recorded by CBS for rebroadcast on

same day on the full network with

the exception of WCBS New York.

The rebroadcast, however, was heard

in New York on WNYC. Others who

appeared on the program included

acting New York Mayor Vincent

Impellitteri, Helen Hayes, Elliott

Lawrence and members of the Marine

Corps.

CBS-TV: Enceed by hosts Dorothy

Dean of CBS-TV’s Vanity Fair, the

sixth annual March of Dimes Fashion

Show, underwritten by the New

York Dress Institute for the benefit of

the National Foundation for Infantile

Paralysis, was telecast over CBS-TV

from the grand ballroom of New York’s

Waldorf-Astoria Hotel. Current thea-

trical headliners in New York as well

as a bevy of beautiful mannqueins

participated in the program.

THE RADIO JINGLE has shed

swaddling clothes and donned a

new suit. And, from all reports,

listeners like it.

One big radio advertiser to strike

a blow for the jingle’s growth

from "offbeat" label to "songs

which entertain" classification is the

Pepsi-Cola Co. A giant step in that
direction was taken last summer when the soda pop

company, which made the longer drink

for a nickel famous, ordered a new

type of transcription from the George

R. Nelson Inc., Schenec-

tady, N. Y.

Not that Pepsi-Cola was a caus-

ality of the usual jingle. The

company made famous (and vice-

versa) the "Pepsi-Cola hits the

spot" jingle, which for some time

has been an integral part of its

advertising.

But Pepsi-Cola, looking to

changing moods, prepared for the

future. Not forgetting that lis-

teners wish to be entertained in

radio advertising—cite participa-

tion of comedians like Jack Benny,

Fred Allen and others—Pepsi-Cola

announced a new policy: to

promote the drive through its

own programs—the company

turned to the song-talent jingle.

That is where George R. Nelson

Inc. came in. Nelson already

had been turning out the newly-

clothed spots for General Electric,

Mohawk Carpet Mills, Benrus

Watch and others. Pepsi-Cola list-

tened to the samples and sugges-

tions submitted and then bought.

The new announcements, differ-

ing from the repetitious, one-of-a-

kind, are actually "musical." Their

presentation, the Nelson agency

explains, makes use of a wide variety of rhythms and tunes, many of

them comparable to those milled in

"Tin Pan Alley." The sales mes-

sage is shot across with the help

of such talent as the Landi Trio,

Julie Conway and Eugenie Baird

on the lyrics, and music by Johnny

Cole.

Full Length Records

Full-length records for Pepsi-

cola were announced by the

Nelson firm. Suggestions have

been forwarded that the company

place them on the market or di-

strict them for home use, as they

are suitable for phonograph sets.

Because every record has talent and

a carefully prepared lyric and

song, the Nelson agency says it has

individual appeal to the listener.

The full-length record, which

stirred interest in the advertising

field, uses no commercial announcer.

It begins and ends like any music

recording, and is set to a variety of

rhythms such as rumba,

westerns, Hawaiian sway.

The Nelson agency says it firmly

believes that jingles need not be

offensive or dull. Rather, it says,

"catchy melodies and clever lyrics

can so sugar-coat an advertisement

that the radio audience ask for

more—not only of the advertis-

ing, but also of the product."

According to the advertising

firm, one station manager wrote

to company using the new announce-

ments: "For the first time in N. Y.

radio experience, I have people

calling up and writing to the statio-

n, asking for more of your mu-

sic announcements."

The spots are not prepared wit

sound effects, which the agen-

cy says, may catch the public ear

first but prove irritating a time

goes by. "The job is done, the

agency says, "with just word and

music."

In explaining production of the

transcriptions, George Nelson

head of the agency states: "We em-

ploy only the very best and higher

priced artists—vocal and instru-

mental—in the business—trul

Name artists. They are supervised

by three production men, and inde-

s the chief engineer of the best re-

cording studio in the country at th

board room itself. ... Our clients
tell us that it pays magnificent divi-

dends."

Agency’s Policy

The agency firmly disagrees wit

the "make ’em mad, just so the

listen" school of thought. "We

don’t write jingles," Mr. Nelson

says, "we write songs—material

that people will want to hear—ma-

terial that will bear repeat per-

formance."

Comments from clients and lis-

teners alike bear out the correct-

ness of the Nelson theory.

Litigation Possibilities:

LITIGATION has hit the March of Dimes

in Los Angeles. Mrs. Elizabeth Fry, 35,

adopted daughter of the late Mr. Fry,

of Los Angeles, an artist and sculptor,

is filing a suit against the March of

Dimes Foundation. The suit was

filed in Los Angeles Superior Court

and includes a request for a

defense in the suit. The suit is

based on the claim that the March of

Dimes Foundation is not registered

under the laws of the State of California.

The suit was filed on March 16.

Mrs. Fry is represented by the law firm

of Baker, Hostetler, and Co., Los

Angeles.

Lee Estate

In a surprising move, the estate

of the late Thomas S. Lee, owner of

the Don Lee Network and other pro-

erty interests, has been turned over

to Mr. Lee’s daughter, Mrs. Elizabeth

Fry. The estate was valued at

$9.5 million and includes the

Don Lee Network, which

includes the Los Angeles Times.

Mrs. Fry’s attorney, Mr. Lee’s

attorney, Mr. Lee, is representing

the estate. The estate is

valued at $9.5 million and

includes the Don Lee Network,

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which includes the Los

Angeles Times.
Free Time Revolt
(Continued from page 19)

advertising. The first six months of 1950 are the last half of the Army's fiscal year, and appropriations for that period were made before Grant took the account.

Last week Willy C. Grant, director of the agency, advised BROADCASTING that beginning next July 1, when a new $1 million Army and Air Force advertising budget goes into operation, the allocation for radio will exceed that for any other medium.

The public information office of the Dept. of Defense, responsible for broadcastings that 31.52% of the budget would be spent for radio—14.54% or buying time and 17.38% for reduction costs.

Mr. Grant said that only network time purchase would be made from the $1 million national Army-Air Force account. Local and spot purchases would be handled by the Army commands throughout the country. The individual Armies have their own budgets, Mr. Grant said.

Grant's Statement

Mr. Grant asserted that the grant agency had recommended the use of radio by the Armies and that the agency would present a range of ideas at a meeting with the commanders of the Armies to be held next week.

The fact that in the budget beginning next July 1 the appropriation for radio production in excess of that for radio time was seen as indicating that the Army intended little if any diminution in its production of transcribed shows for free use on Army stations.

More than 1,000 stations now use such programs, it was learned. None of them is paid for the time.

One proposal of the NAB Unaffiliated Stations Committee at its Washington meeting a fortnight ago was that such programs—whether distributed by the Army or any other organization—be produced as open-end transcriptions, a device that would permit stations to include local sponsors' commercials in the shows.

It was pointed out that the practice of enlisting local advertisers to buy space in which to carry public service advertisements is universal among newspapers. Such agencies as the Treasury Dept., on behalf of Savings Bond Drives, circulate mat services to newspapers which then pay for running them. The merchant is given a courtesy notice in the ad. The same principle could be used by stations, the Unaffiliated Stations Committee suggested.

The volume of station protests reaching Grant Advertising in Chicago, it was learned, was enough to oblige the agency to resort to a form letter with which to reply to the stations, rather than to try to answer them individually.

Write Congressmen

Stations in many parts of the country also wrote their Congressmen. A letter from John B. Brown, manager of WSBP Sarasota, to his made Pepple (D-Fla.) was typical.

"The Army and Air Force spend thousands of dollars producing transcribed shows," wrote Mr. Brown, "in part, these shows are not worth five cents unless some radio station broadcasts them, and it has been the policy of broadcast stations, up to this present time, to run these transcribed shows free although everybody making them gets paid except the broadcasting industry."

"As far as this station is concerned, we are herewith cancelling all free time given to the Army or Air Force, and I feel the radio industry throughout the United States should follow a similar move. We refuse to give away our advertising when other mediums are getting paid."

A communication received by John E. Pearson Co., New York, national station representative, stated that it had advised that Indiana stations were rebelling against free time demands.

WIRE Cancels

Daniel C. Park, commercial manager of WIRE Indianapolis and WIRE secretary-treasurer of the Indiana Broadcasters Assn., telephoned Mr. Pearson that his station was cancelling all free programs for recruiting "until such time when a proportionate share of advertising budget is diverted to radio."

"It's high time radio is recognized by such agencies as U. S. Army and the like," Mr. Park telegraphed, "WIRE is through playing the sucker role. I might add so are all Indiana radio stations."

Mr. Park's wire was a response to a communication sent to his client stations by Mr. Pearson, advising them of the discriminatory aspects of the Army budget for the first half of 1950. Mr. Pearson said:

"If any government agency or bureau has any money to spend for advertising, then radio should get a fair share of it along with printed media instead of being pressured to broadcast free of charge what the newspapers and magazines get paid for."

As station protests mounted, it was rumored that Col. William G. Downs, who is one of the top officers in Army-Air Force advertising in Washington, had planned a conference with Maurice B. Mitchell, director of BAB, on the subject of appropriations to radio.

Because Mr. Mitchell will be traveling in the west for two weeks, Charles Batson, assistant director of BAB, probably will confer with Colonel Downs this week.

The issue was too hot to let boil unattended until Mr. Mitchell's return.

RICHARD DOHERTY
To Address Calif. Groups

RICHARD P. DOHERTY, NAB director of employer-employee relations, is to be guest speaker at the California Rural Area Broadcasters Convention in Santa Ana, Calif., Feb. 16. J. Clifford Lee, president of KFXM San Bernardino and president of CRAB, will preside.

With Maurice Mitchell, director of Broadcast Advertising Bureau, Mr. Doherthy is also on agenda of the annual California State Broadcasters Assn. meeting to be held at Hollywood's Roosevelt Hotel Feb. 17 [BROADCASTING, Jan. 30].

WOW New York, Italian-language outlet, has been campaign to educate non-Italian listeners to use Italian food products. Announcements and station breaks being used.

ADD 'EM UP!
WLIO Plugs All-Day Audience

TO TRY and find out how many people actually listen all day long to WLIO East Liverpool, Ohio, Program Director Cy Newman decided to run a contest. He called it "Add Em Up."

At various intervals from 7 to 11 a.m. to 6 p.m. an announcer would say, "The number of the moment is " To get the correct total, the listener had to stay tuned to WLIO for 10 hours and 45 minutes a day and not miss a number. A $5 prize was offered for anyone getting the correct total.

A couple of hundred dollars had been set aside for the 10-day contest on the assumption that two or three people a day would guess the right answer. The first day's mail brought in 176 entries with 67 correct answers, station reports. This meant a giveaway of $335. WLIO feels it has proved a point for radio listenership against any other advertising media.

