National Safety Council Honors WHO for Fourth Consecutive Year!

WHO's selection for the National Safety Council's Public Interest Award marks the fourth consecutive year in which this 50,000 watt Clear Channel Station has been cited "for distinguished service" . . . "for exceptional service" to safety on the farm.

Proud as we are of this Award, we are more proud of the people on our staff who helped us win it—the script writers, music arrangers and producers—the announcers, the guest speakers, the civic organizations who cooperated to make broadcasting realities from farm-safety ideas.

The Award is further proof of WHO's public-spirited programming, its awareness of community responsibility, its desire to furnish "Iowa Plus" listeners with the finest radio service in America. For advertisers there's an added significance—WHO's consistent leadership means greater advertising values for any product, in any season, at any time of the day or night.

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives
For that
BRIGHT NEW PICTURE in LOUISVILLE
see your Petry Man

WHAS-TV ... soon on the air ... will be represented nationally by Edward Petry and Company.
Petry has represented WHAS since 1933.
Frank M. Headley, Dwight S. Reed and Paul R. Weeks

Announce the formation of

H-R Representatives, Inc.

NEW YORK

CHICAGO

SAN FRANCISCO

405 Lexington Ave.
New York City

79 West Monroe St.
Chicago, Illinois

Murrayhill 9-7463
Closed Circuit

NBC PRESIDENT Joseph H. McConnell in Washington Friday for further consultations with FCC representatives on FCC's tentative ruling against arrangements for NBC's project 24-hour Saturday night TV series (earlier story, page 68). He returned to New York without commenting, but in Washington it was assumed NBC would not contest FCC's decision.

WILEY, FRAZEE & DAVENPORT, New York, recommending intensive spot announces- ment campaign in about 100 major markets to its client, Amaro Prod. Co. (Ammoniated footpowder). (Continued on page 88)

Upcoming

Feb. 24: Tennessee Assn. of Broadcasters, Andrew Jackson Hotel, Nashville.
Feb. 27-28: CBS Affiliates Advisory Board 9th District, Beverly Hills Hotel, Beverly Hills, Calif.

(Other Upcomings on page 56)

Bulletins

FORD MOTOR Co. will increase Ford Theatre program on CBS-TV to weekly feature starting Sept. 28. Now presented alternate Fridays, 9-10 p.m., series has been renewed for 52 weeks. Agency is Kenyon & Eckhardt, New York.

WXMT Wilson, N.C., to join CBS June 18 as network's 187th affiliate. Station is owned by Watson Industries Inc. General manager is Allen E. Wannamaker.

ALL-RADIO GROUP REVISES 'LIGHTNING' SHOWINGS

OF TOTAL of 84 presentations of "Lightning That Talks" already scheduled when NAB board fortnight ago objected to quality of film, only three cancelled as of last Friday, according to All-Radio Presentation Committee (early story page 24).

After New York premiere of film postponed from March 1 to as yet unsettled date in late March or early April, committee notified subscribers in 32 cities where showings had been scheduled in first three weeks of March that their dates would be postponed until after New York presentation. Committee reversed that decision last week, advised all that original schedules had been reinstated.

Because some had already acted on first notification of postponement, and cancelled arrangements for theatres or other showing facilities, not all 32 cities will be able to follow original schedule. Only three, however, indicated definite cancellation, and they reported future showing would depend on their reactions to viewing of finished film. Picture shown NAB board was not final version, it was stated.

NARBA TO HEAR REPORT ON BASIC CHANNEL NEEDS

REPORT showing points of U.S.-Cuban agreement and disagreement on their respective NARBA channel-allocations requirements is slated to be presented today (Feb. 20) at further meeting of U.S. and Cuban delegations at Havana. Report was to be prepared over weekend by special engineering committee appointed Friday after consultation between heads of delegations: FCC Commr. Rosel H. Hyde and Dr. Jose R. Gutierrez, deputy minister of communications of Cuba.

Committee is headed by James Barr, chief of Telecasting

Business Briefly

H-R CHICAGO OFFICE • Chicago office of H-R Representatives Inc., new station representative firm organized by resigned officials of Headley-Reed Co., will be located at 79 S. Monroe St., Frank M. Headley, president, a 25-year-old Friday. Dwight S. Reed, H-R executive vice president, will be in charge in Chicago (earlier story, page 21).

SPOT DRIVE PLANNED • Maier Brewit Co., Los Angeles, plans new radio campaign five weekly half-hour The Lonesome Galon to KHJ Los Angeles for 52 weeks. Drive star April 10 with later extensive spot campaign Southern California area. Agency, Brinmacher Wheeler & Staff Los Angeles.

UPON CLOSE LIBEL SUIT DISMISSED BY COURT


Judge Laws granted defendants' motion for summary judgment and denied similar motion by plaintiff. Court's action makes it unnecessary to deal with remaining motion filed by parties.

Statements made by Mr. Warner in WO broadcast "constituted fair comment upon criticism of plaintiff's broadcast and was privileged," court ruled.

Suit by Mr. Close grew out of local WO commentary by Mr. Warner March 6, 1946. It was in answer to network broadcast previous day, originating at WOL. Mr. Close charge Mr. Warner's broadcast was false and defamatory in 18 respects and claimed malice b defendant, both personally and as agent of Cowles interests.

Mr. Warner argued his broadcast was privileged as fair comment on plaintiff'spublic sta ted views on matters of public concern. During war Mr. Warner was in War Intelligence Division of War Dept.

'BROADCASTING' RECEIVES SEATTLE C. OF C. AWARD

SIXTH ANNUAL "Paul Bunyan Award" covering books, articles, stories and radio programs presented Friday to Broadcasting; Seattle Chamber of Commerce.

Scroll, presented at C. of C. luncheon, cites Seattle market survey "Broadcasting, July 11 1949" for "constructive contribution toward focusing national attention on the city of Seat tle during the year 1949." Leo Lippman, Seat tle news representative, received award on behalf of Broadcasting. As author of market survey he was presented separate scroll.

Awards committee, covering seven classes of community service, headed by Joe Albi president of Spokane Athletic Roundtable.
The always-rich Wilmington market has heartily welcomed the only television station located in the state of Delaware—WDEL-TV—on the air since June 30, 1949. Viewers are enthusiastic about this, their own television station. Already, tuning WDEL-TV is a fixed habit—and set sales are showing a tremendous growth every month. This is due to the clearer picture this local outlet brings, the resourceful and varied local programming and NBC network shows. Be sure your sales story is effectively seen and heard in the Wilmington market where residents enjoy far above average per capita income—fifth in the nation. Enjoy as do many foremost advertisers, new, profitable business this year from selling on WDEL-TV. Write for information.

Represented by Robert Meeker Associates

CHICAGO  SAN FRANCISCO  NEW YORK  LOS ANGELES

STEINMAN STATIONS
CLAIR R. McCOLLOUGH, General Manager

WGAL  WGAL-TV  WGAL-FM   WDEL  WDEL-TV  WDEL-FM
Lancaster, Pa.         Wilmington, Del.

WKBO  WRAW  WORK  WEST  WEST-FM

NBC TV-AFFILIATE
No Wonder
THE EYES OF INDIANA ARE UPON US

WFBM-TV
Channel 6
Program Schedule for February and March
24 GAMES OF THE INDIANA HIGH SCHOOL BASKETBALL TOURNAMENT FROM SECTIONALS TO FINALS

Butler field house, Indianapolis, is the home of the most attention-compelling basketball contest in the U. S. A. Until this year only a capacity of 1,500 lucky Hoosiers could see this great contest. This year, WFBM-TV reaches an arena of homes where approximately four million basketball fans live.

First again in Indiana, WFBM-TV is writing another inspiring chapter in the history of Hoosier sports. Beginning on February 22, all games of one of this State's outstanding sport contests, the Indiana High School Basketball Tournament, will be telecast state-wide to an eager and basketball-crazy audience.

The entire program is sponsored by local RCA-Victor dealers, and thanks are due Mr. L. V. Phillips, Commissioner of the Indiana High School Athletic Association, and the board of that Association, for permission to telescast the games.

It's no wonder the eyes of Indiana are upon us. And it's our aim to keep them there. Our program schedule is loaded with exciting sports events and other popular and entertaining programs. And with inter-connection due in the fall, WFBM-TV's service to the Indiana audience will be greater than ever.

First IN INDIANA ANY WAY YOU JUDGE!
If WWDC did a selling job with 250 watts, what do you think it will do for you with 5000 watts? This new power means new listeners for your message on WWDC—250,000 of them! It means more value, more results from every advertising dollar you spend on WWDC, now more than ever Washington's big independent. Get the whole story from your Forjoe man today.

WWDC-FM — 20,000 WATTS — THE TRANSIT RADIO STATION FOR WASHINGTON
"Here it is, America!"

SAYS STUDEBAKER... THE "NEXT LOOK" IN CARS

And to make sure America gets the word, Studebaker uses Spot Radio. Gets all-important local impact, keeps dealers happy, proves Spot can do a job for products that rank high in the "considered purchase" class.

Spot puts added sales pressure behind just about any product. Does it for your product, too... especially when you use the top Spot stations listed here...
Any advertiser can—and most advertisers should—use SPOT RADIO

SPOT RADIO LIST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSB</td>
<td>Atlanta</td>
<td>NBC</td>
</tr>
<tr>
<td>WBAI</td>
<td>Baltimore</td>
<td>NBC</td>
</tr>
<tr>
<td>WNAC</td>
<td>Boston</td>
<td>MBS</td>
</tr>
<tr>
<td>WICC</td>
<td>Bridgeport</td>
<td>MBS</td>
</tr>
<tr>
<td>WBEN</td>
<td>Buffalo</td>
<td>NBC</td>
</tr>
<tr>
<td>WGAR</td>
<td>Cleveland</td>
<td>CBS</td>
</tr>
<tr>
<td>WFAA</td>
<td>Dallas</td>
<td>NBC</td>
</tr>
<tr>
<td>WFAA</td>
<td>Ft. Worth</td>
<td>ABC</td>
</tr>
<tr>
<td>WJR</td>
<td>Detroit</td>
<td>CBS</td>
</tr>
<tr>
<td>KARM</td>
<td>Fresno</td>
<td>ABC</td>
</tr>
<tr>
<td>KPRC</td>
<td>Houston</td>
<td>NBC</td>
</tr>
<tr>
<td>WDAF</td>
<td>Kansas City</td>
<td>NBC</td>
</tr>
<tr>
<td>KFOR</td>
<td>Lincoln</td>
<td>ABC</td>
</tr>
<tr>
<td>KARK</td>
<td>Little Rock</td>
<td>NBC</td>
</tr>
<tr>
<td>KFI</td>
<td>Los Angeles</td>
<td>NBC</td>
</tr>
<tr>
<td>WHAS</td>
<td>Louisville</td>
<td>CBS</td>
</tr>
<tr>
<td>WTMJ</td>
<td>Milwaukee</td>
<td>NBC</td>
</tr>
<tr>
<td>KSTP</td>
<td>Mpls-St. Paul</td>
<td>NBC</td>
</tr>
<tr>
<td>WSM</td>
<td>Nashville</td>
<td>NBC</td>
</tr>
<tr>
<td>WSMB</td>
<td>New Orleans</td>
<td>NBC</td>
</tr>
<tr>
<td>WTAR</td>
<td>Norfolk</td>
<td>NBC</td>
</tr>
<tr>
<td>KOIL</td>
<td>Omaha</td>
<td>ABC</td>
</tr>
<tr>
<td>WIP</td>
<td>Philadelphia</td>
<td>MBS</td>
</tr>
<tr>
<td>KGW</td>
<td>Portland, Ore.</td>
<td>NBC</td>
</tr>
<tr>
<td>WEAN</td>
<td>Providence</td>
<td>MBS</td>
</tr>
<tr>
<td>WRNL</td>
<td>Richmond</td>
<td>ABC</td>
</tr>
<tr>
<td>WOAI</td>
<td>San Antonio</td>
<td>NBC</td>
</tr>
<tr>
<td>KOMO</td>
<td>Seattle</td>
<td>NBC</td>
</tr>
<tr>
<td>KTBS</td>
<td>Shreveport</td>
<td>NBC</td>
</tr>
<tr>
<td>KGA</td>
<td>Spokane</td>
<td>ABC</td>
</tr>
<tr>
<td>WMAS</td>
<td>Springfield</td>
<td>CBS</td>
</tr>
<tr>
<td>WAGE</td>
<td>Syracuse</td>
<td>ABC</td>
</tr>
<tr>
<td>KVOO</td>
<td>Tulsa</td>
<td>NBC</td>
</tr>
<tr>
<td>WSAU</td>
<td>Wausau, Wisc.</td>
<td>NBC</td>
</tr>
<tr>
<td>WWVA</td>
<td>Wheeling</td>
<td>CBS</td>
</tr>
<tr>
<td>KFH</td>
<td>Wichita</td>
<td>CBS</td>
</tr>
</tbody>
</table>

Represented nationally by EDWARD PETRY & CO., INC.

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

THE YANKEE NETWORK
TEXAS QUALITY NETWORK

February 20, 1950 • Page 9
O. U. FIRST IN FOOTBALL
GOODRICH FIRST IN SALES

Yes, in the fall of 1949, cash registers in the
B. F. Goodrich stores began to hum! Slowly but surely the Oklahoma City District climbed into First Place among all other Goodrich districts in the nation.

Back in that climb was a carefully selected program of advertising—sponsorship of the 1949 Oklahoma University football games over KOMA. Week after week the Goodrich story went to 45.1 per cent of the Oklahoma City metropolitan audience, as determined by listener surveys.

Let your story be a KOMA success story. Let us at Avery Knodel give you the complete picture of why KOMA is Oklahoma's best buy in radio!

J. J. Bernard
General Manager

Page 10 • February 20, 1950
What shape are you in St. Louis?

KXOK

St. Louis' ABC Station 12th & Delmar, CH. 3700

630 KC • 5000 WATTS • FULL TIME

Owned and operated by the St. Louis Star-Times, Represented by John Blair and Co.

M. L. P. D. are the four letters we've borrowed from the alphabet to tell KXOK's outstanding story of results. They stand for More Listeners Per Dollar! Check the Hooper... check the time costs... check the extra reach of KXOK's clear signal at 630 on the dial... and it all adds up to KXOK's top run position as the No. 1 Bay. KXOK is the answer to putting your ad in the St. Louis Area Market.

And it all adds up to KXOK's top run position as the No. 1 Bay. KXOK is the answer to putting your ad in the St. Louis Area Market.

Check the Hooper... check the time costs... check the extra reach of KXOK's clear signal at 630 on the dial... and it all adds up to KXOK's top run position as the No. 1 Bay. KXOK is the answer to putting your ad in the St. Louis Area Market.
See what else the South's Greatest Salesman gives you:

Advertising for our advertisers every day 24 sheet posters, streetcar dash signs, full-page newspaper advertisements, store displays, work with jobbers and leading retailers—WWL uses all of these—the greatest audience-building program in the South.

He racks up leading Hoopers—gets biggest share of audience

Latest Hooper shows WWL share-of-audience ahead of any New Orleans station. Nighttime WWL has greater share than next 2 stations combined!
South's Greatest Salesman Helps Raise Better Crops

Farmers in 7 states profit from WWL’s varied farm program. WWL helps them harvest bigger, more profitable crops—and sells them all the while! Only WWL directs herd improvement contests, provides weather and market reports, on-the-scene rural broadcasts, 4-H Club programs.

He's a favorite all over the map

WWL primary coverage covers a two-billion-dollar trading area. 50,000 watts, clear channel, and top programming makes folks turn first to WWL.

South's Greatest Salesman

WWL
NEW ORLEANS

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE
A DEPARTMENT OF LOYOLA UNIVERSITY
REPRESENTED NATIONALLY BY THE KATZ AGENCY

February 20, 1950 • Page 13
SPEIDEL Corp., Providence, R. I. (Speidel Watch Bands and jewelry), appoints Sullivan, Stauffer, Colwell & Bayles, New York, to handle its approxi-
mately $750,000 advertising budget. Advertiser last season used both radio and television, then sponsoring quarter-hour of Stop The Music on ABC and TV show featuring Ed Wynn on CBS-TV.

DEL CAMPO BAKING Co. (wholesale baked goods), Wilmington, Del., appoints Kates-Haas Adv., same city, to handle all advertising. Radio is included in current plans and TV for future.

BROWN SHOE Co., Buster Brown Div., St. Louis, sponsoring series of TV spo announcements in 13 cities. Series will run through spring into summer month
in New York, Chicago, Philadelphia, Los Angeles, Boston, Baltimore, St. Louis Pittsburgh, Atlanta, Detroit, San Francisco, Cincinnati and Cleveland. These announcements run weekly in all cities but New York and Chicago, where four are scheduled. Agency: Leo Burnett, Chicago.

COLGATE-PALMOLIVE-PEET Co., Jersey City, appoints Sherman & Marquette New York, to handle advertising for its Veto deodorant, effective June 1, Prod-
uct is now serviced by Ted Bates Inc., New York. Radio spots have been used

LINCOLN-MERCURY DEALERS of Southern California, Los Angeles, sponsor weekly 1/4 hours of jal alai games from Tijuana, Mex., on KFMB-TV San Diego and KLAC-TV Hollywood. Games are beamed from Tijuana to KFMB TV for simultaneous release on both stations with Mexican government clear ance granted. Contract is for 15 weeks, through Heasley & Heasley, Los Angeles.

ANNUAL CHICAGO RAILROAD FAIR, Chicago, appoints Foote, Cone & Beld ing, that city, as agency. Radio and TV being considered.

SITROUX TISSUES, New York, through Franklin Bruck, New York, will spon sor The Hazel Scott Show on WABB (TV) New York, starting Feb. 24, to in troduce combination offer of Sitroux tissues and Sitroux kerchief.

QUAKER OATS Co., Chicago, places Grady Cole and the Johnson Family over 37 CBS stations in Chicago, five nights a week. Show originate at WBT Charlotte, N. C.

BOHEMIAN DISTRIBUTING Co., Los Angeles (Acme breweries), starts 52 week spot announcement schedule on KECA KFI KHJ and KNX Los Angeles. Spots run four nights, six days weekly, except during March. Agency: Foote Cone & Belding, Los Angeles.

ALDEN'S MAIL ORDER HOUSE, Chicago, will promote distribution of its new catalog on its first TV show, The Dude Ranch, to be aired eight weeks as test on WENR-TV Chicago, Saturday, 8-8:30 p.m., starting March 4, through George F. Koehnke Agency, Chicago.

RAYLITE ELECTRIC Corp., Bronx, appoints Gordon & Rudwick Inc., New York, to handle advertising of its indoor and outdoor lighting products. Radio and television spots may be used.

CHAMP HATS Inc., Philadelphia, appoints Hirshon-Garfield, New York, to hande its advertising. Radio may be used.

ATCHESON, Topeka, Santa Fe Railway, Chicago, plans evening one-minute TV spot campaign for five weeks starting March 12 on Chicago and Los Angeles stations, with about five spots weekly. Expansion to other markets may follow. Agency: Leo Burnett, Chicago.


HELEN T. BROOK Chocolate, Brooklyn, appoints A. B. Landau Inc., New York, to handle its advertising. Radio will be used.

CHEVROLET DEALERS of Southern California, Los Angeles, Feb. 27 starts (Continued on page 49)
CBS SHOWS ON KTSA

Day and Night... an endless parade of the best in radio entertainment for KTSA listeners! Great programs, great features, great personalities! All this, plus top local programs and features with an unexcelled coverage of all the news. No wonder more and more people say, "It's on KTSA"!

FREE & PETERS, INC. National Representatives
The sponsor goes
America's greatest advertisers know from long experience where to find Chicago listeners in the greatest numbers. That's why more of them use WBBM, more than any other Chicago station, for their main radio advertising effort. So do Chicago's smartest local advertisers. Just look for the sponsors. That's where the listeners are!
WHEN you get right down to it, programming Know-How is what makes the difference between a great station and "just another station." And this difference is what makes great stations outstanding advertising values!

We of KWKH have had 24 years’ experience in our Southern market. As a result, we've got a "native-son" approach to the Southern mind, heart and ear—a knack for programming that's unmatched in this area. The proof? Latest Shreveport Hoopers (Nov.-Dec., '49) credit KWKH with top ratings in all weekday periods—

KWKH is 52.0% higher than the next station for Total Rated Periods— actually 82.3% higher, weekday Mornings!

BMB and mail-pull figures prove that KWKH does an equally superior job in rural areas too. . . . Let us send you all the facts about KWKH's sales-influence in the prosperous New South!
SPONSORSHIP of 1950 baseball schedules, including major and minor league games, will bring total advertiser budgets well past the $20 million mark—this is not counting the satellite programs and pots built around these games, according to a pre-season round-up by BROADCASTING.

While some contracts are still in negotiation, it is already evident that more sponsors will spend more money on baseball than ever before. More listeners and viewers will tune in play-by-play coverage when the season opens in mid-April.

An addition to the 1950 diamond lineup is the MBS 350-station package [BROADCASTING, Feb. 13]. A blanket survey by BROADCASTING last week found the major league cities about ready for the season. Most contracts were in almost the day of the unofficial deadline of Feb. 15, the date at which the major league headquarters annually pegs its sights for learning of all broadcast contracts.

In addition, reports from minor league cities, show considerable baseball budget increases there.

Chesterfield Increases
Liggett & Myers Tobacco Co. (Chesterfield) is expected to pick up a larger tab as a result of this year's baseball scheduling. While the figures were available last week, the expenditure is believed to be substantially higher than in 1949 because of the addition of Chicago and the 35-station Midwest Baseball Network to its coverage. Agency handling placement for $1M is Cunningham & Walsh, New York.

Chesterfield will sponsor the full 154-game schedule of the National League's Chicago Cubs with WIND Chicago the originating station. Bert Wilson will handle play-by-play chores as he has in the past.

Elsewhere, the Chesterfield picture is essentially the same as last year with the tobacco firm sponsoring radio-TV coverage of the Washington Senators and the New York Giants. WMCA New York will beam the radio version of all away games of the Giants, while W7TV New York will telecast all 77 home contests—an agreement now in its third year. Expected to rotate radio-video duties are Russ Hodges and Ernie Harwell and another announcer to be selected.

In Washington the rotation of radio-TV sportscasting also will be employed. Announcers Arch McDonald, veteran Washington sportscaster, and Bob Wolff will give listeners and viewers a running description of Senators' home activities. WWDG-AM-FM Washington, which switched today from its 1460 kec 250 w facility to 1260 ke 5 kw, has exclusive AM rights for all home and away games, both day and night. Last year, WWDG broadcast only at night and Sunday games with WPIK Alexandria, Va., airing weekday games. In the package rights negotiated this year by Liggett & Myers—similar to that consummated in 1948—Chesterfield is given exclusive "in-the-park," "in-the-stadium," and advertising rights. Telecasts of Senators home games will be handled again by WTTG (TV), DuMont Washington station, with Howard Williams assisting Messrs. McDonald and Wolff in announcing home games.

Yankee Sponsorship
P. Ballantine & Sons (Ballantine beer & ale) again will sponsor telecasts of all New York Yankee home games on WABC (TV) New York. As well as alternate radio sponsorship on WINS New York of all Yankee home and road contests with General Cigar Co. for White Owl cigars. J. Walter Thompson handles both accounts. Mel Allen and Curt Gowdy have been set to announce on AM, with TV chores still undecided.

The split sponsorship also will prevail for coverage of the Brooklyn Dodgers, with F & M Schaefer Brewing Co. paying the bill for home telecasts, WOR-TV New York, and 50% of the Dodgers' full season schedule on radio. Post Cereals Div. of General Foods Corp. will sponsor the balance of the broadcasts, which will be aired live by WMGM New York. Young & Rubicam handles Post Cereals; the Schaefer Beer account is under BBDO.

It is understood that the New York Yankees management is mulling a special arrangement which would set up a "home of the champions" network comprising 12 up-state New York stations beyond the conventional 50-mile limit cited in major league rules governing broadcast rights. Albany, Jersey City and other points would be included.

A similar network arrangement reportedly is under consideration in Philadelphia's Shibe Park, home of the American League's Athletics and the National's Phillies, and apparently has held up official release of contract rights.

While details were not disclosed (Continued on page 52)

VIEWS ON DUES NAB Raise Gets Mixed Reaction

NAB's increase in dues for stations—760 of them—in the four lower income classes, effective April 1 as a result of the board's recent Arizona meeting [BROADCASTING, Feb. 13], met with mixed reaction among members last week. The subject promises to come up informally, and perhaps on the floor, at the mid-April convention in Chicago.

When April NAB bills are submitted, Class A stations ($25,000 net income and under) will be asked to pay $15 per month instead of approximately $6.50 ($7.50 minus 12% discount). The discount ends April 1. Three other low-income brackets will pay higher fees, the board having raised rates to expand service to the membership and to get rid of inequalities in the dues schedule.

Among those who voiced their views the rate increases were praised and cussed. Edgar Kobak, writing as head of WTWA, Thompson, Ga., to NAB President Justin Miller, praised the boost. J. S. Younts, president-general manager of WEBB Southern Pines, N. C., was one of those sharply critical but believes it is going to be shown that the boost is justified.

Kobak Agrees
Mr. Kobak wrote:

...I am glad to see that some straight thinking has been given to the dues structure. I know from the standpoint of WTWA I will be happy to pay the increased dues. I have paid in advance for this year and if you will have a revised bill sent to me I will send you my dues for the balance of the year.

Taking the opposite tack, Mr. Younts wrote NAB:

...Whereas small stations feel that we receive benefit from NAB, it is questionable if the benefit is in proportion to the amount of dues that you propose to charge in order to maintain a very high overhead in Washington. When I see that you have officers who are drawing yearly salaries that exceed the total gross bills of many small stations...

(Continued on page 54)
**RED CROSS FUND**

Radio, TV To Aid Drive

MAJOR radio and television networks will join in observing "Red Cross Day" on March 1 when the American Red Cross launches its month-long 1950 campaign, Howard Bonham, Red Cross vice president in charge of public relations, announced in Washington last week.

As in past years, Mr. Bonham said, each sustaining network program will feature a Red Cross message the first day of the campaign and all commercial clients will be asked by the networks to tie-in or refer to the 1950 appeal.

Simultaneously, the more than 2,000 local stations in the United States plan to cooperate with Red Cross chapters in their communities by observing "Red Cross Day" and by supporting the drive throughout the month, Mr. Bonham stated. Programs, announcements and background material are being supplied by chapters.

**Combined Networks**

The campaign launching will be heralded by a half-hour kickoff show 10:30-11 p.m. on Tuesday, Feb. 28, over the combined networks of ABC, CBS and MBS. President Truman and General George C. Marshall, American Red Cross president, will speak.

Campaign radio plans also call for an all-star variety program on Monday, March 6; a series of Red Cross transcriptions of national network star presentations; a pair of transcribed four-and-a-half-minute dramatic spots featuring Hollywood stars, which will be distributed through cooperation of the NAB; a series of transcribed announcements; a series of television slides and trailers; foreign language live announcements, and month-long radio and TV network coverage and special events.

---

**CBS WESTERN DIV.**

Campbell, Wilkey In Shift

IN ANOTHER realignment involving its Western Division, CBS last Thursday announced the appointment of Wendell B. Campbell, general manager of WCCO Minneapolis-St. Paul, as vice president-sales manager for CBS network sales, and the elevation of Gene Wilkey, WCCO assistant general manager, to Mr. Campbell's vacated post at the CBS owned-and-operated 50 kw outlet.

Mr. Campbell will headquarters in Chicago, succeeding Don Roberts, who resigned as CBS western sales manager. Mr. Roberts' future plans were not announced, nor was there any replacement indicated for Mr. Wilkey at WCCO.

Both changes take effect today (Monday), according to J. L. Van Valkenburg, CBS vice president in charge of network sales, and J. Kelly Smith, CBS vice president in charge of station administration, who made the announcement.

Mr. Campbell joined CBS' Radio Sales department in August 1938 and was western sales manager of CBS Radio Sales until September 1942. He then moved to KMOX St. Louis to become sales manager of the CBS owned-and-operated station. Later he was elevated to assistant general manager, then to general manager in 1945. He was named general manager of WCCO last year.

Mr. Wilkey came to WCCO from WDDO Chattanooga, a CBS affiliate, serving as production director and later program director and assistant general manager. Mr. Wilkey also has been general sales manager of the Twin Cities' CBS outlet since late 1949.

---

**CBS AFFILIATES**

Coast Advisory Meet Set

SALES and programming as well as general operation problems will be discussed by some 35 station owners and managers at a 9th District CBS Affiliates Advisory Board meeting in Beverly Hills (Calif.) Hotel, Feb. 27-28. Meeting was called by Clyde F. Coombs, general manager of KROY Sacramento and director of CBS Affiliates Advisory Board.

Several of the network's New York executives will participate in the sessions. They include: Frank Stanton, president; H. V. Akerman, vice president in charge of station relations; John J. Karol, general sales manager, and Louis Ziman, director of advertising.

West Coast network executives attending are:

- Howard S. Melghan, vice president and general executive; Arthur Hall Hayes, vice president and general manager of KOB San Francisco;

---

**COLORADO UNIT**

Plan Western Slope Network

Plans for a new regional network comprised of five stations in western Colorado were announced last week. To be known as the Western Slope Network, the unit is scheduled to begin operations about June 1 with KFXJ Grand Junction as its key outlet. Other stations in the network will be KIUP Durango, KUBC Montrose, KRAI Craig and KGLN Glenwood Springs. Latter station is now under construction.