FCC Rules

RECODIFICATION of certain technical rules reported by FCC last December was further amended by the Commission last week to include earlier-omitted provisions relating to inspection of tower lights and associated control equipment and procedure in discontinuing station operation. Various cross references of other material also was corrected. Deadline for comments is March 8.

NEED MORE COVERAGE?

Let KFYR and its 5000 watts on 550 kilocyes "boil you out." For the seventh consecutive year North Dakota produced more than one billion dollars in agricultural wealth. Top this reservoir of buying power through KFYR and its quarter century of listener loyalty. Ask any John Blair man for the facts.

KFYR
550 KC 5000 WATTS
NBC AFFILATE
BISMARCK, N. DAK.

February 13, 1950
The present income is at the rate of $64,000 annually and in the five months ended May 31, 1949, revenue fell below operating expenses by nearly $15,000. The cash on hand was about $40,000 and would be eaten up in a few months at the present pace, the committee reported.

Budget Revisions

Requests for budget from the NAB departments for the year are aggregated in excess of $695,000. Practically all of them, with exception of BAB, were revised downward to just $800,000. The board approved the committee’s recommendations that the additional funds to meet the $800,000 budget be procured through elimination of the current 12½% discount on dues authorized last July at Portsmouth, N. H., and via an increase in the dues for active members in various classifications. These changes the Small Stations (Class A) dues from $7.60 to $15 per month; Class B from $15 to $20; Class C from $20 to $25 and Class D from $30 to $35.

Elimination of the discount, it was pointed out, would yield about $60,000 at the current membership rate, while the dues increases in the lower station income brackets would produce in the neighborhood of $58,000. This all presupposes no further losses in membership.

Members of the Finance Committee who proposed the plan, drafted initially at a meeting in Washington Jan. 23-24, were Chairman Meagher; Clyde Rembert, KRLD Dallas, and Harold E. Fellows, WEEL Boston.

increase for BAB

The committee ascribed the need for the increase to a boost of more than $72,000 for BAB; absorption of the FM Assn. in BAB, entailing about $13,500; an increase in the secretary-treasurer’s budget to handle membership solicitations, and lesser items such as salary increases and building maintenance.

Mr. Hardy, in his report to the board, said that he had registered under the Lobbying Act and was working closely with Congress, the FCC and with General Counsel Don Petty. Mr. Markham said he had a number of TV projects ready for action, pending clarification of the functions of his office and the arrangement of coordinated effort with the various NAB department heads.

Speaking for the Radio, Television, and Broadcasting Advertising Committees, which met in Washing- ton a fortnight ago to advise the board on NAB structure [BROADCASTING, Jan. 16], Eugene S. Thomas, WOIC (TV) Washington, the board was also be retained as a separate NAB department rather than as a separate corporate entity. He also recommended that the Radio and Television Division Heads report directly to the president along with other department heads.

The board decided not to fill the district directorship vacated by the resignation of radio manager, Enoch, former manager of KTOK Oklahoma City. Jack Todd, general manager of KAKE Wichita, thus was named to the district (Kans., Okla.) directorship at the April NAB convention since he is an unopposed nominee.

TV Director-at-Large

There were only two nominations for TV director-at-large—the incumbent, Mr. Thomas, and Robert D. Sweczy, WDSU-TV New Orleans. The board approved by-laws to mean that it is not necessary to nominate two other directors for the four-way contest. Thus, Mr. Thomas and Sweczy’s nominations are tantamount to election. The elections will be held this month by mail. Ballots were printed late last week.

The TV director-at-large getting the largest number of votes will serve a two-year term; the other will serve one year.

The board ruled that Charles C. Caley, WMBD Peoria, Ill., whose second term as District 9 director runs out at the 1951 NAB convention, is ineligible to run for medium station director-at-large, though heads one of the nominees [BROADCASTING, Feb. 6].

The board designated John J. Gillin Jr., president of WOW Omaha, as official NAB delegate to the Canadian Assn. of Broadcasters Convention at Niagara Falls, Ont., March 27-30. Designated as alternate was Paul W. Morency, vice president and general manager of WICT Hartford. Only one will attend.

New Members Admitted

The board voted to admit to membership 56 stations which had applied since the November board meeting. Of these, two were television stations and five were in the associate membership category.

Considerable time was devoted by the board to a discussion of the radio film "Lightning That Talks," produced under auspices of the All-Radio Presentation Committee (see CLOSED CIRCUIT, page 4). There was general dissatisfaction with the quality of the film and although a foundation was adopted, Director Swezey was designated to consult with the network heads and with the presentation committee on possible re-editing and revamping of the picture.

While the suggestion was advanced that the project be dropped no formal action in that direction was taken. The picture was previewed by the board Wednesday evening with BAB Director Mitchell describing the project. He explained that the print used was "in the rough" and subject to further editing. Mr. Mitchell, through BAB, is handling the bookings for the film.

Stations Joining

All members of the NAB board were present for the three-day session except Frank U. Fletcher, WARL Arlington, Va., and Mr. Caley, both of whom were tied up with FCC hearing activity in Washing- ton. Present in addition to Messrs. Miller, Mitchell Hardy and Markham, were C. E. Arney Jr., secretary-treasurer Don Petty, general counsel; Richard D. Hill, assistant director; Robert K. Richards, public affairs director, and Helen Fruth, secretary to Judge Miller.

New stations whose membership application were approved were: WOC-TV Davenport, Iowa; WOWK (TV) Washington: KAFF Petaluma, Calif.; KALE Richmond, Wash.; KKKO Portland, Ore.; KBBY Billings, Mont.; KCIN Tucson, Ariz.; KDCN Broken Bow, Neb.; KCNY San Marcos, Tex.; KCNA - AM - FM Sacramento, Calif.; KDIA Anchorage, Calif.; KPOC Pebble Beach, Calif.; KFAP Jackson, Miss.; KGBY-AM-FM Garden City, Kan.; KCO D-10, Dodge City; KFLY Crockett, Tex.; KFLY LaFayette, La.; KLYN Klamath Falls, Ore.; KOWS Kalamazoo, Mich.; KPBB Beaumont, Tex.; KPMC Bakersfield, Calif.; KRCO Prineville, Ore.; KRLQ Chillicothe, Ohio; KWKH Shreveport, La.; KZBG-FM Rocky Mount, N. C.; WCCN Muncie, Ind.; WCOR Columbus, Ohio; WQSL Fredericksburg, Ky.; WCUSO (FM) Cleveland.


We don’t sell “time”!
We USE time to increase your sales and profits.
THERE'S a bill in the U. S. Senate, No. 1847, which is designed to prohibit all advertising of alcoholic beverages across state lines. The Advertising and Sales Club of Seattle strikes back, opposing Bill 1847 as "a serious threat to the freedom of the press and an unjustified restriction on newspapers, magazines and radio broadcasts owning in interstate commerce." The advertising club has a point. If it's legal to sell liquor, it's legal to advertise. But we sink the club's argument, as it appears to us, to the newspaper and the radio networks.

From an editorial in the Wenaschee (Wash.) Daily World.

ONE does not need to be a lawyer to follow the clear logic of the U. S. Court of Appeals for the District of Columbia in upholding the '99 in the denial of radio licenses to the Mansfield Journal and the Oregon Journal. Since the denial was found to be indulging in monopolistic practices, the public interest would not have been served by granting it a license. "The PCC has in no way attempted to censor the editorial policy of the Journal, and it is eminently clear that freedom of information is preserved when broadcasting licenses are kept out of the hands of newspapers or other operators that (so indulge) the real principle of freedom of the press sought not to be involved in such unworthy causes. Newspapers that cry 'freedom of the press' when no threat to their freedom is involved are likely to find, if a real challenge to the press rises, that they have debased their worth's currency.

From an editorial in The Washington Post.

THERE can hardly be any serious disagreement with the unanimous finding of the U. S. Court, as follows: "Judgment is not infringed by the denial of a radio license to a newspaper which seeks monopoly control of news and advertising. The Mansfield Journal remains free to pursue all of its old policies, or any new ones equally bad. All that the (PCC) and the court have said is that it cannot do this, and at the same time operate a radio station. "This is a sound position ... not many publishers would refuse to publish the programs of a competing radio station, or attempt, as did the Mansfield Journal, to coerce businessmen who advertise over a competing radio station."

From an editorial in The Washington Evening Star.

TELEVISION is the most perplexing problem plaguing college athletic directors today. "Television is a monster," declared one graduate manager at a recent college conference meeting. "It is wrecking college athletic attendance and is costing colleges a heavy loss of athletic revenue." The crux of the whole thing is a matter of money. Colleges are entitled to a fair return for television rights of their athletic contests. Television is a big problem for the colleges. The NCAA is wrestling with it. Many college authorities are dead set against television, others are for it. The public at large is on the side of television, those who have sets and those who intend to buy sets.

From Eugene H. Russell's column in The Seattle Times.

HIGHT ERECTED

Wilson, Haight & Welch V.P.

JESSE J. HAIGHT, former executive vice president and a member of the agency since 1926, has been elected president of Wilson, Haight & Welch Inc., Hartford and New York advertising agency. He succeeds Howard C. Wilson, founder of the firm, who will continue to be active in the business.

Arvin J. Welch, vice president, was named first vice president, and Ronald W. Donahue and Jarvis W. Mason, vice presidents, were re-elected. Mr. Welch has headed the New York office of the agency since 1945. Harlan C. Judd, account executive who has been with the agency since 1946, was elected treasurer.

CBS Dividend

CBS board of directors last week declared a cash dividend of 40 cents a share on Class A and B stock, payable next March 10 to stockholders of record at the close of business Feb. 24.

KMBC CHARGES

Recommended for Dismissal

DISMISSAL of the charges against KMBC Kansas City charging unfair labor practices was recommended Feb. 11 by Myers D. Campbell Jr., trial examiner of the National Labor Relations Board.

The case grew out of a complaint by Sherwood Durkin, announcer, that he had been discharged because of activities as AFRA shop steward. Among charges was alleged use of individual talent contracts in connection with AFRA collective bargaining.

The NLRB examiner held complainant did not prove allegations against KMBC. His report cites alleged use of obscene and profane language by the employee and notes a paucity of evidence that would indicate the station restrained or coerced its employees.

CONSUMER MARKETS makes basic market measurement data for every state, county and city easily get-attable. Its 774 pages of facts and figures are so arranged that you can easily extract any single index you may want; or get a complete statistical picture of any consumer market in the U. S., U. S. Territories and Possessions, Canada, or the Philippines.

Conveniently located Service-Ads, like The Cleveland Press' shown here, supplement and expand the listed data with information about the market coverage of individual media.

"CONSUMER MARKETS is a quick, easy, informative reference," says one agency executive. "A delight to any media or market research department."