Purpose of the network is three fold, officials said: (1) to promote radio in general in the western slope area; (2) to improve programming of all stations concerned through an exchange of ideas and programs such as sports, special events and news; (3) to attract national and regional advertisers by offering the five stations as a single package.

Tentative plans for the new network were made Feb. 5 in an all-day meeting in Grand Junction Clarence Mendenhall and Art Kees of the Mountain States Telephone and Telegraph Co. spoke to the group about line arrangements for the network. Jerry Fitch, director of the United Press Denver Bureau, outlined a proposed system of news coverage for the region. Future meetings are planned to work out final details.

Officials of the five stations attending the plans meeting included: Rex and Charles Howell, KFXJ and KGLN; Dick Miner, KRAT; George Cory, KUBC, and Pat O'Brien, KIUP.

Swan Elected

E. T. SWAN, vice president of Kellogg Sales Co., subsidiary of Kellogg Co., Battle Creek, Mich., has been elected president by the board of directors. He continues in the position of sales manager, which he has held since 1946.

---

**CHRONOMETER with gold-initialed name plate is presented to C. E. Arrney Jr. (center), NAB secretary-treasurer, by the board of directors for 10 years service with the association. Presentation was made at the Convention, Arizona, board meeting, Feb. 6-10. Floral piece is presented by Mrs. Michael R. Hanno, wife of Director Hanno, WHCU Ithaca, N. Y. Holding the chronometer is Director Harry R. Spence, KXKO Aberdeen, Wash.**
Mr. REED

Mr. HEADLEY

Mr. WEEKS

Ray Hill 7-9463.

Mr. Headley, coincident with his moving to the new offices of H-R Representatives Thursday, announced the first station to engage his new firm was KMPC Los Angeles, a 50kw outlet owned by G. A. Richards. KMPC was not formerly represented by Headley-Reed.

Mr. Headley said other station clients would be announced soon. He said the policy of H-R Representatives would "concentrate on sales, not station relations." He added that many of the stations he had worked for at Headley-Reed had advised him of their intention to appoint H-R Representatives as soon as they could conclude their present contracts with Headley-Reed. He pointed out that the Headley-Reed contracts of 27 AM stations and one TV station will expire within the calendar year 1960.

AM stations now represented by Headley-Reed Co. include: WSGN Birmingham, WHBS Huntsville, WALA Mobile, WSFA Montgomery, all Alabama; KJBS San Francisco; WELI New Haven; WCON Atlanta, WDAK Columbus, Ga.; WFRN Peoria, WDGR Rockford, Ill.; WGL-1 Fort Wayne, Ind.; KSO Des Moines; WTBQ Baltimore; WSAR Fall River, Mass.; WSAM Saginaw, Mich.; KSJO St. Joseph, Mo.; KMMJ Grand Island, Neb.; WBAB Atlantic City; WHLD Niagara Falls, WSYR Syracuse, WTRY Troy, WFSAS White Plains, N.Y.; WATL Augusta, WSOOC Charlotte, WSIS Winston-Salem, N. C.; WJW Cleveland, WCOL Columbus, WONE Dayton, WTOD Toledo, WFMJ Youngstown, Ohio; WSN Allentown, WFBG Altoona, WJAC Johnstown, WLAM Lancaster, WEEU Reading, Pa.; WAPO Chattanooga; KOL Seattle; WKOW Madison, WEMP Milwaukee, Wis. The firm also represents three TV stations: WTVN (TV) Columbus, Ohio, WIFIC (TV) Erie, WJAC-TV Johnstown, Pa., and will serve two more new under construction, WCON-TV Atlanta and WSYR-TV Syracuse.

A SURPRISE BILL to require licensing of networks by the FCC and to prohibit the Commission with sanctions against the networks was introduced in the House last Wednesday by Rep. Harry R. Sheppard (D-Calif.)

Headley-Reed's president would supersede his pending measure (HR-2410) which instead of licensing networks would prohibit their ownership of stations [BROADCASTING, Feb. 14, 1949]. This measure was slated for study in House subcommittee hearings slated March 13.

The new measure, Rep. Sheppard said, is designed to protect network affiliates from "any discrimination or coercive practices," and at the same time permits "considerably less" FCC regulation of both independent and affiliated stations.

It would also "protect all sponsors and their agencies from discrimination or intimidation on the part of any network" and permit them "to be free to determine where and when their programs shall be broadcast, in addition to their regular network broadcast," Rep. Sheppard said.

Network licensing as provided in the bill would be similar to the established station - licensing procedures.

Additionally, stations seemingly would be permitted to rebroadcast any network program with the "express permission of the owner," and any other program with "the express permission of the originating station."

And network would have to have a license if it consisted of two or more stations located in different states and was operated for the purpose of broadcasting "a substantial number of identical radio programs."

Network licenses would be issued for three-year terms, as in the case of radio stations.

The network owner station could be revoked or suspended for a period up to 90 days (and any construction permits held by the network could be revoked) for sublicensing, failure to cooperate with FCC; failure to operate substantially as provided in the license; willful and repeated violations of the Communications Act, FCC rules, or U.S. treaty; for attempts to coerce any station to violate FCC rules or otherwise operate improperly; for violation of any FCC cease-and-desist order.

Show Cause

Before revoking or suspending a license or issuing a cease-and-desist order, FCC would be required to institute show-cause proceedings against the network concerned. After hearing has been held the Commission could fine the network up to $500 a day for each day the offense was found to have been committed. This would be in lieu of revocation or suspension, but might be in addition to issuance of a cease-and-desist order.

Failure to pay the "fine" assessed would, unless FCC's order was set aside by the courts, result in revocation of the network license. The money would be paid to the U.S. Treasury. The legislation would make it unlawful for any network or network representative to attempt "by threat of economic injury" or "by any action, to prevent any sponsor from permitting the rebroadcasting of his programs. This would not apply where the subject of the broadcast is a sports event or other production to which an admission fee is charged.

The bill would empower FCC to investigate network practices with regard to "any contractual arrangements and to issue appropriate regulations. With respect to the rights of affiliates, the bill also provides: "In no case may any action by any person who is the sponsor of a network program the network refuses to pay a radio station affiliated with it, at the rate to which the station would otherwise be entitled under the contract or affiliation, for broadcasting the program, and the station does not broadcast the program, no other station within the primary service area (as defined by the Commission) of the affiliated station shall rebroadcast the program without the permission of the affiliated station."

Pan-X Campaign

APPROXIMATELY $300,000 will be spent by Pan-X Co., Los Angeles, and Pan-X Camera & Audio Corp., New York, a liquid cooking agent in a six-month national radio and television spot campaign on 80 stations in 20 major market areas. The radio campaign starts Oct. 15; TV campaign begins about March 15. Agency is Cowan-Whitmore, Los Angeles.
Pabst Pins

By BILL THOMPSON

On Radio and Television

Pabst Brewing Co.'s founding fathers, costing little more than the quotation for a bushel of barley, marked the beginning of 105 years of uninterrupted advertising by the company.

In 1950, Pabst will spend more than $5 million for advertising, with a major portion allocated for radio and television. With this budget it hopes to better its 1949 sales record, which was the largest in its history.

The company's first radio program in 1926 (for the makers of Blue Ribbon Malt, who have since merged with Pabst) featured Richie Craig Jr., "the Blue Ribbon Jester," in three 15-minute periods weekly over the CBS network. The show cost $570 a week for talent, including a guest star. Time costs totaled $2,300 weekly.

One of Mr. Craig's first guests was an orchestra leader named Ben Bernie. Pabst officials never forgot the "terrific pace" of his patter. In 1928, the late Mr. Bernie and his orchestra signed for a half-hour show at $1,500 weekly, and his Blue Ribbon Malt tag, "Toe Mosta of the Besta," became a household phrase. He was paid $1,750 his second year, $2,000 his third, and by 1933 got $4,000 weekly after agreeing that he would not broadcast for any other product.

The advanced state of Pabst preparations for the revival of brewing in 1933 is indicated by the fact that the year of repeal, when both Pabst and its biggest rival were producing beer, the competitor's properties were assessed at almost as high a value of those of Pabst. However, a year before beer production commenced Pabst had buildings and machinery rated at 50% more than that of its rival.

Pabst also had prepared for advertising its product at the second Chicago World's Fair, which opened that year. (At the first, the World's Columbian Exposition of 1893, Pabst beer won a first award. The company's exhibit, featuring a gold model of its Milwaukee brewery, was widely acclaimed.) The famous Pabst Pavilion, where Ben Bernie reigned, was on the drawing boards by 1932; shortly after it appeared "A Century Of Progress," on Chicago's lakefront, would be a reality.

By 1935 Pabst had gained its share of the steady increase in total beer consumption during the post-prohibition upswing. A survey of 10 cities by the Ross Federal Research Corp. demonstrated the general effectiveness of its advertising campaigns. Personal interviews of 2,517 people showed that of those who had heard and seen beer advertising, 50% were using the product advertised, and 75% of these drank Pabst. A still more positive proof of advertising effectiveness was Pabst's sales leadership in 1936.

Network Radio Shelved

However, network radio was laid aside temporarily so that Pabst could place its advertising budget on a more flexible basis, which would permit gearing expenditures in various markets more directly to sales. This move opened up Pabst's era of spot and special events radio, which was continued through 1948 when the company resumed network advertising.

The first of Pabst's big-time radio appropriations went for the Groucho Marx show in March 1943. The Marx package cost $5,765, but total expenses amounted to between $10,000 and $12,000 a week. In June 1944, Kenny Baker and Robert Armbruster's orchestra, plus outstanding guest stars, came on for the remainder of the year. In 1945, Danny Kaye, Eve Arden and Lionel Stander, together with Harry James' orchestra, took over.

This first radio venture by Mr. Kaye was preceded during the summer by a schedule featuring the

POSTLUDE to Cary Grant's performance in "Mr. Blending Builds His Dream House," the first production on Screen Directors' Playhouse was this gathering of (l to r): Homer Canfield, NBC program manager; Mr. Grant; Nate Perlstein, Pabst advertising director; and Henry Legler of Warwick & Legler, agency handling account.

BROADCASTING • Te lecasting

BEST & CO., Beer Brewery, Whiskey Distillery & Vinegar Refinery on Prairietown Street, south side of the summit of the hill above Kilbourn town. Herewith we give notice to our friends that henceforth we will have bottom fermentation beer for sale, also good corn whiskey and vinegar by the barrel. We will endeavor to give our weekly customers prompt and satisfactory service. For barley we will pay 44c per bushel.

ON WASHINGTON'S BIRTHDAY, 1845, the above advertisement appeared in the Wisconsin Banner, a Milwaukee weekly. This single-column insertion by
James orchestra. In the summer of 1948, Chauncey Theatre signed on, to be followed in the fall by one of Pabst's most durable performers—Eddie Cantor.

With Mr. Cantor as spearhead, the company was able to radio shows and its slogan, “Thirty-three Fine Brews Blended Into One Great Beer,” the core of its promotional efforts. Distribution of point-of-purchase materials, such as pocket calendars and cardboard store displays, which began during the sponsorship of Groucho Marx, was accelerated in 75 cities.

It was like pairing with an old friend,” company officials say, when Mr. Cantor left Pabst last October. Pabst had to fill the need for a different type program. So Mr. Cantor was taken on for both AM and TV but not as a simulcast because of the way. William Bendix, who stars in the sound version, was tied up by motion picture commitments. Jack Benny, Broadway and Hollywood comedian, plays Riley in TV.

Heavy Sports Schedule For years, Pabst has set a record among breweries for sponsorship of sports events. Prior to 1949, the company carried all of its sports on AM, but during the past year has entered television in a big way. It sponsored the 1949 Chicago Cubs home games, the recent Chicago championship pro football game between the Bears and the Cardinals, and also Chicago's Ninth Annual All-Star Bowling Tournament, a two-day event. It carried the New York football Giants' 1949 home games on AM, as well as the Hollywood Bowl and Angels baseball games on TV. Beginning March 1, Pabst will sponsor the fights from New York's St. Nicholas Arena over the CBS TV network (Wednesday nights for nine weeks).

If Nate Perlstein, Pabst's radio and television-minded advertising director, has his way, the company's name will become more and more associated with sports. Although only 41, Mr. Perlstein has lived up to the reputation established by his predecessors—of being Pabst's first advertising men of bygone days, notably A. Cressy Morrison, who launched a three-year "Blue Ribbon" campaign in Harper's in 1895, and Joseph R. Kathrens, who set up the company's first high-level ($220,000) national advertising budget through J. Walter Thompson in 1923.

At 18, Nate Perlstein had a part-time job handling publicity for Ben Bernie's orchestra while attending Northwestern U.'s downtown commerce school. He later joined the Chicago advertising firm of Mattson, Pogary & Jordan, which had acquired the Bernie account, and helped produce the "Ole Maestro's" Pabst Pavilion show at the 1933 Chicago Fair. Perlstein became radio director of Morris, Windmiller & Enzinger Agency in the mid-30s, and that year he was also hired as radio and promotion director after it became Morris, Schenker & Roth. Mr. Perlstein was 31 when he first became an employee of Pabst in 1938. He was named merchandising manager of Pabst Sales Co., Chicago. On Jan. 1, 1949, he was promoted to advertising manager of the sales organization, and in July 1948 was named advertising director of Pabst's overall operations, including its large Newark subsidiary, Hoffman Beverage Co.

Radio's Power Laid "Radio is an effective medium for Pabst because it reaches the largest number of people while they are at home relaxing," Mr. Perlstein told Broadcasting. "We like to contribute to that relaxation by means of sublime commercials, rather than repeating plugs the listener down with annoying plugs.

"In the broader sense, aside from its value as a commercial medium, radio is the backbone of America. It gives enjoyment in the home, keeping the family together. It is an important part of our American democracy."

With a background in merchandising, Mr. Perlstein is missing no bets in merchandising Pabst radio and TV shows. He spends about 3/4 months each year fanning out from his Chicago office to troubleshoot markets.

Always alert to changing conditions in markets and competition, he holds frequent conferences with Warwick & Legler, New York agency which has handled the Pabst account for the past five years.

The history of the Pabst Brewing Co. is too long and involved to recount in detail. Here, however, are the chief milestones:

In 1842, two sons of Jacob Best Sr., great-grandfather of the present Frederick Pabst, set out from their father's brewery in Antwerp, Belgium, and a few years later set up a vineyard in Mettenheim, Germany, for the "land of promise." Jacob Jr. and Charles Best set up a vineyard factory in Milwaukee and preserved so well that in less than two years their father, and his two other sons, Philip and Lorenz, joined them to establish Best & Co., the latter was known throughout the company's history, was dissolved. A new agreement was drawn up between the Captain and Emil Schandein, who during the year had married another of Phillip Best's daughters, Elista.