CHARLES R. DENNY, (l), NBC executive vice president, finds Comedian Bob Hope's side comment to Robert Montgomery, movie, radio and TV star, and Niles Trammell (r), NBC's chairman of the board, highly amusing. The foursome gathered at a Stork Club party Jan. 30.

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"CONSUMER MARKETS is a quick, easy, informative reference," says one agency executive. "A delight to any media or market research department."

One of 258 Service-Ads that supplement market data listings in the 1949-1950 CONSUMER MARKETS.

"CONSUMER MARKETS is a quick, easy, informative reference," says one agency executive. "A delight to any media or market research department."

If you are not using the 1949-50 Edition of CM, send for Fall Explanation Folder detailing the information it makes available to you.

Advantageous rates for annual subscriptions. Address: CONSUMER MARKETS, 132 W. 46th Street, New York 19, N. Y.
Station Contracts
(Continued from page 81)

FCC hearings, at the rate of 15% of net billings per month until Jan. 6, 1950.

FCC figured this would be 70% of
net earnings, or more than $300,000, which it thought would jeopardize the station’s financial
ability to operate in the public interest. WGST’s license accordingly was renewed only after the
school repudiated the contract.

Southern then sued, winning a judgment for $145,000 for the
period from August 1945 through August 1947 in the Superior Court of
Fulton County, Ga. This de-
cision was affirmed by the Court of
Appeals of Georgia, and the
school appealed to the U. S. Su-
preme Court.

Supports School
The Commission, arguing before the Supreme Court as amicus
curiae but in support of the school, contended it disapproval of the
contract could be used by the school as a defense for failure to perform
the contract.

Legal authorities took the Su-
preme Court’s language to mean
FCC should have endeavored more
diligently and more patiently to
make sure that the contract was
mutually cancelled. The Court said:
... the Commission insisted that
petitioner [Georgia Tech] could not
be a suitable licensee unless the latter
contract was given “no effect.” For
some reason, which has not been ex-
plained to us, the Commission was
satisfied that the contract was of “no
effect” when the petitioner made a
unilateral disaffirmance, and it did not
think necessary to require that
Southern agree to the cancellation
before a license would issue.

The convenience of methods within the
Commission’s power. Considera-
tions unknown to us may have dic-
tated this procedure. Before issuing
a license in similar circumstances, the
Commission has successfully ob-
tained from both parties to a contract
cancellation of any legal and
unconditional surrender of the
contract. Indeed, the Commission
might refuse to issue a license until
the applicant has demonstrated that
it has been freed by the state courts
from the obnoxious contract.

But if the Commission was placed in
a dilemma from which it had no
escape, that dilemma was the inevi-
table result of the statutory scheme
of licensing. The Commission has
indicated to Congress that it is em-
brassed by its inability to issue
contracts in such a way to avoid its
disposal only the cumbersome
weapons of criminal penalties and li-
censing revocation. As far as we are
aware, the Commission request did not go beyond asking for
power to issue a cease-and-desist
order against a licensee. No power
was sought against a third party.

The Court accepted FCC’s ruling
that the payments to be made un-
der the contract rendered the school unacceptable as a licensee.
It also assumed the validity of
FCC’s conclusion that the school
might be denied a license “be-
cause of its promise [to South-
ern] under the stock purchase con-
tact permitted [Southern] to profit from
their prior invalid arrange-
ment.”

Southern Broadcasting was owned
by a group including Sam Pickard,
former Federal Radio Commissi-
oner and onetime CBS vice pres-
tident, and Clarence Calhoun, At-
lan ta attorney. The group received
payments from the school from the
time the agreement was signed in
April 1948 until it was repudiated
by the school in 1945.

JENCKS LEAVES NAB
Joins CBS Legal Staff
RICHARD W. JENCKS, member of
the NAB legal department, has
resigned to join the CBS legal
staff. He will be stationed for the
time being in New York. Mr.
Jencks joined NAB in November
1948 after graduating from the
Stanford U. School of Law where
he received his LL.B. degree.

Born in 1921 in Oakland, Calif., he
was graduated in Oakland schools,
entering the U. of California in
1938. In 1941 Mr. Jencks entered the
Navy, serving 4½ years and leaving
the service as a lieutenant
commander. He served in Alaska
and Aleutian waters and in the
Caribbean, where he commanded a
small naval vessel. After the war he
entered Stanford Law School.

The Case of the
SKEPTICAL
BUYER
His product was home insu-
lation—big stuff.
When a KDYL salesman
said, “Let’s pitch that to our
big morning show,” the man was
skeptical... but said he’d try it.
He sold three insulation jobs
within a week as a direct re-
sult of a few morning spots.
That’s when he called the
KDYL salesman and said,
“Run, don’t walk, down to
my place so I can sign a
long contract!”
Another satisfied KDYL
client. And of course KDYL-
TV brings the same kind of
results!
KLA SESSIONS
Doherty To Speak on Costs

ICHARD P. DOHERTY, director of NAB's Employer-Employee Relations Dept., will speak of the spot market, the general Electric Broadcasting Co.-Carlson. Mr. Doherty will speak at a day session on "Cost The Broadcasters' Profit Equations." He will address the national meeting concluding banquet session on [BROADCASTING, Jan. 30]. Sessions on sales and market goals, news, television, and FM, as well as on FM and education, were listed on a partial agenda announced by Sherman P. Lawton, conference director. Speakers include:

(Sales) R. B. McAlester, KICA Clowis, M.; James B. Curtis, KFRO Longview, Texas; Bill Hoover, KADA Aledo, Texas; George Tarver, KCHR Enid, Okla; (television) Roy Becas, WBAP-Fort Worth; Dave Panenka, KSD-St. Louis; Hoyt Andrews, WKY-TV Oklahoma City, and C. M. Randolph, TVT Tulsa. Southwestern sponsors also will take part. Opening day sessions of the conference will be voted largely to demonstration booths by colleges and universities.

ANADIAN BOARD
Re-elects Hackbusch Chief

A. HACKBUSCH, president and managing director of Stromberg-Carlson Co., Ltd., Toronto, was re-elected president of the Canadian Radio Technical Planning Board at its annual meeting in Montreal last month. Gordon W. Atwill, chief engineer of Canadian broadcasting Corp., Montreal, was re-elected vice-president, and S. D. Brownlee, secretary-treasurer of the Canadian Radio Mfrs. Assn., was re-elected secretary-treasurer.

General re-organization of the radio TV committee of CTRPB as undertaken, with H. S. Dawn, television engineer of Canadian General Electric Co., Toronto, as general coordinator and J. A. Jumet, CBC TV director, Montreal, heading the TV technical advisory committee. This group is presently preparing recommendations on Canada's frequency allocations for TV.

National Advertisers

When shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS...Ask

JOS. WEE & CO.
350 Madison Ave., New York
They also know about our new 5000-WATT TRANSMITTER
CHRISTMAS SPECIAL
HALIFAX NOVA SCOTIA

IN THE BACKGROUND is the 5 kw transmitter "giveaway" by WDAY Fargo, N. D. Station presented it to the North Dakota Agricultural College's department a few days after WDAY's new transmitter went into service. At the formal "giveaway" celebration are (l to r): Julius Hetland, WDAY technical supervisor; Jack Dunn, station manager; Dr. Fred S. Hults, college's president; Ken Kennedy, WDAY program director, and Robert N. Faiman, professor. A spontaneous gesture, the giveaway idea was born on Ken Kennedy's Tello-Test Time program over WDAY.

CLEAR CHANNEL COMMENTS
Editorials Cited in 'Congressional Record'

CONTROVERSIAL clear channel issue has commanded interest for the past fortnight in Congress and leading U.S. newspapers.

Legislators on Capitol Hill took note of the recent meeting in Cincinnati during which the Clear Channel Broadcasting Service renewed its opposition to possible foreign intrusions on U.S. broadcasting rights and cited resolutions for maintenance of the clear and for higher power to extend service [BROADCASTING, Jan. 23].

The subject crops up in Congressional Record issues of Jan. 31, Feb. 1 and 2. One took note of the CCBS meeting with reprint of an article appearing in the Cincinnati Times-Star. The piece, which quoted CCBS Director Ward Qual's protest to demands of the Cuban government in Montreal last fall, was inserted by Rep. Stephen M. Young (D-Ohio).

Rep. J. Frank Wilson (D-Tex.), called attention to the Dallas Morning-News, which editorially observed that "rural America is dead set against any agreement" with Cuba that would permit inroads on U.S. rights. Contending that Cuba could not possibly utilize now all of the stations which it asks and that it may be merely "bargaining," the newspaper concluded:

"The question of international distribution of frequencies has never been given the attention that it deserves. This country, the home of radio-broadcasting development, early set up its own national domestic regulation. But the question of power and frequency beyond the jurisdiction of the FCC will require all of the official we have to arbitrate.

The decision associated for the time being should be done to strengthen our position when we come to the bargaining table.

Two rural association resolutions, favoring retention of clear channels and referred to the Senate Interstate & Foreign Commerce Committee, were singled out by Sen. Tom Connally (D-Texas), chairman of the equally powerful Foreign Relations Committee. Both stressed the need for adequate service to rural areas, and radio as an important information source.

SOAP OPERAS
Massey Cites Ad Value

"SOAP OPERAS are pretty corny," Charles A. Massey, president of Lever Bros. Ltd., Toronto, told the Canadian Retail Federation in convention at Toronto on Feb. 2. "But," he added, "one of the cardinal points for a successful advertiser is to mistrust his own opinion when it comes to deciding the featured public wants."

The public has definitely proved that soap operas attract and hold an exceptionally large audience, Mr. Massey stated, and the advertiser must give his public what it wants. He pointed out that advertising is the most economical means yet discovered of broadening the demand for a product, making mass production possible, and therefore reducing the price.

WASH (FM) Expansion

THREE persons have been added to the staff of WASH (FM) Washington, according to Hudson Elbridge, station business manager. Howard Callahan, former assistant to the chief engineer at U. S. Recording Co., becomes chief engineer. Hurley Provenson, formerly of WBCC Bethesda, Md., joins the announcing staff. Robert Best, Washington public relations counsel, has been named to direct promotion and publicity.
February 3 Applications . . .