Capt. Pabst's Acquisitions This marked the beginning of the most striking years of success in the Pabst history, since the Captain was a most colorful character. He absorbed the Melus Brewery in Milwaukee in 1870; incorporated as the Phillip Best Brewing Co. in 1875; capitalized at $300,000 (himself as president and Mr. Schandein as vice president); started bottling beer in 1876; was awarded a gold medal for his beer at the Philadelphia Centennial Exposition in 1876, and a similar award at the World's Fair in Paris in 1878; and by 1884 increased capital to $5 million.

Four months after Emil Schandein died in November 1888, the company acquired the name Pabst Brewing Co., and for the first time, and capital stock was increased to $4 million. During the same year, the Captain refused to sell out to a British syndicate, the first in a series of refusals. In October 1892, Palk, Jung & Borchert Brewing Co. was absorbed and capital increased to $10 million. During this same year the Pabst Bldg. was erected in Milwaukee and the captain became first president of the Wisconsin National Bank.

In November 1899, Pabst, already advertising-minded, gave Diamond Match Co. its last date for advertising on book matches. Captain Pabst died Jan. 1, 1904, and his son, Gustav, was elected president. Three years later the company's beer won the "highest award" at the International Food Exposition in Antwerp. In 1916, Gustav Pabst was elected president of the United States Brewers Assn. By 1920, prohibition had forced Pabst to dissolve its brewing company, but it set up the Pabst Corp., capitalized at $5 million. A year later Gustav Pabst, who had excelled in beer production, resigned so his younger brother, Fred, could become president and specialize in the development of new products. Sheboygan (Wis.) Beverage Co. and the cheese division of Pabst Holstein Farms (unrelated to the earlier brewing operation) were acquired in 1925, and Puritan Malt

(Continued on page 51)
FOUR high school students who won the annual Voice of Democracy radio script contest, in a competition that drew a million entries, will receive their $500 scholarships and spend this week in the nation's capital as guests of NAB, Radio Mfrs. Assn. and the U. S. Junior Chamber of Commerce.

The winning scripts were by blind transcriptions in a contest, involving 25,000 high schools in 48 states, District of Columbia and Puerto Rico. The young students wrote and voiced broadcast scripts on the subject, "I Speak for Democracy."

High spot of the week's events will be a luncheon Wednesday at the Hotel Statler, Washington. Dr. Earl J. McGrath, U. S. Commissioner of Education, will preside. Edward W. Barrett, Assistant Secretary of State for Public Affairs, will make the presentations during a 15-minute nationwide broadcast on MBS, 1:15-1:30 p.m.

The Office of Education has endorsed the annual contest. The Voice of Democracy Committee is headed by Robert K. Richards, NAB director of public affairs.

Open Tuesday

Formal events for the four young winners open with a Tuesday luncheon in the Senate restaurant. The winners will visit both houses of Congress and hear their scripts read into the Congressional Record. The Wednesday luncheon will be broadcast by Voce of America to all English-speaking countries. NBC will carry the four winners in an interview program with Morgan Beatty.

The afternoon's sight-seeing tour will end at 12:15 p.m. at the White House where the winners will be received by President Truman. In the afternoon they will visit Mr. Vernon.

Saturday morning the quartet will be taken to Williamsburg. A three-day visit will include a Sunday evening reception by NAB and a dinner with John D. Rockefeller III and Colonial Williamsburg as hosts. Mr. Rockefeller is chairman of the board of Colonial Williamsburg.

Luncheon Set

Monday Mr. Rockefeller will be host at a luncheon for Gen. George C. Marshall, president of the American Red Cross. Gen. Marshall and Mr. Rockefeller will be heard in a broadcast on CBS, 5:30-6:00 p.m., with Voice of America sending the program to all English-speaking nations. The winning students will address the youth of the world during the broadcast, which will originate in the historic House of Burgesses of the colonial capital.

Winning students who will receive the acclaim of official Washington and Williamsburg are Richard L. Chapman, Brookings, S. D.; Gloria Comiak, Wilmington, Del.; Anne Pinkey, Trinidad, Colo.; Robert Shanks, Lebanon, Ind.

National judges, who chose winners after local and sectional eliminations, are Mr. Beatty; Mrs. Raymond Clapper; Associate Justice Tom C. Clark, of the U.S. Supreme Court; Wayne Coy, FCC chairman; Douglas Southall Freeman, editor and author; Andrew D. Holt, president, National Education Assn.; J. Edgar Hoover, FBI director; Edward R. Morrow, CBS commentator; James Stewart, actor.

GOTHAM RECORDING

New Firm to Handle Tape

THE GOTHAM Recording Corp., designing for transcribing and editing of tape recorded material, has been established by Herbert M. Moss, radio and television producer, with Stephen F. Temple, former supervisor of tape recording for ABC.

The new firm's offices will be at 2 West 46 St., New York. Telephone lines will connect the company's tape recorders to all network studios in New York from which they will service advertising agencies and industrial clients as well as civic organizations.

The new tape recording firm will have a production unit supervised by Mr. Moss.

BELIB SUIT

KYW Asks Dismissal

ONE PHASE of argument on the libel suit filed against two Philadelphia stations [Broadcasting, Feb. 6] was completed last week in the city's Federal District Court. KYW Philadelphia (Westinghouse Radio Inc.) placed its plea before the court asking for dismissal of the bill of complaint.

KYW's counsel contended that there is no liability on the stations involved under Section 315 of the Federal Communications Act of 1934 which prohibits federal censors of a technical nature. The other stations (WCAU WFIL WPEN WIBG) are taking similar positions.

The libel suit was filed by Attorney David H. H. Felix, of Philadelphia, charging the stations with airing a political speech of alleged "false and malicious publication by broadcast" last October. He asked $50,000 in damages from each of the stations.

Mr. Moss

ALL-RADIO FILM

Dates Outside N.Y. Stanc

DESpite postponement of what had been originally planned as the premiere of "Lighting That Talks" in New York, the All-Radio Presentation Committee last week decided to cling to original showings already arranged in other sections of the country.

The first wave of showings will be held from early March through May in cities that had already reserved dates.

The precise date of the New York presentation, originally set for March 1, was not set. It will be in late March or early April. At a meeting in New York last week the committee announced that changes in the film suggested by the NAB board after seeing it in Phoenix a fortnight ago were all ready made in the final version. The committee emphasized that the film shown to the NAB board was not the finished picture.

Twenty cities have arranged to present a showing of the film and 64 cities to show 15mm versions in the first schedule, the committee said.

A proposal to revamp the non-New York presentations in view of the postponement of the New York premiere was voted down by the committee.

It was learned that the New York committee was considering three dates, one in late March and the other two in early April, for the New York presentation. One of them will be chosen this week.

The decision to proceed with non-New York showings as originally planned was taken because of the difficulty in revamping the distribution schedule, it was said.

FCC Actions

THREE new AM and one new FM station approvals by FCC last week. Initial decision reported to grant another AM outlet. Six stations granted ownership transfers. One AM and eight FM authorizations deleted. Details of these and other FCC actions may be found in FCC Roundup on page 84 and Actions of the FCC beginning on page 64.

NBC Harris-Faye Pact

NBC HAS SIGNED an exclusive contract with Phil Harris an Alice Faye covering their week radio program and giving the network first call on their television services when they decide to launch their own video show. Contract was signed last week by the two enter tainers and Miles T. Riggio, Jr., chairman of the board of NBC. Under the new pact, the pair will retain their current Sunday-7:30 p.m. spot, Mr. Trammell stated.

Hormel Renews

GEORGE A. HORMEL & Co. Austin, Minn. (canned meat prod ucts), through BBD0, Minneapolis renew Muve With The Crowd of ABC Sunday, 5:30-6 p.m. (CST) for 52 weeks from March 12.

TMIS backstage group at the CBS Jack Benny program which originated in New York recently includes (l to r): Mr. Benny, Ben Duffy, president of BBD0, and Vincent Riggio, president of the American Tobacco Co., sponsor.
Holds Sixth White House Meeting

INFORMAL discussion groups at the Statler included:

TOP PHOTO (1 to r): Herbert H. Kirschner, president, Advertising Assn. of the West; Lawrence W. Lane, publisher, Sunset magazine, and member of the Council board, and Robert C. Coloson, Ad Council Hollywood representative.

SECOND PHOTO: Howard J. Morgens, vice president in charge of advertising, Procter & Gamble, and Samuel C. Gele, vice president and director of advertising, General Mills. Both are on the Council board of directors.


FOURTH PHOTO: Ralph Hardy, radio division director, NAB, and Paul W. Moroney, general manager, WTIC Hartford. Both are on the Council's board of directors.

FIFTH PHOTO: A. R. Stevens, advertising director, American Tobacco Co., and coordinator on CARE campaign, and Mrs. Olive Clapper, publicist and member of the Public Policy Committee.

BOTTOM RIGHT: Robert M. Gray, advertising and sales promotion manager, Esso Standard Oil Co., gave a 16-month progress report on the American Economic System campaign, widely backed by radio. Mr. Gray is coordinator on the account and a member of the Council's board of directors.

A FEATURED speaker Wednesday night, Treasury Secretary John W. Snyder (2nd l), participates in a discussion with (1 to r) Niles Trammell, chairman of the board, NBC; Charles G. Mortimer Jr., vice president in charge of marketing, General Foods Corp., and Lee R. Jackson, Firestone Tire & Rubber Co. Messrs. Trammell and Mortimer are members of the Council's board of directors.

COCKTAIL party Wednesday afternoon at the Statler Hotel gave members of the Advertising Council White House sessions a chance to get together for some informal conversation. T. S. Reppier (l), Advertising Council president, discusses the meeting with Mark Woods (l), ABC vice chairman of the board, and Frank Stanton, CBS president.

In advertising and sales promotion, Esso Standard Oil Co., gave a 16-month progress report on the American Economic System campaign, widely backed by radio. Mr. Gray is coordinator on the account and a member of the Council's board of directors.

Closed Sessions

Gathered for the day and half meeting were members of the Advertising Council, its board of directors and staff, plus the members of the Industries Advisory Committee and Public Policy Committee. A majority of the time was spent in closed sessions with heads of government departments. As one of his last official acts, David Lilienthal, former chairman of the Atomic Energy Commission, addressed the group Wednesday.

Dr. John R. Steelman, assistant to the President, presided at these sessions. In addition to Mr. Lilienthal and others connected with the AEC, the conference heard from Dean Acheson, Secretary of State; Livingston Merchant, acting Assistant Secretary for the Far East; Paul G. Hoffman, administrator, Economic Cooperation Administration; Charles Brannan, Secretary of Agriculture, and Frank Pace Jr., director, Bureau of the Budget.

Wednesday afternoon the group met briefly with the President. A cocktail party was held Wednesday (Continued on page 55)
CLEAR-CHANNEL DELAY

THE LONG-AWAITED clear-channel decision is being held up by FCC pending completion of current appropriations bill. Legislation, it was revealed last week with the release of testimony in Congressional hearings on FCC's 1950-51 budget.

This disclosure came during testimony which also:
- Reported progress on FCC's plans to reorganize its staff into four functional bureaus (Closed Circuit, Dec. 12, 1949)
- Raised new doubts about the lifting of the television freeze, while putting late summer as the earliest conceivable lifting date (see story page 88)
- Revised the old question of fixing cut-off dates for the filing of competing applications
- Disavowed FCC ability to determine what goes on the air (see story this page)
- Reflected FCC opposition to an extension of the AM license term beyond the present three year...became more and more scarce, non-broad- cast services will start demanding frequencies used by the broadcast services.

Most of the testimony was given by FCC Chairman Wayne Coy dur- ing the Jan. 30 appearance of the Commission and its top staff executiv...closed session of the House Appropriations Subcommittee on Independent Offices [BROAD- casting, Feb. 6]. The testimony was released by the committee last Saturday, although the appropri-ations bill itself has not yet been reported out of committee. For FCC, the President's request was for $6,912,000, approximately 9.5% more than the 1949-50 figure. Chairman Coy, while giving no hint of Commission thinking on the clear-channel question, said the de-

vision is currently being held up because of the NARB discrimina-
tions. U. S. and Cuban negotia-
tions, government, and full NARB sessions are slated to re-
sume after April 1.

"It seemed to us that it was not advisable to make a decision at this time of a new NARB," he said, "because an agreement might be reached which might act to change the terms of the decision in the reorganization and make it to have to be reopened im-
mEDIATELY and a new decision made."

Decision Seen

But he appeared confident that "if we can get a North American region agreement this year, with Mexico, Cuba, and other countries in the Caribbean area... we can expect a decision from the Commission in the clear-channel case.

This, he said, would clear the way for action on some 111 applications currently being held up un-
til the clear-channel decision is reached.

Chairman Coy told the appropri-
atations group, headed by Rep. Al-
bert Thomas (D-Tex.), that FCC had tentatively decided to close the in-

terim and expect in the next few months to complete its study of common carrier frequencies and make appropriate recommenda-
tions to FCC about the end of February, and will then proceed to study safety and special service and broadcasting functions, he said.

Four principal line bureaus would be created: Broadcast, Com-
mon Carrier, Safety & Special Services, and Field Engineering & Monitoring. Each would have a director and would contain its own professional divisions of law, en-

gineering, and accounting. (The field engineering and monitoring division is set up along functional lines.)

Chairman Coy said "considerable progress" had been made toward the formulation of an appropriate plan, as the appropri-
ations group had suggested. Rep. Thomas suggested $20,000 or $25,000 might be appropriated for that purpose.

Chairman Coy said he thought the time had come for a "more formal inspection of the organization...and I greatly increase our effectiveness" and that "we can get more of our work done than we have heretofore been able to do." He felt it "will in part meet the disparity between what we think we should have for the job we have before us and what we have been able to get an appropriation to carry that on."

WHAT THEY SHALL HEAR

Chairman Coy said FCC fore-
ses "nothing but increasing de-
mand" from the non-broadcast services, with the likelihood that eventually these users will be seek-
ing frequencies allocated to broad-
casting.

Committee chairman Thompson conceded that FCC is operating under a workload that "simply is staggering," and ventured that on reason is the Commission's failure to "delegate enough authority to the...staff on FCC's preparation for the budgethear-
ing.

He felt FCC's administrative services "are a little high," with a total of some 119 persons assigned to such duties. Chairman Coy di-

What's next for our licensees?

If you're looking to extend your coverage area or increase your service area, you may want to consider our efficient and cost-effective relay systems. We offer a variety of options to suit your specific needs. Contact us today to discuss your options and see how we can help you grow your business.

Hi-V Elects Godfrey

ARTHUR GODFREY, radio and TV star, and his business manager, C. Leo DeOrey of Washington, D. C., have been elected to the board of directors of Hi-V Corp., maker of Hi-V frozen orange juices and other food concentrates. Plans are underway for an intensive television and newspaper adver-
sity campaign. Franklin Bruck, New York, is the advertis-
ing agency.

Page 26 • February 20, 1950
What's around the corner?

Whatever it is, these cute little kittens seem to be fascinated by it.

What's around the corner for your sales program in Baltimore? One thing is sure: if it's low-cost results from radio you want, W·I·T·H ought to be on your list.

W·I·T·H is the station that 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 taverns, 67.3% were tuned to W·I·T·H.

That means that you get big results from small appropriations on W·I·T·H. Call in your Headley-Reed man and get the whole W·I·T·H story today!
ONE RADIO STATION—WLS—is mentioned by 97% of Illinois, Indiana, Michigan and Wisconsin live stock producers who answered the question, "What radio stations do you depend upon for live stock market reports? Please list these stations in order of their importance to you."

Of the 1,086 live stock producers completing questionnaires, 97% or 1,063 mentioned WLS. A total of 78 other radio stations received only a fraction more than received by the one station, WLS.

77% Put WLS First

The Chicago Producers Commission Association, a member of the National Live Stock Producers Association, sent 7,558 questionnaires to its own list of leading live stock men. The questionnaire does not mention any radio station but was planned to give a maximum of useful information to the Producers Association and all market services.

Returns were unusually high at 14.1%. With 97% of the responding live stock producers mentioning WLS as one of the stations they depend on, 28.8% listed only WLS! Another 47.9% made WLS first choice, while also naming one or more other radio stations. Adding the 28.8% who listed WLS only, to the 47.9% who made WLS their first choice, gives a total of 77.9% of all those responding who put WLS first!

Live Stock Capital

Chicago radio stations were mentioned a total of 1,063 times, while radio stations outside Chicago were mentioned only 564 times, indexing the importance of Chicago as the live stock capital of this broad Midwest region.

A Wide Margin

Three other major Chicago stations received mention in the returned questionnaires, but the margin between WLS and all others was wide, as shown by the chart on this page.

Station "B" was first choice with only 12.4%, against the 77.9% first choice for WLS. Stations "C" and "D" shared less than one percent of first choices, while stations outside Chicago shared 89%.

Towns Effected, Too

Live stock market reports are not exclusively the business of the live stock producer or farmer. In Midwest cities and towns, particularly those of 10,000 and under, the whole community has a big stake in the farmer's prosperity. Automotive dealers depend on farm-bought trucks and cars for their profit—grocery and drug stores build their volume on farm family purchases. Daily live stock market reports are a regular listening habit with scores of townspeople.

This close town-farm relationship has established WLS listener-loyalty in the entire market—farm and town alike. Backing up services such as market reports is the family-style entertainment found only on the WLS National Barn Dance and the daily programs featuring Barn Dance stars.

All Needed Services

WLS treats homemakers' information, regional news, weather, grain markets, and educational programs with the same thoroughness and dependability that characterizes the station's broadcasting of live stock markets. Each has its established place on the daily schedule—each service is handled by people who know both their subject and their audience and its needs. Dinner Bell Time—Feature Foods—DuPont Award winning School Time—Farm Bulletin Board—Prairie Traveler—This Farming Business—Noontime News—all are unduplicated in the WLS service area. All rendered a needed service at the right time.

Quick Response

This explains why the single WLS announcement of Edith Hansen's birthday brings over 4,000 letters from her WLS Kitchen Club audience. It explains the steady increase in number of quality dealers for several current WLS advertisers.

It explains why a 50,000-watt clear channel radio station is regarded as a next-door neighbor to homes at the heart of Chicago but the outer edges of a four-state territory.

Facts Available

There is more information available on the details of the recent study in which 97% of responding live stock producers mentioned WLS as one of the radio stations they depend on for market reports—and 77% put WLS as their first choice.

There is also more data available on the success of advertisers who are using WLS talent, time and programming to speed sales and distribution of a wide variety of products in the Chicago Midwest—America's second market and first in salability through one far-reaching medium. Write, telephone or write "Sales Manager, WLS, Chicago 7, Illinois" or see your John Blair man today.

WLS, the Prairie Farmer Station, 1230 Washington Blvd., Chicago 7, Illinois, 50,000 watts, 880 kilocycles, American affiliate, represented nationally by John Blair & Company.

Illustrating returns in Chicago Producers Commission Association study of live stock producers' use of radio in the Chicago Midwest. Black columns represent total mentions for each of 4 major stations; gray columns are number of "firsts" for each station.
172,775 SEE WLS STARS IN 1949
First in Midwest Entertainment

The friendly acceptance WLS programs receive in the multi-million family homes of the Chicago Midwest is based on service, family entertainment—and on the feeling of personal friendship established by the WLS entertainers who travel half a million miles to appear before three-fourths of a million people in a single year.

This is just one of the plus features working for every WLS advertiser to bring acceptance of his sales message over the neighborly clear channel station noted for—

- Largest entertainment staff traveling the Chicago Midwest
- Special shows 3-times daily at three State Fairs
- A million letters a year for 20 years
- Live stock market reports that are first choice with 77% of live stock producers
- 42 Dinner Bell remote broadcasts during 1949
- Friendly, widely-known announcers
- Its own classroom program and its own staff pastor
- Two packed houses every Saturday night in Chicago for the WLS National Barn Dance

WLS—FIRST IN SERVICE, ENTERTAINMENT AND RESULTS IN THE CHICAGO MIDWEST

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 Kilocycles, 50,000 Watts, ABC Network—Represented by JOHN BLAIR & COMPANY
A-TISKET, A-TASKET, WHAT'S IN THIS LITTLE BASKETT (Ky.)?

Sorry, but we can't tell you what's in Baskett (Ky.)! At WAVE we don't put any of our eggs in Baskett, and we certainly don't recommend it for any of your eggs, either!

If you aretra us, Kentucky has only one best package—the Louisville Retail Trading Area. Its 27 Kentucky and Indiana counties do almost as much business as all the rest of the State combined. . . . and families living here average 40% higher Effective Buying Income than folks out in the handicraftin' parts of the State!

That's the story in a bundle, Gents. Why don't you sack Baskett, and wrap up this market with WAVE?

**Feature of the Week**

THERE are flexibility and sales in the business triangle of radio, the retailer and the advertiser. WJR Detroit, which calls itself the city's Goodwill Station, has plotted the graph with a promotional campaign that pays off in plaudits on its goodwill register.

By cooperation with a grocer's trade journal, Grocer's Spotlight, WJR reports it is attaining remarkable success with its promotional program, Grocery Grab-Bag. For the public, the show entertains and provides service. For the retailer, it provides an opportunity to become a city-wide personality as a businessman. And to radio, the program promotes products of advertisers who are its commercial life-blood.

The show has a quiz format and is broadcast each week from a grocery store chosen from listeners' nominations. Selection is based on outstanding jobs done for both the community and the store's customers. The grocer, or store manager, is cited as "Grocer of the Week."

One of the heaviest trade and public responses in the city's history was recorded by WJR following the initial broadcast on Jan. 14. It brought 380 letters and calls commenting on the broadcast. They came from listeners, grocers and wholesalers. Listeners wrote giving their choice for future programs; grocers asked that their stores be chosen as the next site for program origination, and food industry representatives called to ask the products be included in programming.

Particular appeal to the food an

(Continued on page 66)

**On All Accounts**

IF YOU SHOULD chance to see Bob Livingston of WBEM Chicago loitering around a paddock, don't jump to the conclusion he's a horse player. Bob is a horse fancier.

The sales manager of Columbia's key midwest station was scarcely out of his teens—only a dozen years ago—when his Morgan filly, "Black Satin," won a grand championship at the Illinois State Fair. Bob knows his odds too. He got his first job at WBEM by playing percentages. It was New Year's week of 1946 when he wandered into the office of station representative Howard Wilson in Chicago. The manager, Sil Aston (now general manager of WAIT Chicago), tossed him an issue of BROADCASTING, while he was warming his toes, and Bob opened it to a column featuring the biography of WBEM Sales Manager Ernie Shomo.

Bob noted that Mr. Shomo, who has since been named general manager at KMOM St. Louis, acquired his first sales job at WBEM after only one call. The decisiveness of the station's action prompted Bob to make his next move in that direction.

Seven interviews and two weeks later, Bob went to work for WBBA. Within a year he sold such programs as Elgin American's Way King Show, which signaled the company's entry into radio; Cadillac Ginger Ale's Party Time, Saturday nighter; Cory Corp. thru quarter-hours weekly; and at first participations ever purchased by Jay's Potato Chips. By Feb 1947 he was moved to New York as WBBA's eastern representative, remaining there until he succeeded M. Shomo as WBBL sales manager in October.

Christened Robie: James Livingston Bob was born in Washington, D.C., July 4, 1917. His father, George, was chief of the U.S. Bureau of Market at the time, but soon moved the family to Minneapolis where at the request of milling interests, he founded Livingston Economic Service. Bob attended grade school in the Twin Cities and went to Faribault Military Academy, Faribault, Minn. In hi junior year, the family moved to a 450-acre farm near Champaign Ill., and his father began commuting between Champaign and Chicago, where he headquartered a

(Continued on page 52)

**Louisto Louisville's Wave**

NBC Affiliate
FREE & PETERS, INC.

5000 Watts . 970 KC
NATIONAL REPRESENTATIVES

Page 30 • February 20, 1950

**Broadcating • Telecastin**
YOU MIGHT LAND A 12' 8" BLACK MARLIN*—

BUT...

YOU WON'T NET MUCH IN WESTERN MICHIGAN WITHOUT WKZO-WJEF!

There are three sound reasons why WKZO and WJEF consistently come up with the best radio advertising results in Western Michigan:

1. They have more urban listeners.
   These two CBS outlets get the highest Hoopers in their home cities. WKZO gets a whopping big 59.5% Share of Audience in Kalamazoo, and WJEF heads the list in Grand Rapids with 26.5% (Total Rated Periods, Nov.-Dec. '49).

2. They have more rural listeners.
   BMB figures prove that outside urban limits, WKZO and WJEF get the largest "circulation" throughout the town, village and farm areas of Western Michigan.

3. They cost less per listener.
   In delivering about 54.5% more listeners than the next-best two-station choice in the area, this strong combination costs about 20% less!

For all the proof of WKZO-WJEF's outstanding superiority in Western Michigan, write to us or ask Avery-Knodel, Inc!

*In 1926 Laurie Mitchell got one this long, weighing 976 pounds, in Bay of Islands, New Zealand.
CAB SESSION

SELLING has been selected as the main topic of discussion in tentative plans for the annual meeting of the Canadian Assn. of Broadcasters, March 27-30, at General B'rock Hotel, Niagara Falls, Ont. The agenda, approved at a CAB board meeting at Toronto Feb. 9, starts with a pre-meeting directors' session March 29 at Niagara Falls.

Highlights of the four-day session will be presentation of the All-Radio Presentation film, "Lightning That Talks," by Maurice B. Mitchell, director of Broadcast Advertising Bureau, and a television forum conducted by Sam Cuff, president, Retailers' Television Film Service, New York.

Opening day's program will include a closed business session and committee meetings, the latter scheduled for each morning throughout the session. On Tuesday, the noon luncheon will be addressed by Don Henshaw, accountant of McLaren Adv. Co., Toronto. Wednesday afternoon session will be a TV forum, followed by idea and information forums with panels of Canadian broadcasters to answer questions gathered from the entire Canadian broadcasting industry.

Also on the program are bus tours Tuesday and Wednesday to WBEN-TV Buffalo.

RELIEF SERIES

Stress Protestant Work

The transcribed series Operations, Good Samaritans, is being made available to stations by Church World Service to tell the story of united Protestant relief efforts for the "One Great Hour of Sharing" program to be observed in U. S. churches on March 12.

One of the series, comprising six 15-minute transcriptions, is an interview between Albert Crews of the Protestant Radio Commission and a displaced person brought to this country by Church World Service, overseas relief agency for major Protestant denominations. Mr. Crews formerly was with NBC and served as General McArthur's chief of radio before joining the Protestant Radio Commission.

On All Accounts

(Continued from page 30)

executive vice president of the Miller's National Federation.

Before and after classes at Champlain High School, Bob learned farming—especially the breeding of pure-bred Morgan horses. I addition to taking state fair prizes with "Black Satin," he made more money showing other Morgan at fairs.

Bob studied agriculture at the University of Illinois and Ohio State University before being drafted into the U. S. Army. He served in the Pacific theater as a tank driver. After returning home, he worked on a tobacco farm in Kentucky and then purchased a dairy farm near Indianapolis, Ind.

Bob was a member of the American Farm Bureau, the National Farmers Organization, and the American Legion. He was a member of the Masonic Lodge, the American Legion Post 14, and the Moose Lodge.

Bob enjoyed hunting, fishing, and spending time with his family. He was a member of the local sportsman's club and the local gun club. He was an avid hunter and fisherman, and he often accompanied his sons on hunting and fishing trips.

Bob's legacy will be remembered by his family, friends, and community. He was a devoted father, husband, and community leader who will be missed by all who knew him.
"GUESS WE OUGHTA BUY 'EM BOTH, ELMIREY!"

WITH incomes far higher than the national average, our wealthy Red River hayseeds have all the dough they need for lux-your-rious living! ARE YOU GETTING YOUR SHARE?

There's a sure-fire way to sell our high-spendin' farmers. It's WDAY, Fargo. This remarkable station got the nation's highest urban Hoopers (for Total Rated Periods, Dec. '48—Apr. '49) and in addition, WDAY has a phenomenal rural coverage of the whole Red River Valley! Our wealthy hayseeds and “city-folk” not only listen to WDAY about five times as much as to any other station; they also buy the products they hear advertised over WDAY!

Write to us or ask Free & Peters for all the facts about this fabulous station! You'll be amazed!

WDAY

FARGO, N. D.  NBC • 970 Kilocycles • 5000 Watts

FREE & PETERS, INC., Exclusive National Representatives
TO HELP advertisers, agencies and broadcasters deal with the problem of evaluating the postwar multiplication of audience measurement services for radio and television and the even more difficult problem of financing this multiplicity of services, C. E. Hooper, president, C. E. Hooper Inc., has asked the AAAA, ANA and NAB to establish standards for both procedures and prices of such research.

In an open letter to Paul B. West, ANA president; Frederic R. Gamble, AAAA president, and Justin Miller, NAB president, released for publication today (Feb. 20), Mr. Hooper proposes that these three trade associations examine the research procedures of all audience measurement services "with an eye to issuing a validation, or the opposite, of the basic soundness of these procedures."

He further suggests that the associations also examine "the pattern of subscription" cost of each measurement firm and finally to examine the "justification" for any experimental projects these organizations may undertake.

Following Mr. Hooper's address last month before the New York Radio & Television Research Council (BROADCASTING, Jan. 16), his letter contains a vigorous attack upon the "unadjusted diary and aided recall methods" being used in radio and TV audience studies, particularly at the local level. Such methods not only develop "substantially inflated" audience figures, but also endanger the present buyer-seller relationship and "lay the whole field of broadcasting wide open to attack from competing media," Mr. Hooper declares.

Letter follows in full text:

This is an open letter addressed to the president of the ANA, the president of the NAB and the president of the AAAA. I choose to make it an "open" letter because the constitutions of the three associations may not provide for any official action being taken on this subject. The mere fact of throwing the subject open may create the opportunity for constructive "unofficial" action.