ACCEPTED FOR FILING
License for CP
WRSY Plattsburg, N. Y.—License to cover CP new AM station. License to cover CP AM station change power, frequency etc.; WPTF Port Huron, Mich.; WGA1 Elizabeth City, N. C.
AM—1520 kc
WKBW Oyster Bay, N. Y.—CP to change from 1550 kc 250 w. unil. to 1520 kc 1 kw. w.
AM—1410 kc
KBCB Mount Vernon, Wash.—CP AM station to change from 1400 kc 500 w. to 1410 kc 1 kw. w.
AM—1140 kc
KSOO Sioux Falls, S. D.—CP new AM station to change from 1140 kc 5 kw L to 1140 kc 10 kw. unil.
AM—1260 kc
KSMI Seminole, Okla.—CP AM station to change from 1260 kc 500 w. to 1260 kc 500 w. unil.
Modification of License
WBBR Staten Island, N. Y.—Mod. license to change main studio location from Staten Island to 124 Columbia Hgh., Brooklyn, N. Y.
Modification of CP
Mod. CP new AM station at extension of completion date. WABA Aquadilla, P. R.; WNCA Akron, A. C.; WOOW Cleveland, Ohio.
WFNS Burlington, N. C.—Mod. CP new AM station at change of hours of operation etc. for extension of completion date.
Mod. CP new FM station for extension of completion date. KRON-AM San Francisco, CA; WBBM Chicago, Ill.; WCAP-AM Asbury Park.
WMOX-FM Meredith, N. H.—Mod. CP new FM station to change ERP to 7.5 kw.
WLPM Pittsburg, Pa.—Mod. CP new FM station to change ERP to 6.8 kw and studio location to Bradford, Pa.

License for CP
WBUF-FM Lexington, N. C.—License to cover CP new FM station. WERF Elgin, Ill.—License to cover CP new noncommercial educational FM station. WAFM-TV Birmingham, Ala.—License to cover CP new commercial TV station.

Modification of CP
KIOB Albuquerque, N. M.—Mod. CP new commercial TV station for extension of completion date 5-15.

TENDERED FOR FILING
AM—1380 kc
WAQZ Zarabeth, N. C.—CP new AM station to change from 1380 kc 5 kw-D to DA-N to 1380 kc 5 kw. unil.
AM—1940 kc
WFPA Fort Payne, Ala.—Mod. CP new AM station to change from 1290 kc 500 w. to 1290 kc 250 w. unil.
Modification of License
KPAC Los Angeles—License to change from DA-I to DA-N.
WOKL Albany, N. Y.—Request for SSA on 1490 kc 1 kw D 500 w. N and SSA to extend temporary period to exceed April 24, 1950.

Reinstatement of CP
WCFS New Orleans, La.—Mod. CP new AM station to replace expired CP for new AM station on 1540 kc 500 w. DA-N and for extension of completion date.

February 6 Applications . . .

ACCEPTED FOR FILING
License for CP
License to cover CP new AM station. WEAR Pensacola, Fla.; KRKO Prineville, Ore.
Modification of CP
WCFS New Orleans, La.—Mod. CP new AM station for extension of completion date.

License for CP
WOIC Washington, D. C.—License to cover CP new commercial TV station. (Continued on page 88)

RADIO-TV MEET
Western Session at Seattle

PROGRAM highlights of the third annual Western Radio-Television Conference, to be held March 3-4 in Seattle, were announced last week by Prof. Edwin H. Adams, director of radio for the U. of Washington and 1950 conference chairman. Topics to be covered at the two-day meeting include radio, television and allied press; high school teachers; utilization of radio and television; and the art of listening and viewing; creating an effective public-service program; and using radio in a program for a program in an educational campaign.

The sessions, to be held in the U. of Washington Adult Education Center Theatre, Seattle, will be supplemented by an exhibit of electronic equipment. Prof. Adams said that collateral meetings also are being arranged for members of the Assn. for Education by Radio, the National Assn. of Educational Broadcasters, and the Intercollegiate Broadcasting System. Registration fee is $3.50, with a special rate of $1 for students.

NEW BUSINESS
WNAX Reports High Level

A QUARTER-MILLION dollars worth of new spots and local business is claimed by WNAX Yankton-Sioux City, on the first lap of the new year, according to Robert T. Turner, general manager. Mr. Turner bases this booking on the "alertness of advertisers and their agencies to the potential of the high income agricultural areas."

He further explains that these areas are highly stable "as opposed to the stop-and-go economy of the industrial sections with their ebb and flow of labor-management strikes."

He points out that none of the new business included network accounts, therefore it seems "to substantiate the belief that the trend is toward spot buying because of radio time by advertisers."

World Adds 25

THE WORLD BROADCASTING SYSTEM announces 25 stations have arranged new contracts for the use of its transcribed library service. Stations are:


WNYC New York is offering 26 pubi concerts during its 11th annual American Music Festival, Feb. 12-22.

FUND RAISERS
Hollywood Units Combi

TO ELIMINATE a succession independent fund raising appeal by various charities, such as cancer fund, Bedford, and the American Cancer Society, Hollywood industry leaders have organized the Radio Television-Recording Permane Charities Inc. to cover them in a annual community-wide effort.

Sidney N. Strotz, administrator and vice president in charge of NI Western Div., is executive chairman. Earl Johnson, formerly a platoon manager of KNX Hollywood, is also directing a radio-television-recording industry division of the 1949 Community Chest campaign, has been appointed comptroller and campaign director.

On the executive committe: Mr. Strotz are George M. B. Waccording, co-chairman of the National NBC Radio-Writers Guild; John B. AFRA; Everett Crosby, president Bing Crosby Enterprises Inc.; P. Fischer, MMPA; Robert O. Reynolds, vice-president and general manager, KMPC Los Angeles; Larry Shea, Artists Services Inc.; Don Taturn, vice-president, D. W. Broadcasters Inc.; Way Tisa, vice-president, BBDO; Glen Wallichs, president, Capitol Records Inc.

MONTANA GROUP
Forms and Elects Office

ARTICLES of incorporation were adopted and new officers elected at a recent meeting of Montana stations. Present membership in the new corporation titled, Montai Radio Stations Inc., includes 22 24 stations operating in the state it was announced.

The organization's new office are: Cedar Arow, KIYI Shel president; Paul McAdam Livin ston, vice president; Marion Dixon, KGVO Missoula, secretary-treasurer.

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<th>Name</th>
<th>Address</th>
<th>Telephone</th>
<th>Notes</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices – National Press Building Offices and Laboratories</td>
<td></td>
<td>Member AFCCE*</td>
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<tr>
<td></td>
<td>1339 Wisconsin Ave., N. W. Washington, D. C. 2414</td>
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<td>McNARY &amp; WRATHALL</td>
<td>Radio Engineers – 906 N. W. Press Bldg. 1407 Pacific Ave. Washington 4, D. C.</td>
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<td>60 years of professional background</td>
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<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg. – Sterling 9111 Washington 4, D. C.</td>
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<td>Member AFCCE*</td>
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<td>Portor Bldg. LO. 8821 Kansas City, MO.</td>
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<td>RAYMOND M. WILMOTTE</td>
<td>1469 Church St., N. W. – De. 1232 Washington 5, D. C.</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>E. C. PAGE</td>
<td>Consulting Radio Engineers – Bond Bldg. Executive 5670</td>
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<td>WILLIAM L. FOSS, Inc.</td>
<td>Formerly Colson &amp; Foxx, Inc. – 927 15th St., N. W. Republic 3883</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>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant – Executive 5831 1833 M. Street, N. W. Executive 1230 Washington 6, D. C.</td>
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<td>A. D. RING &amp; CO.</td>
<td>26 Years’ Experience in Radio Engineering</td>
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<td>Craven, Lohes &amp; Culver – Munsey Building District 8215 Washington 4, D. C.</td>
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<td>Dixie B. Mckey &amp; Assoc. – 1820 Jefferson Plaza, N. W. Washington 6, D. C.</td>
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<td>KEAR &amp; KENNEDY – 1703 K St., N. W. Sterling 7932 Washington, D. C.</td>
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<td>Raymon D. Willette</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>Lynne C. Smeby</td>
<td>“Registered Professional Engineer” 920 13th St., N. W. Ex. 8073 Washington 5, D. C.</td>
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*Member AFCCE*
FCC Actions
(Continued from page 80)

Applications Cont.: TENDERED FOR FILING

AM—910 ke

KLCN Blytheville, Ark.—CP AM station to change from 900 ke to 1 kW D to 910 ke to 2 W D.

APPLICATION RETURNED

KWED Hobbs, N. M.—RETURNED Feb. 6, application for license to cover CP for increase in power etc.

February 7 Decisions...

BY THE SECRETARY

Donald Lewis Hathaway, Casper, Wyo.—Granted new license to operate AM station KQX-143.

KXQ-FM Pittsburgh, Pa.—Granted license to file for new license to operate FM station KXQ-296.

WDFN-AM, Detroit, Mich.—Granted CP to change studio location.

WGCX-TV Oklahoma City, Okla.—Granted license to file for new TV station; channel 12, aural 6 kW, 655 ft.

WIZZ Hammond, Ind.—Granted CP to change license to a noneducational license to change frequencies to KA-700 to 36.11, 36.46 kc.

WZSR Boston, Mass.—Granted CP to file for new F M license.

The Wooster Republican Printing Co., Wooster, Ohio.—Granted CP to file for new license to operate AM station KXQ-860.

WAGX-AM—Licensed CP and granted license to file for new license to operate KXQ-133.

WAGT Magnolia, Ark.—Granted new license to file for new CP.

KOB-AM Albuquerque, N. M.—Granted new license to file for new license to file for new CP.

WDRC Essex, Mich.—Granted license to file for new license to file for new CP.

WHSC Hartsvillie, S. C.—Granted license to file for new license to file for new CP.

KWVL Waterloo, Ia.—Granted license to file for new license to file for new CP.

WWIR Winter Haven, Fla.—Granted CP to file for new license to file for new license.

KFXJ Grand Junction, Colo.—Granted CP to file for new license to file for new CP.

BMW Roseman, Mont.—Granted CP to file for new license to file for new CP.

KGLN Glenn Springs, Colo.—Granted CP to file for new license to file for new CP.

This is one of many Service-Ads that are appearing for your convenience in the monthly Radio Sections of SRDS.

KXTV Dallas, Tex.—Granted CP to file for new license to file for new license.

KXPT-FM—Granted license to file for new license.

KWVT-FM Oklahoma City, Okla.—Licensed to file for new license to file for new CP.

KWHD Hammond, Ind.—Granted license to file for new license to file for new CP.

WYCT-TV Grand Forks, N. D.—Granted license to file for new license to file for new CP.

WABQ-Sioux Falls, S. D.—Granted license to file for new license to file for new CP.

Service-Ads like this contribute mightily to the time-saving, pressure-easing service all spot time buyers expect of SRDS station listings.

To take this KSTP Service-Ad, for instance, it gives you useful coverage information, including a map and explanation of what it means. That’s the sort of information time buyers tell us should be in Service-Ads in SRDS, to supplement and expand the information they look for in the regular SRDS station listings.

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LABAMA MEET

Date Set for March 10-11

NNUAL spring meeting of the labama Broadcasters Assn. has been scheduled for March 10-11 and ill be held at the Russell Erskine
otel, Huntsville, Howard E. Pill, BA president, announced last week. Jack Langhorne, WHBS
nterville, has been named gen-
convocation chairman.

Registration will be held Friday
orning. The convention will con-
ue with the annual banquet on
tuesday evening. Luncheon meet-
gs will be featured both days
th morning and afternoon ses-
s reserved for business mat-
rts. On the agenda is the election
ew officers for the fiscal year
mencing in March. The full
rogram, complete with speakers,
is not yet been completed, Mr.
ill said.

ACSIMILE

AIEE Told of Flat-Scanner

N automatic flat-scanning fac-
mile transmitter, which permits
ning of messages from thick
cks, was described by Capt. W. G.
. Finch of Finch Telecommunic-
ons Inc., at the winter meeting of
American Institute of Electric-
Engineers in New York a fort-
ight ago. Flat-scanner renders
omatic card feed more easy
nd efficient for the business world,
at. Finch said.

John V. L. Hogan, of Hogan
as, New York, at the same ses-
said the cost of adding a mul-
plex facsimile channel to an FM
und station is "relatively small,"
 s is the cost of operation and pro-
ramming. He said broadcasters
ould enjoy a new source of income
ich should "more than meet"
asmile operation expense. Titus
.Leclair of Commonwealth Edi-
on Co. was nominated to succeed
mes Fairman as AIEE president
ctive Aug. 1.

BROADCAST time of CHUM Toronto,
nt., has been lengthened one hour
nd 15-minutes.

OFFICIALS and principals of Chi-
cago Symphony Orchestra are
 appearing on new weekly series
Your Symphony Scrapbook, on WMAQ
Chicago, Saturday, 1:30-1:45 p.m. CST.
George Kuyper, manager, and Len Ar-
old, public relations director, discuss
music, especially major work to be per-
formed by orchestra on its Thursday
and Friday concerts in next week. Each
week a musician plays part of selection
being discussed. Listeners are asked to
send in questions and anecdotes
about music, composers and musician.
Senders of material used on the air re-
ceive two main floor seats to an en-
veering concert.

"Wax Museum"

CYLINDRICAL records, of type used
on original gramophones, are basis
from which Terry Cowling, originator
and m.c. of Wax Museum on WCOP
Boston, develops his show. Mr.
Cowling owns 250 of the cylinders, and has
asked listeners to send theirs to him
for airing on show. Transcribed rec-
ords are made from cylinders which
feature many popular old-time enter-
tainers.

Jackpot for Bowlers

HOUR-LONG Bowler’s Jackpot is re-
ome show telecast from local bowling
alley by WEWS (TV) Cleveland. Pro-
gram features one-game doubles
match in which contestants vie for
jackpot of cash and merchandise and
period of bowling instruction, during
which future attempt to make polished
bowler out of beginner in 12 weeks
during which show is scheduled. Show
is sponsored by Dad’s Root Beer in co-
operation with Bowling Proprietors
Assn. and features prizes contributed
by national manufacturers. Television
department of Ohio Adv. Agency Inc.
is responsible for production.

Health News

LATEST news on last minute develop-
ments in field of medical science and
fields relating medicine and health are
discussed in new weekly series on
WMAL Washington, Saturday, 7 p.m.
J. Edgar Carwell of District of Colum-
bia Health Dept., presents news and
acts as moderator on program. Guests
are interviewed. Show covers such
topics as hospital facilities available
to city citizens and X-ray campaigns.

Texas Open

REPORTEDLY first simulcast origi-
nating in south Texas was carried by
WEAO-AM-TV San Antonio, for the
1505 Texas Open Golf Tournament.
Three half-simulcasts were sched-
deled during action on last day. Simulcasts
were sponsored by Ford dealers and utilized crew of 12 with
tree TV cameras in action.

County History

COMPLETE and factual history of
Orange County, Calif., is being aired by
KVOE Santa Ana. Series will last one
week and will be heard Thursday,
8:30-8:45 P.M. Installments began with
story of primitive Indians and will
continue through coming of Span-
ish and American settlers to forma-
tion of towns and cities. Format is sem-
iformal narrative, utilizing musical
background. Series is written by Art Sipherd, KVOE pub-
licity director, produced by Don
Spencer, sales manager, and narrated
by Bill Burrud, sports director.

Jewish Music Month

LOCAL Jewish Community Center, in
cooperation with WCSC Charleston,
S. C., is presenting series of programs
celebrating National Jewish Music
Month which began Feb. 2. On Sun-
da days in February, programs con-
Sisted of typical liturgical and folk
music, as well as Israeli music, are being aired.
Narration is done by Mrs. Perri Baum,
director of women’s programs for
WCSC.

Legislative Music Tastes

Two hours weekly are set aside on
Boston Ballroom, disc show aired over
WHDH Boston, by M. C. Bob Clinton,
for broadcasting results of student polls
on popular music favorites. State
Senate Leader John N. Parlin heard
results of poll announced, and de-
cided to conduct similar poll among
members of State Legislative station
reports. When results of poll were
announced over WHDH, five represent-
atives of the legislature were present,
headed by Secretary of State.

Lesson Periods

CLASSROOM lesson is presented
weekly from WAAM (TV) Baltimore
in new series, Baltimore Classroom
Hour. Programs start with entire class
and teacher from kindergarten of
local school conducting lesson from
studios. Desks, blackboards, pictures and equip-
ment completing classroom have been
transported to WAAM. Bus brings
students and teacher to studios for
lesson telecast. Purpose of series is to
equip parents to see how their chil-
dren are educated, and to demonstrate
development of child from kindergar-
ten through high school. A class
will demonstrate each phase in unre-
hearsed lesson.

Inquiring Parent

NEW series on KNBC San Francisco
titled The Inquiring Parent is pre-
seated in cooperation with 88th dis-
trict of California Congress of Par-
ents and Teachers. Programs are
made up of discussions between par-
ents with typical problems and Dr.
Luther E. Woodward, field consultant
for National Committee for Mental
Hygiene. Subjects vary between such
topics as "Humor in the Home" through
mental training and children’s
dowances. Series is used by PTA
Study Groups as material for weekly
discussions.

Tax Headache Medicine

SERIES of seven special programs to
help solve annual income tax
blems started on KNX Hollywood in
operation with U. S. Treasury
Dep’t, Internal Revenue Service.
Featured in quarter-hour weekly in-
formation series is Assistant Chief
Field Deputy William Schwab of In-
ternal Revenue Dept.

Brand Names Series

A SECOND SERIES of 26 spot
ouncements pointing out the
ites of brand names and adver-
tising is being distributed by major
etworks to their stations. The series was prepared by Brand
Names Foundation Inc. and is in
the same vein as the first series,
distributed a year ago.

B.S. BERCOWI

AVAILABLE EXCLUSIVE YOUR MARKET
$5.00 PER QUARTER HOUR**

B. S. BERCOWI, internationally
known commentator, formerly on 10-station major market with S. E. Hooper, now available locally.

ASSAULT & FLATTERY is a comment-
ary on commentators. Whatever
makes news makes ASSAULT &
FLATTERY, swiftly-paced, timely,
thought provoking. A natural audi-
cence builder and sales promoter.

SENSIBLY PRICED: *Sustaining: $100.00/100 weekly on any one.
End. Commercial: add 15% of 1-
time, Class A, 1/4 hr. rate, f.o.b. Washington, D.C.
$3.00 deposit required against re-
turn or applied first month’s billing.

Write or wire:

COOPERATIVE BROADCASTING
ASSOCIATION
1120 CONN AVE. WASH. D. C.

February 13, 1950 ● Page 83
Situations Wanted (Cont'd)

Managerial

Wanted, experienced announcer by progressive network affiliate in New England, and adding to it must be available for personal interview. Write full resume, complete photo and letter to Box 995D, BROADCASTING.

Excellent opportunity for sales minded manager to own one-third interest in drawing account. Mileage paid. Ex- required. Box 32E, BROADCASTING.

New York City fulltime 500 watt, small market station seeking experienced manager. Must use own interest in station if proven satisfactory. Box 165E, BROADCASTING.

Technical

Combination engineer-announcer. Must be experienced in broadcasting, rush disc, snapshot, reference and salary. Rush disc, snapshot, reference and salary. Box 100, BROADCASTING.

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Production-Programming, others

Experienced writer: Large and powerful southern independent desires top positions in radio. Must be knowledgeable of assuming duties of copy chief. Salary commensurate with ability plus plus attractive plan. Send complete copy samples and references to first letter to Box 11E, BROADCASTING.

Wanted for help wanted for Washington, D. C. 1000 watt, top management opportunity. Has own experience radio operation. Box 115E, BROADCASTING.

Situations Wanted (Cont'd)

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Situations Wanted

Managerial

Manager and/or commercial manager, 1000 watt daytime independent. Salary plus commission. Send references to Box 30E, BROADCASTING.

Salesman

Experienced salesman-aggressive, no high pressure. Permanent future to right man. Photo, background information required. Write frankly and completely. Box 70E, BROADCASTING.

Salesman

Experienced sales manager for 1000 watt daytime independent in prosperous city. Salary plus commission. Salary plus commission. Send full reference and references and references to first letter. Box 100, BROADCASTING.


General Salesman, sales manager, sales assistant, sales promotion men. RCA-Radio-TV Employment Bureau, 1410 Spruce St., Philadelphia.

Announcers

Combination man with small regional station in eastern Pennsylvania. Salary plus commission, and liberal fringe benefits. Send references. Box 105E, BROADCASTING.

Experienced announcer: Large powerful, southern independent desires top positions in radio. Ex- verses, staff, ability, experience, salary compensa- tion. Salary commensurate with ability plus plus attractive plan. Box 100, BROADCASTING.

Experienced announcer desired better position in progressive independent station. Salary plus per- cussion, ability. Salary compensates with ability. Good audtion disc, tape and references. Box 105E, BROADCASTING.

Announcers

Well known sports announcer available for 1000 watt daytime independent in New England. Very rapport with public, ability to do play-by-play, news, special events and ’colinguistics. Salary commensurate with ability. Good audtion disc, tape and references. Box 105E, BROADCASTING.

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Technical

def engineer seeking better box. Isate all your technical problems in AM/FM/Broadcasting system and any power. Also TV and engineer. Has 10 years experience. Write, wire, phone, magnets, nuts, and bolts. Considers itself a "center" for experienced technicians and college graduates. Box 867, BROADCASTING.

giner RHEE, experienced 10 years in fleet maintenance, design, supervision, noise abatement, design, and operation of broadcast and cable systems. A.S. from Massachusetts Institute of Technology, B.S. from the Ohio State University. Very interested in personnel development and the development of new techniques. Box 887, BROADCASTING.

giner, experienced, remote, repairing equipment, obtaining parts. Desires permanent position. x 816, BROADCASTING.