In years past, the membership of your association was burdened financially, and dealings were confused, by duplication in radio audience measurements. These problems were resolved by the wind-up of the Cooperative Analysis of Broadcasting. Today the problem is multiplication of radio and TV audience services both local and network, resulting in multiplication of subscription cost and multiplication of staff in subscriber offices to analyze and chart the contents.

Those individuals in the offices of networks, stations, agencies and advertisers who are not responsible for finances may hold that "there is a place for every one of these services." This view is not held by the treasurers and owners of these organizations. Furthermore, if this trend is allowed to continue, the inevitable effect on the measurement can only be ultimate lowering of standards, limitation of service or financial ruin for the measurers.

Network TV and both local radio and local TV have spawned a crop of audience surveys with the findings of which are based on a variety of unadjusted "diary" and "aided recall" methods. Both methods develop audience figures (1) which are substantially inflated as compared with the actual size of the audiences, (2) which, if accepted as a basis for transactions, can upset the equilibrium existing between buyer and seller in the entire area of cost and price relationships, (3) which lay the entire field of broadcasting wide open to attack from competing media.

Furthermore, many of these new reports, by using "aided recall" are introducing every distortion traceable to the frailty of the human memory (in even more exaggerated form than did the CAB "recall"). The recall method was judged and found wanting by the advertising association representatives "officially" in the early forties.

Advertising agencies as well as radio and TV stations are currently being "needled" into buying services, certain of which they don't need and don't want. Advertisers (who in many instances don't buy the services direct) are insisting or implying that material from "all services" be applied by agencies, stations or networks servicing their accounts.

By contrast, Colgate-Palmolive-Peet has informed its agencies that it has complete confidence in their respective abilities to judge the merits of research techniques and in their willingness to equip themselves with the necessary facts. Colgate has implemented this attitude by withholding all suggestions or comments regarding subscription to additional

(Continued on page 45)
"Simple and reliable... and tops for fidelity"

SAYS DAN SEYMOUR
POPULAR M.C. OF RADIO AND TV’S "WE, THE PEOPLE"

NEW PRESTO
PT-900 PORTABLE TAPE RECORDER

Here’s the answer for delayed special-events broadcasts—on-the-spot recording—wherever there is a need for field recording of complete broadcast quality. Look at these outstanding engineering features:

- Separate recording and playback heads, each with its own associated amplifier, permit monitoring direct from tape.
- High fidelity unit—50 to 15,000 CPS at 15" per second tape speed. 3 microphone channels with master gain control in recording amplifier. V.U. meter to indicate recording level, playback output level, bias current and erase current, and level for telephone line. 2-speed single motor drive system.

Don’t choose your tape recorder until you see the new Presto Portable Tape Recorder. Write for complete details today.

RECORDING CORPORATION
Paramus, New Jersey

Mailing Address: P. O. Box 500, Hackensack, N. J.

In Canada: Walter P. Downs, Ltd., Dominion Sq. Bldg., Montreal
Export: The M. Simon & Son Co., Inc., 29 Warren St., N.Y. Cable Address: "Simontronic" New York

WORLD’S GREATEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS
Along Came the ‘California Caravan’

By DAVE GLICKMAN

MANY people were dubious 4½ years ago when diminuitive Lou Holzer, vice-president in charge of radio and television for Lockwood-Shackelford Co., Inc., Los Angeles agency, set out to conquer what then was considered radio’s biggest bugaboo—medical sponsorship. He was determined to have the California Medical Assn., San Francisco, as an agency client.

"Impossible!" shouted the skeptics. The chorus that echoed that sentiment was equally as loud. After all, wasn’t there an unwritten law among the medics that made it unethical for them to promote their personal services through the medium of any kind of advertising? Hadn’t most air-time advertising experts long considered it a fruitless effort to invade the field of scalps and stethoscopes with so much as salable spots?

But today the story is quite different. Even the skeptics are smiling with the hustling Lou Holzer. The doubting Thomas chorus is taking some of the bow as if the idea was theirs. It is all because Mr. Holzer’s personally created and produced weekly 30-minute California Caravan on 14 California Don Lee-Mutual stations, Sunday, 3:30 p.m. (PST) now in its fourth year under sponsorship of California Medical Assn., goes merrily along piling up memberships for the organization’s California Physicians Service. In fact membership has more than tripled since the program started back in the summer of 1946.

The weekly California Caravan—a documentary series, dramatizing little known, entertaining and interesting facts about the history of California—has done and continues to do a job.

This has been attested to by present and past officers of California Medical Assn. Further proof is the fact that the weekly California Caravan recently was renewed for another 62 weeks on the 14 California Don Lee-Mutual stations.

"Radio is a vital medium in the year-in, year-out task of maintaining effective public relations with the people of California," said Dr. R. Stanley Kneeshaw of San Jose, president of CMA, in lauding acceptance being created by California Caravan.

"The tremendous job of informing and educating the public on benefits of voluntary health coverage is being ably done through intelligent use of our regional network programming," he continued.

"The doctors of California will continue to work for the improvement of medical care and radio will assist in carrying the story to the 10 million people of this state."

Membership Drive

Dr. E. Vincent Askley, eminent Los Angeles physician and past president of CMA, declared: "I am convinced that our state-wide program over Don Lee Broadcasting System has contributed greatly in building the present membership in California Physicians Service to over 900,000."

But things were different in the early days before California Medical Assn. started advertising. It was early 1946. World War II, as everybody knows, had caused changes everywhere. Even the doctors found themselves confronted with a new era. Such things as food shortages, meat problems and the like, had created a new and serious threat to national health. Then too there was talk of socialized medicine.

Although the CMA’s voluntary prepaid health care program—California Physicians Service—had been in existence since 1930, not enough people knew about it.

Here is where Mr. Holzer got his assignment to follow through on the media. He knew about this voluntary health service. He talked to officers of CMA and to many of its 10,000 member doctors. They indicated an interest in promoting California Physicians Service through radio. But how was the question.

Lou Holzer proceeded to search for the answer as to what kind of a radio program. He had best reach the people with dignified messages about benefits of prepaid voluntary medical insurance offered through California Physicians Service.

"The program we needed had to have ‘class’ and at the same time appeal to listeners in all walks of life," Mr. Holzer said. "Cost of such a campaign was also an important factor. The budget was limited."

"We knew that a giveaway program wasn’t dignified enough for such a profession. Musical? It was considered, but that sort of show reaches a particular type of listener only. So we tossed that one aside too.

"An educational approach seemed to be our best bet; educational, yet entertaining. It had to be ‘different’; something new. This gave us our start. At least we had an idea to work from."

It soon impressed Mr. Holzer that perhaps a series of stories about California, done in “caravan” style might be the answer. He figured that there must be a stock of unlimited, colorful and true stories about California; stories which would be thoroughly entertaining and enjoyable to listeners if dramatized properly.

A meticulous search of libraries, Chambers of Commerce, maps, news data, and other sources surprised even Mr. Holzer. He found a wealth of material that could be dramatized; material which could be packed with humor, adventure, romance and mystery. Most important however, was that the material was adaptable in accordance with the dignified standards of the proposed medical sponsorship. It had ‘sales’ possibilities too.

Wheels Start Turning

Writers were set to work. Auditions were held. Rehearsals followed.

It was on June 15, 1946, that Mr. Holzer directed his first California Caravan program on 17 California Don Lee-Mutual stations for California Medical Assn. It was a 16-minute documentary, taking over the Saturday, 9:15 p.m. spot on the regional network.

Doctors who witnessed the broadcast were unanimous in their approval of this first production. Others who “listened in” congratulated the producer-director (Continued on page 47)
This “mail map” tells a happy story of intense penetration... intimate audience-appeal... and sharply expanded coverage in the heart of the rich Middle Atlantic market! • Not all of these 56,000 pieces, however, came from the counties shown. Many came from a “bonus area” outside the map, including 326 communities in 33 states. • If you’re not already using KYW’s supercharged sales-power, get the details now. Check KYW or Free & Peters.
This is CBS...the Columbia Broadcasting System

...where night after night the greatest stars in radio
deliver to advertisers the largest audiences
at the lowest cost of any major advertising medium.
4. Lux Radio Theatre (William Keighley)
5. My Friend Irma (Marie Wilson)
6. The Big Crosby Show
7. You Bet Your Life (Groucho Marx)
8. Mr. Keen, Tracer of Lost Persons (B. Kilpack)
9. Black Benny (Mary Livingstone, Rochester)
10. The Bing Crosby Show
11. Mr. Keen, Tracer of Lost Persons (B. Kilpack)
12. Meet Corliss Archer (Janet Waldo)
13. The Burns and Allen Show
14. Lowell Thomas
15. Arthur Godfrey's Talent Scouts
16. Ed Sullivan's Variety Hour
17. Arthur Godfrey's Talent Scouts
18. Carnation Contented Hour (Ted DeLay)
19. Suspense
20. The Bob Hope Show
21. Dr. Christian (Rex Higdon)
22. Mr. and Mrs. North (Alice Frost, J. Curran)
23. The Goldbergs (Gladys George)
24. The Jack Smith-Dinah Shore-Margaret Whiting Show
25. Hallmark Playhouse (James Hilton)
26. The Adventures of Ozzie and Harriet (Ozzie and Harriet)
27. My Favorite Husband (Lucille Ball)
28. The Adventures of Ozzie and Harriet (Ozzie and Harriet)
29. Our Miss Brooks (Eve Arden)
30. The Red Skelton Show
31. Dick Haymes' Club 15 starring Andrews Sisters, Evelyn Knight
32. Gangbusters
33. The Almost Married Show
34. Family Hour of Stars (Kirk Douglas, Jane Wyman, Diah Andrews, Loretta Young, Irene Dunne)
35. The Gene Autry Show
36. Mr. Chameleon (Karl Swenson)
37. F.B.I. in Peace and War (M. Blaine)
38. The Horace Beirut Show
39. Sing It Again (Dan Seymour)
40. Life With Luigi (J. Carrol Naish)
41. The Red Skelton Show
P. I. Plunder

ONE OF THE most amazing phenomena of the postwar era is the consistent demand for radio sets and combinations, despite the TV sellout wherein supply does not meet demand. The pace is at about 30 million radios per year—which compares favorably with the pre-war demand when there was practically no television circulation.

This continued demand for radios is being put to effective use in the drive for more business, largely through the inspired efforts of the Broadcast Advertising Bureau. Broadcasters have overcome their jitters.

Yet radio continues to be sold short. The worst blights are from within the medium itself—sloppy and cut-throat selling with no regard to the rate-card are doing more to undermine confidence in radio than the thrusts of the competitive media.

The boicott move yet toward rooting out of these iniquitous practices is being made by KRNT in Des Moines. This Cowles station is campaigning against such business in trade paper space. It states that it does not accept P. I.'s and that it refuses to enter into competition with too many manufacturers and or dealers or agents representing them. It proclaims no rate cuts, or rate variations.

"We are not crusading for other stations to concur in our policy or principles," states Robert Dillon, KRNT manager. "But we do believe that the per-inquiry-rate plan is bad for the radio industry and if allowed to progress will have a serious effect on the medium’s otherwise bright future.

Other-than-rate-card business exists only because there are stations which will accept it. Radio is enough of a bargain-buy today. It doesn’t have to demean itself by resorting to unethical practices.

Dollavision

COMR. E. M. WEBSTER, of the FCC, is not rash by habit or inclination. Thus it is doubly important not to skip lightly over his sharp dissent in the Phonevision case (TELECASTING, Feb. 12).

His colleagues felt that Zenith, without prior hearings, should be allowed to go ahead with a 90-day, $400,000-plus test of Phonevision, the Zenith system of subscription, or dollar-in-the-slot, television. Mr. Webster objected strongly to this action.

It would be hard to question Comr. Webster’s assertion that subscription television would be a “momentous change” in the American concept of broadcasting. The Commissioner says: ...Since the beginning of broadcasting in the U.S. in the early 1920’s, broadcast reception has been a free service to the listener. The 80 million radio and television set owners in the U.S. have had to pay no fees for either listener or subscriber or to the licensing authority, for the privilege of listening to or viewing programs. ...This American system of broadcasting has been held up to the entire world with justifiable pride as the ideal in broadcasting. It has been widely proclaimed as the "American way." To our mind there is grave doubt that such a pay-as-you-see system can be classified as "broadcasting," any more than Subscription Radio. Certainly it does not meet the traditional definition of the word. Comr. Webster then went on to question the Fixed Service.

Subscription radio of any sort represents a reversal of the accepted concept of free broadcasting service. And it seems quite reasonable, as Comr. Webster noted, that Congress might want to reconsider the non-common carrier status of radio if it includes Phonevision.

Our Respects To—

JAMES MARSHALL GAINES

PROBABLY the biggest man ever to come out of Saxe, Va. (pop. 125, including men, women and children), is James Marshall Gaines.

Undoubtedly Mr. Gaines is a man of imposing stature, however you look at him. Not only is he one of the three top operations chiefs of NBC, he also stands six feet, two inches high and weighs—well, enough to discourage anyone from taking him lightly.

As director of owned-and-operated stations—one of the three operational units into which NBC was recently split—Mr. Gaines has in his command 16 stations, four of them translation, six AM and the other six FM. The fact that a big share of the network’s profit comes from the owned-and-operated AM stations does nothing to detract from Mr. Gaines weight around NBC.

James Gaines’ present circumstances in the urbane elegance of NBC’s New York headquarters are as far removed from his origin as, say, Radio City from a southern tobacco patch. Indeed that is the exact course he has followed.

He was born May 8, 1911, on a tobacco plantation in the village of Saxe, Charlotte County, Va. The plantation was owned by his father’s family, and young James arrived while his mother and father were in temporary residence there during the father’s recuperation from an illness.

When Mr. Gaines was a year old, his father was able to return to his business—a school of business—in Poughkeepsie, N. Y. A few years later the family moved to East Orange, N. J., where James Gaines grew up and attended school.

After graduating from high school he took a two-year course at a branch of his father’s business school in New York, where he studied accounting, bookkeeping and other commercial arts which were to become so highly admired many years later in the reorganization plan of NBC.

Mr. Gaines’ choice of business school subjects was extremely fortunate. It is coming in handy in the present adoption by all O & O stations of a cost accounting system which, to anyone of lesser educational resources than Mr. Gaines, is a mystery and an ominous one at that.

Although upon completing his term at school he was formidably equipped with knowledge of the intricacies of business, Mr. Gaines was without specific ambitions. For a few years he changed from one job to another, including one post as floorwalker at Bamberger’s store (Continued on page 42)

Page 40 • February 20, 1950

BROADCASTING • Telecasting
HOW can you find the most productive station?

THAT'S EASY! Look for the major station that carries the most locally sponsored programs—you'll find the station that's getting results.

No one knows better than the local advertiser the importance of getting the most for his advertising dollar. He can't afford to advertise on a major station unless he does get results.