Production-Programming, others

First phone, telephone, 16 station transmitters, Technical School situation. Five years experience, related to TV, Installation. TV Considerations. Travel. Box 8, BROADCASTING.

giner, 6 years experience in audio transmission installation, operation, and maintenance. Willing to travel. Box 868, BROADCASTING.

improvises experienced chief engineer available soon. Details Box 888, BROADCASTING.

First phone. RCA grab. A 124, key, news, baseball, etc. 256A, Available immediately. Box 368, BROADCASTING.

Production-Programming, others

First phone. Available immediately: Engineer, 1st. Experience, Top voice. 1, 2, 3, 5, 25. x 367, BROADCASTING.

First phone. RCA grab. A 0001, key, news, baseball, etc. 256A, Available immediately. Box 367, BROADCASTING.

Production-Programming, others

First phone. Available immediately: Engineer, 1st. Experience, Top voice. 1, 2, 3, 5, 25. x 367, BROADCASTING.

Production-Programming, others

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Production-Programming, others

First phone. Available immediately: Engineer, 1st. Experience, Top voice. 1, 2, 3, 5, 25. x 367, BROADCASTING.

Televisio

Production-Programming, others

Wanted to buy, used turntable and pickup, recording amplifier. Write Air Mail, Box 369, BROADCASTING.

Wanted—A five kilowatt broadcast transmitter that does not break us up before the power line. Must be identified with a new Gaines BC-30B which will be announced in the February issue of BROADCASTING Magazine.

Wanted—Studio and transmitter equipment required for 200 w AM and 1 kw FM station. Rush all details and quotes. University Co., 381 E. Erie St., Chicago 11, Ill.

Miscellaneous

EXPERIENCED, high-type commercial manager can buy into progressive small station in eastern community of 16,000. This opportunity is available to those who have always wanted the advantages of ownership. America. The man that steps into this spot will have to be of network caliber, able to emcee live western unit as well as doing a western disc jockey show that will be carefully produced, hold an audience and sell merchandise. A tough assignment, but one that believes in paying off real talent. Position is open March 1st. All should care for details and send full data to BOX 867, BROADCASTING.

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Commercial Manager

One of the Nation's top independents, located in a large midwest city, needs a commercial manager (no experience required) to handle advertising and travel. Liberal salary plus over 1,000 per 1000. Please send full details to BOX 908, BROADCASTING.

Salesmen

ATTENTION EXPERIENCED SALESMEN

Leading Transmission Library Company has openings immediately for salesmen in key advertising areas throughout the country. A real opportunity awaits those who are interested in using their advertising knowledge and experience and are interested in sales. Send details, in confidence. Box 907, BROADCASTING.

Production-Programming, others

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WANTED—Studio and transmitter equipment required for 200 w AM and 1 kw FM station. Rush all details and quotes. University Co., 381 E. Erie St., Chicago 11, Ill.

Equipment, etc.

Wanted—Used FM 250 w or 5 kw transmitting equipment. Quotation price. Box 915, BROADCASTING.

Wanted—FM 250 w transmitter and Hewitt-Packard monitor type 355B. Make offer. Box 916, BROADCASTING.

Wanted—For sale, used transmitter. Box 917, BROADCASTING.

WANTED—A five kilowatt broadcast transmitter that does not break us up before the power line. Must be identified with a new Gaines BC-30B which will be announced in the February issue of BROADCASTING Magazine.

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WJB'S DELAND

New Owners Map Future

CHANGE of ownership and call letters of WJB'S Deland, Fla. (formerly WDLP), will herald improved programming and a continuation of basic services which has been offered the past several years, according to J. Ollie Edmunds, president of John B. Stetson U., the new owner [BROADCASTING, Jan. 30]. Station operates on 1490 kc with 250 w.

In a ceremony Feb. 1, President Edmunds pledged that WJB'S would broaden its coverage of civic and public service events and broadcast many programs directly from the classrooms and auditoriums of the university, in addition to regular programming. He added that increased listening audience would make advertising time on the station more valuable.

Attending the ceremony were Lyle Van Valkenburg, 36th state librarian, who relinquished station ownership, and Mayor Charles E. Tribble.

YON'S SUCCESS

WLOF Ads Bring Big Return

A RETURN of over $45,000 for an investment of $210 is a transaction worthy of attention. That's what Sam L. Yon, Florida furniture dealer, realized when he advertised his wares exclusively on WLOF Orlando, station reports.

It all began last December when Mr. Yon, operator of Yon Furniture Co., learned that the building where he had done business for the past 23 years had been leased out from under him by a large chain furniture firm. Furthermore, a competitor across the street had just completed its building up the same street.

Another furniture store was located two floors north of Mr. Yon's.

In recent years Mr. Yon had not used any advertising of consequence, and had never used radio advertising. Deciding to stage a sale, he bought time from WLOF on a trial basis suggested by Donn Cole, WLOF commercial manager. Response was so satisfactory that the campaign, started in mid-December, was continued through most of January. In the six weeks, $45,375 worth of furniture, the normal equivalent of six months business, was sold in "Yon's Has Lost His Lease Campaign." And the cost to Mr. Yon for his radio advertising was just $210.

PROMOTION department of WSUI, U. of Iowa station in Iowa City, is publishing monthly bulletin, $10 News, for its alumni.

Die jockey. Experienced. Must have personality and be able to do distinctive type show. Give full details of your past experience and salary expected. North central regional station. Box 1185, BROADCASTING.

Winston, Norfolk, Va., flashed word at 6:45 a.m.—a full half-hour before official notice—that the "Mighty Mo," the Navy's newsmaking battleship, had shaken loose on Feb. 1 from its Chesapeake Bay sandbar. The successful attempt that day and a previous test run were covered by WNOW's Announcer Earl Harper, Jack Harris, Paul Schafer, and Engineer Phil Stewart and Jim Tucker who were placed on the USN Missouri's deck, on a private power launch and on shore Station interrupted one description for a message from its sponsor—a trucking firm—which admitted the company couldn't move the "Big Mo," and was delighted to help Norfolk civilians and Navy personnel to move anything "a little smaller."

KFAX STAFFERS

Strike Threat Withdrew

KFAX San Bernardino, Calif., announced withdrawal of a strike threat by the American Federal of Radio Artists and the International Brotherhood of Electr Workers. Strike deadline had been Feb. 3.

The Don Lee-MBS affiliate sta it will continue to recognize b unions and continue to negot for new contracts for announc and technicians. Negotiations ve unions and the station were deadlocked when KF3 threw its support behind a new union, and engineers who have struck, with four non-un combination men. AFR had qustioned for announcers the presalary of $66.60 for five-day w instead of present five-and-o half-day week. IBEW had ass for engineers an hourly incre over the present salary.

Sackett Marries

SHELTON F. SACKETT, W. Coast radio and newspaper own was married Jan. 30 to Eliz Worthington, Berkeley, Calif., cial and former Broadway tress. Mr. Sackett's radio and newspaper o propert incl KROW Oakland; KOOS Coos Bi Ore; KAN Vancouver, Wash; KRSC Seattle; The Alameda (Calif.) Iliated Press, and the Seat World.

ANNOUNCER-D.J. Experienced in disc jockey, ad-lift and straight commercial announcing. Exceptional opportunities Give complete personal resume includin experience, salary expected, availability Enclose resume snapshot WAKR, Akron, Ohio
FCC Actions

(Continued from page 88)

February 7 Applications

ACCEPTED FOR FILING

AM—1340 kc
Mendocino, Calif. — U.K., California — CP new AM station 1340 kc 250 w. unlim. AMENDEMENT to request 1340 kc 200 w. unlim.

AM—1490 kc
A. H. Knowlton & J. D. Sinpsey, Athens, Ohio.—CP new AM station 1510 kc 250 w. unlim. AMENDEMENT to request 1540 kc 1 kw.

FM—790 kc
KPYO Lubbock, Texas.—CP new FM station 790 kc 200 w. unlim. to 790 kc 5 kw 3 ul. AN AMENDEMENT to request 199 kc 5 kw D 1 kw D-DA-NN.

FM—1490 kc
Carl F. Madden, Grand Coulee, Wash.—CP new AM station 1250 kc 250 w SH AMEND to request 1600 kc.

WLKL Cloquet, Minn.—License for CP new AM station.

WHLO Umatilla, Fla., N. Y.—License for CP new AM station channel change frequency, increase power, install DA etc.

Modification of CP
Mod. CP new AM station for exten- sion of time as follows: Oct. 10, 1948, at WBLT, Pittsburgh, Pa.; Aug. 8, 1948, at WLWE Richmond, Va.—Mod. CP extension for change of coverage as of Oct. 10, 1948, for license for CP new FM station for station extension of completion of construction.

KCKS Westcliffe, Colo.—CP new FM station for completion of construction.

KCRS Cedar Rapids, Ia.,—Mod. CP new FM station to change ERP to 49.3 kw.

KANW Albuquerque, N. M.,—Mod. CP for extension of time on date for new noncommercial educational FM station.

License for CP
WSPD-TV, Cleveland, Ohio.—License for CP new commercial TV station to change outlet and location. Change ERP from 27.4 kw to 14.4 kw at 65.5 kw vs. 12.3 kw aura.

TENDERED FOR FILING

AM—1230 kc
WGUY Bangor, Me.—CP new AM station to change from 1450 kc to 1230 kc.

Modification of License
WHOM Jersey City, N. J.—Mod. Licenses to change studio location from Jersey City to New York City.

APPLICATIONS RETURNED

KENM Portales, N. M.—RETURNED CP application for license for CP new AM station.

Twenty-first Century-Fox of Missouri Inc. and St. Louis, Mo.,—DISMISSAL Jan. 31 applications new commercial TV stations.

February 8 Decisions

BY COMMISSION EN BANC

February 8 Decisions in presently authorized FM facilities as indicated.

KXOL-FM St. Louis, Mo.,—Change in power from 15 kw to 71 kw and ant. from 715 ft. to 1050 ft.

WZOL-FM Grafton, Ohio.—Change in power from 250 ft. to 290 ft. and ant. from 715 ft. to 1050 ft.

KPFK Berkeley, Calif.—Change in power and ant. from 15 kw to 25 kw.

WRAI-AM Washington, D. C.—Grant Authority to change station outlet.

WHB-TV Rock Island, Ill.—Grant Authority to change station outlet.

February 9 Decisions

BY COMMISSION EN BANC

CP Granted
WIBS San Antonio, Texas.—Grant CP change, location, change DA system; eng. cond.

Medication Granted
KAFY Bakersfield, Calif.—Granted CP which altered change frequency, etc., to change trans. locat. and make changes in authorized DA system to increase efficiency; eng. cond.

Application Denied
Rollins Bost, Inc., Georgetown, Del.—Denied application for CP to replace expired permit which authorized new station under CP No. 655. The broadcasting companies was not diligent in proceeding. The permit was issued without prejudice to company filing new application for same facilities.