That's the reason you'll find more local advertisers consistently sponsoring more programs on WGN than any other Chicago major station.

It isn't enough that people listen—listeners have to ACT! WGN listeners do just that. That's why more local and spot advertisers make WGN their top choice in Chicago.

When you buy in Chicago...buy the best...WGN

A Clear Channel Station... Serving the Middle West

MBS

Chicago 11 Illinois 50,000 Watts
720 On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 233 SW Oak St., Portland 4

February 20, 1950 • Page 41
DON RALPH, formerly of KGDM Stockton, Calif., and for past two years news editor and special events director of KCVB Lodi, Calif., appointed general manager of KCVR.

DR. AUGUSTIN FRIGON, general manager of Canadian Radio-Television Corp., is on sick leave, recovering from serious operation. DONALD HANSON, assistant general manager, is acting general manager.

KARL KOERFER, vice president and managing director of KMBC and KFMR Kansas City, Mo., named member of board of trustees of Wm. Allen White Foundation of U. of Kansas.

DONN TATUM, vice president and legal counsel, Don Lee Broadcasting System, named chairman of radio committee for Red Cross Fund Drive.

BENEDICT GIMBEL, Jr., president and general manager of WIP Philadelphia, appointed head of radio division on publicity committee for annual Cancer Drive of Philadelphia Chapter, American Cancer Society.

Respects
(Continued from page 40)
in Newark, N. J., another in the offices of Hearst's Department Store in New York, and another as assistant to the general manager of the Associated Merchants Assn. of New York.

It was from the automobile association that he moved into radio. As assistant to the general manager of the association, Mr. Gaines was assisting in the staging of the annual New York Automobile Show. In those days WINS New York used to schedule broadcasts direct from the show, featuring interviews with motor executives.

In the 1937 show, one such interview was scheduled with the late Walter P. Chrysler Sr., and at the last moment no professional writer was available to create Mr. Chrysler's script. Mr. Gaines, whose literary experience until then had not been more ramified than the writing of business letters, voluntarily put words in the motor magnate's mouth.

Although theretofore untutored in writing skills, Mr. Gaines' script for Mr. Chrysler made a more lasting impression than many radio scripts turned out by highly-paid writers. Nearly a year later Mr. Chrysler, recalling the performance of Mr. Gaines, recommended the youth for a job with Major Bowes, whom Mr. Chrysler was then sponsoring.

The Major hired Mr. Gaines as an advance man to conduct field operations in "Honor Cities" featured on the Major's "Actor Hour." It was the habit of the program to salute a different city each week, a tactic that succeeded in arousing great promotional and publicity clamor for the show.

Constant Travelers
Mr. Gaines, as advance man, roved the nation ceaselessly for more than four years, until he glumly began to believe that all life was running on the one side by a railroad station and on the other by a hotel room.

Mr. Gaines was in a different city in a different state every week. In the course of his more than four years service with Major Bowes, Mr. Gaines visited more than 200 cities.

At the beginning of 1941, whatever itch had once been in Mr. Gaines' foot had long since turned to numbness. He was worse off than the man without a country; he was a man without even a town.

It was at this moment that James Gaines, during a pause between trains, spied in the Major's New York office a handsome girl, Eugenia Keller, who was in charge of auditions for the amateur show. As soon as his itinerary permitted, he married her.

Six months after the marriage, he quit Major Bowes and joined the station relations department of NBC. Last week, Mr. Gaines celebrated his eighth anniversary in the more sedentary service of NBC by preparing for a trip to inspect the network's properties on the West Coast.

On Jan. 1, 1944, Mr. Gaines was transferred to the advertising and promotion department of the network as assistant director. In October 1946 he became assistant to William S. Hedges, vice president in charge of planning and development.

One of the things that he and Mr. Hedges planned was the diversification of programming of the network's New York outlet, WEAF (now WMBC), from the network's program department. Having helped plan the diversification, Mr. Gaines was put in charge of its execution. In February of 1948, he became director of owned-and-operated stations and late that year was named, in addition to that duty, assistant to Harry C. Kopf, then administrative vice president in charge of sales.

Last month, he was appointed to head the owned-and-operated stations which, with the radio network and television network, comprise the three operating divisions of the reorganized NBC.

Mr. and Mrs. Gaines have three children, Richard, 7; Susan, 5, and Betsy, 2. They live in Port Washington, Long Island.

Mr. Gaines owns no spare time activities save reading and ineffectual golf. Travel is not one of his hobbies. Last time he took a vacation, he stayed at home.

P&G PRODUCTIONS
Smith and Craig Appointed
TWO appointments in its television and radio divisions were announced last Wednesday (Feb. 15) by Procter & Gamble Productions Inc., Hollywood. The company stated that these changes were made because of the increasing interrelation between nighttime radio and television.

Mr. Smith was named manager of television and nighttime radio production. He also will have responsibility for the company's programming in these fields. William F. Craig was appointed associate manager of TV and night radio production. Gilbert A. Ralston will continue as executive producer of television.

The company pointed out that management of its nighttime programming activities remains separate and distinct from the daytime operation which is headed by William E. Bassett. His assistants will continue to be A. H. Morrison and R. E. Short.

CBS Players' entry, The Key, was named "most professional" among all programs entered in the workshops of the four networks in first monthly competition of Associated Net-Workshops. Gus Bay, CBS Hollywood soundman, was producer-director of radio play.

NCCJ AWARDS
NBC, CBS, ABC To Be Cited
NBC is slated to receive two of the four 1949 network awards announced last week by The National Conference of Christians and Jews. CBS and ABC also will be honored, along with individual stations, in presentations to be made this week.

NBC received the top FCC net-work award for its Eternal Light series. In the single program category NBC also was cited for its Pumpernickel program, aired as part of the network's Living 1948 series. Also honored for single network programs were CBS for its Neither Free Nor Equal and ABC for Someone You Know. Individual station awards will go to WMAQ Chicago for its Destination Freedom and WBAL-AM-TV Baltimore for spot announcements stressing inter-group cooperation.

NCCJ extended a special award to CBS and The Goldbergers for "exemplifying the treatment of a Jewish family." Elaine Carrington, radio writer, was singled out for a "personality" award for her Pepper Young's Family.

The eight awards, to be presented as part of Brotherhood Week, are in recognition of outstanding contributions the past year in "understanding, peace and respect" among different groups in American life, according to Dr. Everett R. Clineshy, NCCJ president.

Certificates of honor will be sent to the networks and stations and presented to the recipients on the programs.

MICHIGAN MEET
Conference Set for March 10
DESIGNED to promote cooperation among radio managers, educators and community leaders, the fifth annual Michigan Radio Conference will be held Friday, March 10, in the Michigan State Union Bldg., East Lansing, according to Prof. Joe A. Callaway, conference director.

The "Discussion 60" technique, directed by its originator, J. Donald Phillips, has been selected to provide the method for exchange of ideas at the all-day session. Those attending will gather in groups of six to determine the lesser problems they want settled. Then a spokesman for each group will announce the questions. All this will precede the programs at which the speakers, having heard the problems, will attempt to incorporate the answers into their talks.

Speakers will include Dr. Lee Thurston, Michigan's state superintendent of public instruction; Prof. Garnet R. Garrison, Michigan University, Radio Dept., and Robert J. Coleman, director of WKAR East Lansing and Michigan Assn. of Broadcasters also has been invited to participate.
information sources. This had the desired effect in the offices of Colgate agencies, where there is no overexpansion of the research budget, no confusion, no harassment.

In this trying period of comparatively fixed and limited revenues to agencies, stations and networks (and rapidly increasing costs) I entreat you to accord influence of your association to the solution of this industry-wide problem.

Further, I wish to suggest a pattern to follow in dealing with all the measurers. I also extend an invitation to take constructive action along the following lines:

1. To examine the research procedures followed by ours and other organizations in the development of Broadcast Audience Measurements on radio and television, with an eye to a validation, or the opposite, of the basic soundness of these procedures.

2. To examine the pattern of subscriptions cost made by us, and others, to both "buyer" and "seller" subscriber lists, as well as the costs incurred in the preparation of the reports.

3. To examine for "justification" such experimental project work, and others, have under way, with an eye to its validity in the measurement pattern of the future.

Under the American system of broadcasting, the advertiser supports the medium. No substitute has been found for statistical representation, in the form of audience facts, to guide the buyer and seller to equitable meeting of the minds in broadcast advertising transactions. I believe the issues raised in this letter warrant in importance the study of audience facts, which are applicable to any single measurer or agency.

We are issuing this invitation in the same spirit which has prompted us to offer unprecedented cooperation to industry leaders upon frequent occasions during industry crises in the past.

NEWS AWARDS

April Set by Calif. Club

FIRST annual awards for outstanding achievements in radio news during 1949 will be made by Radio News Club of Southern California in April. Al Gordon, club president, and news and special events director of KFWB Hollywood, said awards will be in five categories.

Plaques will be given for outstanding: (1) news presentation on the air; (2) news commentary; (3) news writing; (4) on-the-spot coverage of a special event; (5) best sports program. Greater Los Angeles area stations only are eligible to participate.

Roberts Named

OSGOOD ROBERTS has been appointed acting director of the Defense Dept.'s Office of Public Information. Mr. Roberts, deputy director of the department since last April, will replace William Frye, who has been granted leave of absence to undertake a special overseas assignment with the Defense Dept. The appointment was effective Saturday (Feb. 18). A permanent replacement will be made later, spokesmen said.

FREEWOMAN

THREE West Coast broadcasters were recipients of regional awards presented last week by the Freedom Foundation for bringing about a better understanding of the American way of life. Awards were made Feb. 13 at Hollywood Ad Club meeting.

Gold medallions went to Lewis Allen Weiss, chairman of the board of Don Lee Broadcasting System, for individual speeches and editorial material; Knox Manning, West Coast commentator, for a radio open letter to Paul Robeson; Howard C. Conner, director of radio activities for Spiritual Mobilization, for program The Freedom Story on KMPC Hollywood.

Fourth award had been presented earlier to Reese H. Taylor, president of Union Oil Co., for a national advertising campaign explaining the American way of life. Mr. Taylor was m.c. at Feb. 13 session along with Art Baker, commentator. Don Belding, national president of Freedom Foundation and executive committee chairman of Foote, Cone & Belding, presided at meeting of which Ernest Belt, ad club president, was host.

WBIG

“WBIG dominates “The Magic Circle” having more of the 15 evening top Hooper-rated programs than all other stations combined within a 50 mile radius of Greensboro.

5,000 watts CBS unlimited

gilbert m. hutchison general manager

Represented by Hollingerly

* the richest and most populous area of North Carolina, the South's wealthiest and most progressive state.
PRESSING need for a vast radio propaganda network, "capable of laying a signal into every radio receiver in the world," was pointed out the night before by Sen. William Benton (D-Conn.) in an address before the Connecticut Editorial Assn. at Waterbury, Conn.

Noting that the impact of U.S. radio abroad is only a fraction of its influence in the world, Sen. Benton said that the U.S. Information Advisory Commission had criticized the State Dept. and the Budget Bureau for slashing the Advisory Commission’s funds. He pointed out that the U.S. spends less today on this program than Procter & Gamble spends in advertising its soaps.

Sen. Benton urged that the U.S. immediately set aside 1% of some $20 billion in defense funds for programs having a "direct and psychological impact" on world opinion.

"Specifically, let us begin, immediately, to plan for a true world radio network, capable of laying a signal into every radio receiver in the world, even if it costs as much to build and operate as the battle-ship Missouri. . . . The American people are prepared and ready for such a program . . . " he suggested.

MASTIC ACRES
Boosts Radio-TV Budget

SUBSTANTIAL part of the $200,000 advertising budget set by Mastic Acres Inc., for promotion of the 8,500 acre Long Island land development, will be allocated for radio and television, Walter T. Shirley, president of the realty firm, announced last week.

With its 1950 budget marking an all-time high for the firm, and mindful of successful use of radio-TV last year, Mastic Acres plans to expand its campaign for the coming season, with stress on a heavy spot schedule and increased use of foreign language programs, according to Mr. Shirley. Details of this year’s schedule have not been completed.

The realty firm last year utilized 30 quarter-hour periods on WVNJ Newark and foreign language programs on WOV and WHOM New York. In addition, it bought TV spots on WPIX (TV) New York. Flint Assoc., New York is the agency.

WHOM REQUESTS

Again Seeks Move to N. Y.

WHOM Jersey City, N. J., has filed for the second time its bid for FCC approval to move its main studio to New York, from where the majority of WHOM programs are originated [CLOSER CIRCUIT, Jan. 16].

The earlier application for the move was dropped by Generoso Pope, WHOM licensee and publisher of Il Prograsso Italiano Americano, during negotiations for purchase of WINS New York from Croley Broadcasting Corp. The WINS deal expired when Mr. Pope was unable to sell WHOW within the necessary time [BROADCASTING, Jan. 16]. Last summer FCC Hearing Examiner J. D. Bond in an initial decision ruled to deny WHOM’s proposed move to New York [BROADCASTING, July 25, 1949].

GKNW New Westminster, B. C., opens new studios in New Westminster and Vancouver, and increases power to 1 kw on 1320 kc.

ED GARDNER
Again Denies Tax Evasion

ED GARDNER, "Archie" of NBC’s Duffy’s Taverns, told the Associated Press Feb. 9 that his contract with the Puerto Rican government for launching the radio picture industry there before authorities will grant him any tax exemption on his radio and television properties.

Mr. Gardner again denied charges that he had moved origination of his weekly program to San Juan to evade income tax payments. With respect to local taxes, Mr. Gardner added that his in the same tax status as other indus-

ries in San Juan where a 12-year tax “holiday” is in effect [BROADCASTING, Oct. 10, 1949].

Earlier, Thomas J. Lynch, U. S. counsel, told the House Ways & Means Committee, now studying ways to plug tax loopholes, that Mr. Gardner agreed to move the radio and forthcoming television shows under a tax-free agreement. Mr. Gardner now lives in Puerto Rico, where his program is tape-

recorded for sponsorship by Blatz Brewing Co. on NBC.

TEXAS AP GROUP
District Committee Named

TWELVE district committees of the Texas Associated Press Broadcasters Assn. for 1950 have been selected, according to B. R. Johnson, vice-president of KFJJ Fort Worth, association president.

The committees are:

District one: Jack Roberts, assistant manager and program director, KRZU Borger, and Mike Carpenter, news director. RFDX Wichita Falls; District Two: Jack Wallace, manager, KBST Big Spring, and Robert Simon, news editor, KFDO El Paso; District Three: Raydon River, manager, KOBC Mineral Wells, and Louis Pitchford, news director, KCAF Gainesville; District Four: Sid Plichtsch, news editor, WPPA Dallas and Winston Yonge, news editor, KQMP Mount Pleasant; District Five: Corvallis Noll, news editor, KHOU Houston, and Goodrick McEwen, staff announcer, WACO WACO; District Six: Glenn Krueger, news editor, KITE San Antonio, and Bob McDonald, news editor of KRKG Weslaco.