Hearing Designated
KWOC Poplar Bluff, Mo.—Designated for hearing April 24 in Washington application for change from 1340 kc 250 kw. increase power from 250 w to 1 kw. Install DA, change trans. location and install new trans. and make WATD Quincy Ill., KWKY Oklahoma City parties to proceeding.

WIBR Bellevue, Kansas City.—Designated for hearing April 16 in Washington application for CP to change station outlet 250 kc 250 w. D to 1300 kc 1 kw w. D, install new trans. and change trans. location; made WING Dayton and WABM Memphis, parties to proceed.

Petition Granted
Radio Reading, Reading, Pa.—Granted extension of time within previously amended application for new FM station and ground system. On condition that the permission for construction be completed and upon the condition that the proposed station outlet not be moved.

Licenses Granted for New FM Stations
WZMR Elizabeth City, N. C.—Grant licenses for new FM stations; new company filing new application for new FM station.

In The Public Interest

Record Players for Children

MARTIN BLOCK, m.c. of WNEW New York's Make Believe Ballroom show, conducted a campaign recently for record players to be used in the Children's Worlds of the 1948 Fair. The result of a shortage of players was relieved when Mr. Block received 65 record players from his listeners.

For Safety

DIVERSIFIED campaign was con- ducted by WWBZ Vineland, N. J., during that city's safety effort. Spot announcements, window displays and a loudspeaker carrying safety messages from an airplane piloted by Fred Wood, station's manager, were used. Prizes were given by station to children writing the best safety essays, and over 5,000 buttons promoting the campaign were distributed in WWBZ's immediate coverage area.

Southwest Opportunity

A 250 watt daytime independent—with LISTENER PULL PROVEN BY HOOPER! On the air two years in a city of more than 25,000, a HOOPER SURVEY. To PROVE it's the best buy for the advertisers! Other interests force owner to sell at a BARGAIN PRICE. This station serves a city with retail sales of over 25,000,000,000 in a city of over 150,000 people! A city of another size city only ten miles away. Price $15,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, ING.

MEDIA BROKERS

WASHINGTON, D. C. WASHINGTON, D. C.
Sterling 4541-2 235 Montgomery St.
CHICAGO Randolph 6-4550
SAN FRANCISCO Exebrook 2-5612

BROADCASTING Telecasting
Docket Actions...

FCC Actions

(Continued from page 87)

of hearing in consolidated proceeding scheduled for Jan. 16 in re Dockets 4912 and 960. Decision Feb. 5.

WINS Tanture, P. R. — Announced decision regarding order of Nov. 3. See story this issue. Decision Feb. 3.

INITIAL DECISIONS

KIAO Des Moines, Iowa — Initial decision regarding application for Independent Bcast. Co., license to operate new station on 1460 kc, to change transmitter from 1460 kc to 1500 kc, eliminate prohibition on operation of daytime to nighttime, change antenna and transmitter location. Decision Feb. 5.


FCC Roundup

Summary of Authorizations, Stations On the Air, Applications

Box Score

Summary to February 9

<table>
<thead>
<tr>
<th>Class</th>
<th>AM Stations</th>
<th>TV Stations</th>
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<tbody>
<tr>
<td>Total</td>
<td>1,010</td>
<td>2,064</td>
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<tr>
<td>Cond/Con</td>
<td>201</td>
<td>184</td>
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<tr>
<td>AM</td>
<td>21</td>
<td>184</td>
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<tr>
<td>TV</td>
<td>50</td>
<td>184</td>
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<tr>
<td><em>Four on the air.</em>*</td>
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WORC Miami, Fla. - Announced assignment of WOFM to William J. Freid and the WMG group in Miami, Fla. for $150,000. Decision Jan. 26, 1950. (See story this issue. Decision Feb. 3.

NEW GRANTS

KDKO Des Moines, Iowa — Initial decision regarding application of Independent Bcast. Co., license to operate new station on 1460 kc, to change transmitter from 1460 kc to 1500 kc, eliminate prohibition on operation of daytime to nighttime, change antenna and transmitter location. Decision Feb. 5.

KWEW Hobbs, N. M. — License for CP increased from 500 kw to unlimited, effective immediately. Request for adjustment of CP by national. Decision Jan. 25, 1950.

WHTB Philadelphia, Pa. — License for CP applications in Philadelphia area increased from 250 kw to 400 kw. Decision Feb. 3.

WORC Miami, Fla. - Announced assignment of WOFM to William J. Freid and the WMG group in Miami, Fla. for $150,000. Decision Jan. 26, 1950. (See story this issue. Decision Feb. 3.

NEW APPLICATIONS

AM GRANT


KNCY Lincoln, Neb. — Grant of licenses to Community Bcast. Serv. Co., Inc., 1460 kc, 250 kw, for operation of new station near Lincoln. Estimated construction cost $15,000. Mr. Ridgely, ex-officer of KQX Lincoln, is an officer. Mr. Carpenter is manager WABI and WABW. Decision Feb. 5.

TRANSFER GRANTS


KQJK Rapid City, S. Dak. — Grant of licenses to Community Bcast. Serv. Co., Inc., 1350 kc, 15 kw, for construction of new station near Rapid City. Decision Feb. 5.


Scottsboro, Ala. — Pat M. Courington, 1350 kc, 5 kw, for operation of new station near Scottsboro. Estimated construction cost $17,500. Mr. Courington is president and general manager. Decision Feb. 5.

51% owner WAVU Albertville, A Filed Feb. 6.

Call Peter and a three-way re: Reducing TV and Radio Antennas

Television & Radio Management Consultants
Bond Bldg., Wash. 5 No. National News
LOAN AWARDS
Entries Close on Mar. 15
IE Alfred P. Sloan Radio Awards
Traffic Safety has announced pt special offerings to radio and stations, networks and sponsors of commercial programs for outstanding contributions to highway safety during 1949.
Four awards are to be made for
stating, and four for commer-
ially sponsored activities.
Re-
ents in the commercial category 1 be advisors to the committee.
The one sustaining and one com-
mercial award will be made in each
these categories: Local radio tions, regional or national net-
tv and television.
roning洛 and television. A mounted
ze plaque will be presented to

Deadline for nomination entries
March 15. They will be judged
a six-member jury panel made
prominent leaders in safety,
cation and broadcasting. Among
are Kenneth G. Bartlett, dean,
renity College, and director
Workshop, Syracuse U., and
rgg Jennings, director of radio,
ago Board of Education, and
idet, A.M., and chairman of
io. The panel will consider all
ips of the National Safety
ll's "public interest awards."ries, together with sample tran-
tions, scripts and supporting
mterial, must accompany offi-
lications and send to Paul
, director of public informa-
ational Safety Council, 20
icker Drive, Chicago 8.

ROCRY DRIVE
KFI, 200 Stores Cooperate

TENsive promotional tieup
when KFI Los Angeles and ap-
imately 200 multi-station Loc-
gens have now mounted stores
 started and will continue
rought the year.
ranagement involves a con-
ng series of KFI "value sets" re-
 the nation and the retail groceries, all
hom do over $200 million bus-
aually. During these weeks 1 station's leading programs ad-
ing grocery products will
ct listeners into cooperating
es who are supporting the pro-
ition with extensive use of seven
test types of printed and radio
material provided by the sta-
n. KFI-advertised items will be
t on mass display.

According to Kevin Sweeney, "The sales and promotion managers
station believes the series of
ions will produce "substan-
s sales increases" for KFI-adver-
ed products in every store. Mr.
oney figures indicate that millions of individual sales of groc-
 products are made by KFI
alities, programs and an-
uncements every day," and are
nt to make certain by the
the les are consummated at the
och's cash register ..."

MILESTONES

> All locally-originated programs
over WTW Hartford, Conn., car-
ed special birthday formats and
etwork programs gave anniver-
sary salutes, when WTIC celebrated
its 25th birthday, Feb. 10. Station
began with 600 w power and now
has a total of 5 kw of the six
lier affiliates of NBC.
> WEFM (FM) Chicago marks its
10th anniversary this month.
A special show is being offered by
the station every Sunday in February.
> Second anniversary of WLWT
(TV) Cincinnati was celebrated
Feb. 11 by special personal appear-
ances of the cast of NBC-TV's
Kukla, Fran & Ollie and perform-
ances by stars of WLWT and
WLW, station's AM affiliate.
> February marks the 25th year
of operation by WORC Worcester,
Mass. Station reports it was the
first in the 100 w category to be
come affiliated with a major net-
work, CBS, in 1931. WORC has
been managed by Mildred Stanton
for the past years.
> Lowell Institute Cooperative
Broadcasting Council, Boston,
which presents shows over eight
Boston stations, is celebrating its
fourth year of broadcasting.

EXAMINER HIT

On Foreign Language Stand

CONDEMNATION of foreign lan-
guage broadcasting voiced by FCC
Hearing Examiner Hugh B. Hutch-
ison was sharply rebuked in oral
argument before the Commission
last month. His conclusion—
generally that foreign language shows
retard Americanization processes
—was given in his initial decision
in the Boston proceeding to choose
which applications for stations.
[TELECASTING, Nov. 7, 1949].

Vigorous opposition was pre-
vented by WHOM New York, which
although not a party to the pro-
ceeding, had been granted permis-
sion to participate in the argument
during court.

Similar position was taken by counsel for Joseph
Souder, Inc., which filed a brief in support of
applicants to whom the examiner rec-
ommended denial and whose foreign
language program proposals drew
the same fate. Mr. Souder's counsel
may be desirable to the Americanization
processes.

Pilgrim Broadcasting Co., pro-
pONENT of the 5 kw daytime,
950 kc facilities to be assigned, and
Beacon Broadcasting Co., another
applicant proposed to be denied,
also appeared at the hearing.

Other applicants receiving pro-
posed denials were Boston Radio
Co. Inc., Continental Television
Corp., and Bunker Hill Broadcast-
ing Co.

WHOM charged there was no
evidence in the record to support
in any way the "general derog-
a of foreign language broadcasting.
Mr. Hutchison in his conclusions re-
grading foreign tongue programs,
was not in any authority cited at any
point for such views. WHOM
noted that FCC in the past and
many other high authorities
have repeatedly praised the various
values of such programming, both
in time and, in some cases, even
reversed the recommendations of
FCC's standards.

Rosewell On WWSS

A. K. (Rosey) ROSEWELL broad-
casts Pittsburgh Pirates baseball
games, at home and away, on
WWSS Pittsburgh. He also con-
ducts a morning show Rosey Bits
on WJAS Pittsburgh. Broadcast-
ing reported incorrectly in its Feb. 6
issue that Mr. Rosewell broad-
casts the Pirate games on WJAS.

Kobak Sr. Is Nominee

EDGAR KOBAK Sr., consultant and
part-owner of WTTA Thom-
on, Ga., is among the nominees
for a small stations NAB board
post. In Broadcast magazine's
Feb. 3 issue, he was incorrectly listed as his
son, Edgar Kobak Jr., who is general
manager of WTTA.

HARRY WISMER (standing), ABC
sports director, looks over Bob
Hope's shoulder at the cap presented
to him as "Champion Sportsman
of the Year" during Mr. Wismer's
network broadcast on Feb. 4 at 6:30
p.m. Assisting on the broadcast is
Air Secretary Stuart Symington (s),
who had presented Mr. Hope with an
Air Force citation the previous day.

NEW AM GRANT

Proposed for Lawrence, Kan.

INITIAL DECISIONS of FCC
hearing examiners were reported
by the Commission last week rec-
mmending the new station grants
and improvements in facilities for
KIIO Idaho Falls, Idaho; KBPS
Portland, Ore., and KIOA
Des Moines.

M. W. SLATER, general manager of
KDKA, Pittsburgh, Pa., announced
the station's new AM and FM
broadcasts.

NEW AD GRANT

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NEW AM GRANT

Proposed for Lawrence, Kan.

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COM. JONES CASTIGATES ‘ECONOMIC THINKING’

IN ATTACK on “economic thinking” in industry, F(C)C. Comt. Robert F. Jones said in speech Thursday night that problem of “getting television to all the people” is “almost as far from solution as it was in 1941.” He feared that “everybody is likely to be done by industry and its eminent engineers to help us in the current hearings with this problem.”

Addressing Lima (Ohio) Section of American Institute of Electrical Engineers, Comr. Jones said that “therefore I had, for the most part, a healthy respect for the industry’s technical committees.” But, he said, “more recent experience with them has raised some questions in my mind as to whether or not they have that objectivity that I had always associated with the engineering and scientific profession.”

“Within a year ago I credited the big executives with imaginative genius,” he said at another point, “I now realize that they have a negative approach until economic necessity drives them to pitching in and finding answers for the Commission and, of course, for themselves.”

One of TV’s greatest problems, he said, is “inflexibility” of standards. FCC “must be careful not to write its standards in such a way that one or two patent holders will dominate a whole portion of the broadcasting industry,” he said.

FCC ASKED TO HALT TRANSIT RADIO SERVICE

PETITION filed Friday with FCC charging transit radio is contrary to “public interest” and asking Commission to halt service. Brief, prepared by Washington. Attorneys Franklin S. Pollak and Guy Martin on their own behalf, parallels complaints filed earlier by Transit Riders Assn. (early story, page 24). FCC currently has FR study underway.

Petition also asks FCC to (1) rule that transit radio violates Commission rules and regulations governing station licenses; (2) annul contract of license revocation “as far as necessary”; (3) take no final action on license, renewal and permittee bids; (4) furnish attorneys with copies of contract between Washington Transit Radio Inc. and WWDC-FM (Capital Broadcasting Co.) franchise holder; (5) appoint public counsel to present to Commission above requests.

Attorneys charged WWDC-FM transit broadcasts violate original representations made by Capital Broadcasting Co. in application for station CP; that programs impinge on individual’s “right of privacy;” and that system utilizes unauthorized super sonic device to raise volume of commercials.

HORSE RACING BILL

BILL to authorize FCC to prohibit airing of horse race odds and winners in conflict with state laws introduced in Congress by Rep. Charles E. Bennett (Ga.) received Florida Atty. Gen. Richard Irvin. Measure (HR-7233) would prohibit such broadcasts 30 minutes immediately preceding and following scheduled race. Rep. Bennett said proposal is aimed at illegal gambling operations and designed primarily to curb wire communication. TV would be included. Legislation would not outlaw such broadcasts per se unless FCC should so rule.

WMAN ASKS INJECTION FOR BASKETBALL RIGHTS

DECISION to be handed down Tuesday in Richland Co. (Ohio) Common Pleas Court on plea of WMAN Mansfield to enjoin local school board from allegedly discriminating against station by denying play-by-play rights for high school basketball games.

Judge Calbylech told at hearing that neighboring stations in Ashland, Fostoria and Sandusky, Ohio, and West Virginia are also interested in basketball games. J. M. O’Hara, WMAN president and general manager, claimed board is influenced by Manifold News Journal, owned by S. A. and Isadore Horvitz. Messrs. Horvitz are defendants in antitrust suit filed by Dep’t of Justice alleging coercive practices in Lorain and Elyria, Ohio, to prevent advertisers from buying time on WEOL Elyria. U. S. District Court is open hearing of anti-trust suit in Cleveland March 1.

School board received over 10,000 letters and petitions in three days protesting denial of play-by-play rights to WMAN. Board offered station four-year contract if play-by-play accounts were not automatically cancelled if any one game is missed unless for mechanical failure. Station rejected this.

CBS 1949 INCOME DOWN

Net income of CBS in 1949 reported Friday as $4,184,100, down from $587,800 of 1948 figure. In 1949 income before Federal income taxes was $7,034,100; in 1948, $8,141,700. Federal income taxes were $3,450,000 in 1949 and $3,450,000 in 1948. For CBS and subsidiaries, including Columbia Records Inc. Earnings per share in 1949 were $2.44, compared with $2.94 in 1948.

CENSUS WARNING

NETWORKS and movie producers asked to avoid future dramas in which census takers are impersonated. Frank R. Wilson, Census Bureau information director, reminded that all facts collected by bureau are confidential. Broadcasters and film interests asked to avoid plots that would cast suspicion on motive of genuine census enumerator, who carries credentials.

O’CEDAR IN 17 MARKETS

O’CEDAR Corp, Chicago, sponsors one-minute and 20-second TV spots this week in 17 markets for 13 weeks for new product, Sponge Mop. Agency, Young & Rubicam, Chicago.

NAB BOARD

(Continued from page 4)

Arkansas imports suspended by Supreme Court, until new test case develops.

To provide revenue for a general manager’s setup, board cut certain allocations, among them $5,000 annual contribution to Federal Radio Education Committee, and cut of Inter-American Assn. of Broadcasters from $8,400 to $4,000, with travel allotment reduced from $3,000 to $2,000.

Board at concluding session adopted resolutions commending eight veteran members who retire with April convention.

Retiring directors are Mr. McCollough; G. Richard Shaito, WIS Columbia, S. C.; Campbell, Arnti, WAB Norfolk, Va.; H. B. Terry, KLZ Denver; Robert Enoch, formerly KTKO Oklahoma City; Michael R. Hanna, WHCU Ithaca, N. Y.; Henry W. Slavick, WMC Memphis; Howard Lane, WJJD Chicago.

Closed Circuit

(Continued from page 4)

economic expert, NAB board of directors last week authorized him to undertake exploratory study for possible creation of business advisory council comprising leading industrialists and broadcasters to appraise national business situation and is awaiting his pleasure. NAB board meeting last week in Chandler, A., agreed to have six top broadcasters only, with staff level reports or sessions on theory there are adequately covered at district meetings.

THAT House commerce subcommittee’s inaction may not have been due to TV’s, Akron department store wt. has walked off with numerous NRJG TV citations, shortly joins BAB at New York he quarters as replacement for Lee Hart, now leave.

KENYON & ECKHARDT, New York, expect to submit another topflight comedian as full time disc jockey to its client, Borden Co., place of Bob Hope, whose request for clearance from Lever Bros. to do Borden show reports turned down Friday afternoon (see st page 20).

FEATHER in cap of Broadcast Advertizing Bureau, was last week of AAAA tv-two buyers’ committee appointed to carry principle of BAB TV rate card recommendation [Tcasting, Nov. 21, 1949]. Committee suggests new clause dealing with commercial time in provide that stations would recognize that limit may vary in certain instances, and exception might be made in special cases. Committee will submit counter suggestions in days when they will go to NAB board or B committee.

MOVE to enter suit for alleged copyright infringement against trade journals which published copyrighted BAB material with authorization was made at NAB board meet at Chandler last week but was tabled to proceed at least. Proposed motion cited a non-BAB member as beneficiary of a contract for service through such alleged unauthorized publication. Several score purported infringements were cited, some of them dealing w “full text” reproductions.

FABST Blue Ribbon beer beer advertisement March 1 take over six spots of time from St. Ni Arena, New York, on CBS-TV, after current sponsor, P. Ballantine & Son (ale & beer), bct Feb. 22.

PAN AMERICAN coffee bureau understood be considering spot announcement campaign for spring. Federal Adv., New York, is agent
A STATEMENT FROM

We believe that a radio station has a duty to its advertisers and to its listeners. We believe that, every once in a while, it is a radio station's duty to restate its principles, to review its purpose for being, and to advise its advertisers and listeners of the company they are keeping.

At WGAR, our actions are governed by certain beliefs that we feel are important for the good of listeners and for the benefit of our clients.

1. We have one rate card. All WGAR advertisers pay the same amount of money for similar services. And we do not accept P. I. advertising.

2. We believe that any attempt to buy listening by offering prizes as a reward is a deception not in the public interest. Our high listenership is created and maintained through the exceptional entertainment and informational value of our programs.

3. Every day, Cleveland's Friendly Station is invited into hundreds of thousands of homes in Northeastern Ohio. Therefore we strive to act as a becoming guest. No advertising matter, programs or announcements are accepted which would be offensive, deceptive or injurious to the interests of the public.

4. We believe in fairness to responsible people of all convictions. Those of different religious faiths broadcast freely...and free...over our facilities. Balanced controversies are aired regularly without charge. We practice freedom of expression without penalty to those whose opinions differ from our own.

5. We believe that we serve our advertisers more effectively by broadcasting no more than a single announcement between programs.

These are but a few of the principles by which WGAR lives. For more complete information, write for a printed copy of WGAR's code of operating rules and advertising standards. It is a guide that results in listener belief in us...and helps us to best serve them and our advertisers.

And there are more of both...listeners and advertisers...than ever before. In 19 years, we have grown from 500 watts to 50,000 watts. Our business in 1949 set an all-time record.

If you are not advertising on WGAR, we invite you into the good company of those who are.

50,000 WATTS CLEVELAND

Radio—America's Greatest Advertising Medium
Tough Battle?

Take it with a grain of salt. For if the problem of using television on a modest budget seems hard to beat, you can call up reinforcements by calling up Radio Sales. As a noted New York retailer did. He found he could win big sales victories by using a low-cost Class C quarter-hour on WOR's TV once a week. Proclaimed he: "In December 1949, we eliminated newspapers and concentrated solely on TV. The results show a substantial increase in business over December 1948. Our TV show has been directly responsible."

To carry on a strong TV campaign, call in your Radio Sales TV Account Executive. With his first-hand experience, he can help you win your sales battles ... in six of your most important television markets.

RADIO SALES

Radio and Television Stations
Representatives... CBS, ABC, NBC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, NBC, ABC, Mutual, CBS, Mutual, 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