RICHARD HUDNUT
Cites Sales From Radio, TV

NEW RECORDS are being set for Richard Hudnut Home Permanent as a result of its advertising and sales drive.

"The first results of our 1950 campaign are beginning to come in," said Charles A. Fennock, president of the Richard Hudnut Co. "Sales have doubled and the results prove that today’s market responds to aggressive promotion and advertising.

The firm is currently using Walter Winchell on ABC, in radio, and TV participation shows, Cavalcade of Stars and Cavalcade of Bands on NBC, and Telecasting Hour, for cities, plus magazines, dealer aids, trade paper advertising and a publicity and promotional program. Hope & Young, Inc., New York, is advertising agency, handling the Winchell show.
Intense Readership
EDITOR, Broadcasting:
I've intended writing you before, thanking you for the fine story you gave me on The Better Way in Broadcasting a month ago. But I've been on the move—learning every day what intense readership your magazine has. Over half the station owners and managers I talk to tell me: “Yes, I read about your series in Broadcasting.” This is truly remarkable, considering that my story was but one in your vast coverage. . . .
A. Maxwell Hage
366 Madison Ave
New York
* * *

Ads Get Results
EDITOR, Broadcasting:
I just learned of another way to profitably use Broadcasting. I read the ads. . . . A new account, a healthy one from a local hatchery, is now on our books because of three large ads in past issues of Broadcasting. These ads (page 102, 4/11/49, pages 42 and 43, 5/23/49, and page 5, 6/27/49), showing how individual stations had sold baby chicks, with the obvious implication that they can sell many other products and services, proved to be the clincher in bringing in a new advertiser to KJTV.
Ralph Doerr
KJTV Huron, S. D.

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

Laud 'Yearbook'
EDITOR, Broadcasting:
I have received a copy of the 1950 Yearbook, and it looks like a humdinger. Congratulations to you and your staff. . . .
Robert K. Richards
Director of Public Affairs
NAB
Washington
* * *
EDITOR, Broadcasting:
Your Yearbook looks bigger and better than ever. . . .
Marjorie Dorrance
New York
* * *
EDITOR, Broadcasting:
I have just received the 1950 edition of the Broadcasting Yearbook. . . . No other reference book has so much information so conveniently arranged and so readily available. . . .
Peter W. Swanson Jr.
U. of Alabama Radio Department
University, Ala.

‘Must’ in Industry
EDITOR, Broadcasting:
Please add the attached list of 34 new names to your subscription list. . . .
I have always thought your publication a must in the industry—the attached names are names of students . . . in "Radio Advertising" and "Radio Station Management" courses of the Communication Arts Dept. at Seton Hall College . . .
Low Arnold Jr.,
Program Director
WSSU (FM) South
Orange, N. J.
Seton Hall College
* * *

Will Buy FM
EDITOR, Broadcasting:
May I take this opportunity to thank Broadcasting for publication of my letter on sorry nighttime AM radio reception in the small town. Several . . . gentlemen . . . sent me helpful letters in reply. . . . All agreed on one thing. I better buy an FM radio receiver.
. . . This I plan to do. . . .
Ed Galbreath
Radio Instructor
Statesville, N. C.
* * *

Thanks From London
EDITOR, Broadcasting:
Thanks for everything during the 1950 March of Dimes campaign. . . .
Howard J. London
Dir., Radio, TV and Motion Pictures
Natl. Foundation for Infantile Paralysis
New York
* * *

Backs Clinic
EDITOR, Broadcasting:
The wonderful cooperation which Broadcasting provided in getting behind the TBA Clinic . . . was one of the big reasons for its success. . . .
J. R. Poppele
President
TV Broadcasters Assn. Inc.
New York
* * *

A Worthy Cause
EDITOR, Broadcasting:
. . . Radio has its headaches, but I’ll swap them for the headaches of retirement. . . . When it comes to handing out Do’s and Don’ts, my doctors make the FCC look like a bunch of piker. “Eat this,
(Continued on page 48)

W-I-N-D is FIRST
IN CHICAGO HOMES PER DOLLAR

ENTIRE YEAR 1949
6 AM-MID. • 7 DAYS A WEEK
AVERAGE AUDIENCE

<table>
<thead>
<tr>
<th>Wind</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>1659</td>
<td>1440</td>
<td>1325</td>
<td>1318</td>
<td>917</td>
<td>885</td>
<td>627</td>
<td></td>
</tr>
</tbody>
</table>

2500

SOURCES: Pulse of Chicago, Jan.-Dec., 1949; Standard Rate & Data; Figures based on Chicago Metropolitan area, 30-word cmts., max. discount; All nets & leading independents included above.

560 KC-5000 WATTS • CHICAGO, ILLINOIS • 24 HOURS A DAY • KATZ AGENCY, INC., REPRESENTATIVES
Open Mike
(Continued from page 45)

Describes Sports Show
EDITOR, BROADCASTING:
. . . I read Broadcasting from cover to cover. . . After getting a few hints on radio shows, I've decided to divulge my . . . six day a week sports show.

The idea has been in use for . . . four years. Sponsored by . . . Chas. D. Kaisers' Brewery. Monday it's built around an open letter. "Sports Bristol." Tuesday Meet Mr. . . July, usually an outstanding sport celebrity. . .

Wednesday Sports Quizzo, with a run down on the latest sports celebrities. . . Allowing the audience to identify himself by telephone. . . Thursday the show is built around a favorite story . . . then Friday, a dramatic skit. Five minutes in length. . . Each evening, we turn the pages of the sports book. Until the end, the book is closed "until tomorrow night."

Ed Romance
Sports Director
WPPA Pottsville, Pa.

Cites Summary
EDITOR, BROADCASTING:
BROADCASTING's "Weekly Television Summary" is one of the first items to which we turn each week. Thanks for striving to keep its figures as up-to-date as possible.

It would be not only helpful but interesting if from time to time a tabular report could be presented showing set totals by area—Far West, South, Midwest, etc. It would be useful, too, if you could show cities connected to a coaxial or microwave system and total sets therein, with separate listing of cities and number of sets not yet reached by a network system.

Congratulations on your comprehensive coverage. We are always looking for more and more news about West Coast broadcasting and telecasting.

Richard L. Bean
Manager, TV Section
Los Angeles Chamber of Commerce

Los Angeles

Tello-Test Adds 15
FIFTEEN more stations have bought Tello-Test, syndicated package of Radio Features Inc., Chicago, President Walter Schwin-ner has announced. They are:

WIP Philadelphia; WJIB Detroit; KKH-Wichita; WREK-Tokyo, RICM Montreal City, WTBS Springfield, Mo.; WHBC Jackson, Miss.; WEL; Peoria; WRC-Greenville, S.C.; WLW-#[name with], WA; WGBS/Bay, Wis.; WLBZ Bangor, Me.; WTHN Hunting- ton, WO; WATN Watertown, N.Y.; and WKNY Kingston, N.Y.

WASHINGTON branch of British Information Services opens new office at 901 National Press Bldg., Washington. Phone is still Executive 833.

BROADCASTING • Telecasting
California Caravan
(Continued from page 86)

lated themselves and CMA on hav-
ing a “find.” They appreciated the way commercials were handled. Then, as now, they were short and to the point.

To demonstrate faith in prepaid health coverage, CMA employs institutional copy rather than California Physicians Service commercials. California Cido policy has been adhered to almost from the initial broadcast.

This rather unusual procedure which has been devoted to a public information and public education technique has stimulated the growth of all voluntary plans, Mr. Holzer declares. “California Physicians Service is seldom mentioned in the California Caravan commercials. The California Medical Assn. has gone all out to make the people of California voluntary health conscious.”

Almost immediately, following the initial broadcast, CPS membership started to build. One of radio’s biggest bugsabo thus fell by the wayside. The mediators agreed that perhaps this radio business wasn’t so bad after all for selling their services.

A time shift occurred six months later, when the program on Dec. 21, 1947, was transferred to Friday, 8:45 p.m. spot on that same list of Don Lee stations. As result, new members joined the CPS.

MURDER TRIAL
Mid South Airs Case

“NOT in the last 20 years has there been a broadcast that brought such spontaneous reaction and interest from radio listeners,” is the comment by Bob McRaney, general manager of the Mid South Network, on the regional group’s broadcast, direct from the court room in Columbus, Miss.

The trial involved H. W. McCown Sr., charged with murdering Henry Moore of Columbus. Obtaining permission from Circuit Judge John C. Greene, the Mid South Network set up microphones, telephone lines and tape recorders. The entire proceedings were tape recorded and played over WELO Tupelo, WCBI Columbus, WROB West Point, WNAG Grenada and WMOX Meridian. Arguments by the attorneys, witnesses and defendants’ testimony, verdict of the jury and imposing of sentence by the judge were all covered. The tape was then carried live from the court room.

“Listener reaction has been terri-
tific,” Mr. McRaney said. He also reported that Judge Greene and District Attorney J. E. P. Stennis expressed their appreciation to the network for its handling of the broadcasts, claimed to be the first of its kind ever carried in North-
est Mississippi.
SOUTHERN Coach Lines, Nashville, Tenn., is participating sponsor on Woman's World, over WLAC that city. Since results on shows were good, SCL offered cover of its "Read as You Ride" publication to WLAC for promotion of Woman's World. Cover shows picture of woman sitting atop golf holding banner reading, "It's Woman's World!" Smaller picture around bottom of golf gives time and station call letters. Poem written on golf gives format of show and information dispersed on show. Booklet is distributed to 35,000 bus passengers monthly.

Pages Promote

PROOF of its slogan, "Business Is Always Better in Washington, O.," is offered by WTOP that city in most recent promotion. List of major ad

vertisers and agencies throughout country were sent 44 pages from Washington phone book which is said that much larger than ever before. Letter from John S. Hayes, vice president of WTOP Inc., accompanied pages, and explained station's dominance in area. Letter concluded, "Everything is always better in Washington."

Mid-Century Airng

BOOKLET composed of round-table report on the mid-century by CBS world correspondents sent to trade and listeners by CBS of men who participated while they were speaking, and informal shots taken after show are the only photographs in complete copy of show. Additional pictures of world events discussed over program also appear. Discussion was aired New Year's Day.

Program Schedule

SECOND semester of educational pro-

grams presented by WCAE Pittsburgh in cooperation with public schools, Carnegie Library and Western Pa. Safety Council, has started over WCAE. Heralding this event, sched-

ule of programs included in series has been incorporated into folder for dis-

tribution to public places of interest to children. Titles, times and brief explanatory dates, as well as ages of children to whom particular programs are beating, have been typed in folders. CARROLL carries information concerning other shows over WCAE not belonging to series which would prove of interest.

Rolling Sales

LARGE yellow, white and black card is most recent promotion sent to trade by KCKN Kansas City, Kan. Front shows two men, one labeled KCKN, the other, Network Station, rolling up long carpet marked "More Sales." Caption reads, "To roll up more sales of your product or ser-

vice in Greater Kansas City . . . . In-

side continues, " . . . Hire KCKN as your 'Booster Station,'" Buying power of residents of KCKN's coverage area is cited by county and impor-

tant city.

KJBS Sponsors

WHEN arcahill but colorful card of San Francisco were threatened with extinction, various civic organizations undertook sponsorship of individual cars in effort to save them. Organisation

sponsoring car helps meet its financial deficit. KJBS San Francisco was one such organization. Its car was completely decorated with large replica of clock on front reading, "KJBS—1100 on your Dial, Alarm Klok Klub." Top of car has long musical staff across which is written, "For music—KJBS—dial 1100." Additional smaller banners on top of car give call letters and dial position.

Election Champing

PART played by KROC Rochester, Minn., in "telling" amateur athlete of the year for its region explained in brochure sent to trade by KROC. Con-

test is sponsored by KROC and winner was awarded trip to Cotton Bowl festi-

vities in Dallas, Tex.

Tour

TOUR to place of interest in Missouri and Illinois being planned by Charles Stockey, farm editor of KOKO St. Louis, for 100 interested farmers and urbanites. Tour is fifth in series, and has Springfield, Ill., as its destination.

Show Promotes Show

TO PROMOTE its This Is Your FBI, 8:30-9, p.m., Friday, ABC has started series of four special five-

minute programs. Shows are aired on day before or day of This Is Your FBI, and features Edgar Hoover, chief of FBI, as guest speaker. Shows also will feature prominent civic leader who deals with crime prevention in city of each station airing show. Equitable Life Assurance Society is sponsor.

Mail Pull Folder

FOLIO bulletin with picture of cow remarking, "What a Pull!" and farmer, labeled "ECA saying, "Oh No Bul!" has been sent to trade by WEAU Eau Claire, Wis. Inside of bulletin picture of cow peeking around, saying, "Mail Pull that is. Rema

inder of bulletin depicts stacks of mail sent to station and claims pull of 8,259 pieces in one month from 48 counties in five states. Map of 35 Wis-

consin counties with number of pieces received from that county enclosed, is drawn.

Individual Promotion

PROGRAM catalogs, typed and com-

piled separately for each prospect, sent to trade by KJK Seattle. Catalog takes form of loose-leaf book with sep-

arate sheets, each bearing title and format of different program available for sponsorship. Enclosed, station plans to keep book current by sending new sheets when different program needs sponsorship, and cancelling out those which have gained sponsors.

Tip to Children

CHILDREN watching TV shows in homes of friends and neighbors are given timely warning by WOR-TV New York. In 6:30 p.m. hour, half-way mark of station's line-up of children's pro-

grams, following announcement is read, "Up ahead, if you watch, your mother will send you to a friend's house, make sure you mom knows where you are . . . call her . . . and ask her if it's okay for you to stay. . . ." Line up of coming programs is given.

D. J. Search

TWENTY-FOUR week contest, now in its sixth week, is underway in Port-

land, Ore., under sponsorship of KSWX that city, to uncover best amateur disc jockey in area. Contestants are audi-

tioned Monday evenings, when with so many to appear, four are chosen to appear following Saturday, when three judges, prominent Fort-

worth, and his best citizens listing in their homes, and audience choose one winner. Win-

ner competes against three new men each week. Winner retains that city's own records, write their own public service program and include one public service announcement.

Personnel

G. W. GIVEN, supervisor of farm broadcasting at WGY and WRGB (TV) Schenectady, N. Y., appointed supervi-

sor of publicity and promotion for stations.

VERNON GIELOW, formerly with KBOO Clinton, Iowa, appointed direct-

or of promotion for KJJK Junction City, Kan.

Merna MADDUX, formerly with Blw Co., San Francisco, joins promo-

tion department of KSFO and KFPI (TV), same city.

DEL GREENWOOD, promotion direc-

tor for WBF Evantineville, Ind., named outstanding young man of 1949 by Evantineville Jr. Chamber of Commerce.


HEARINGS on major radio legis-

lation, originally slated to get under-

way today (Monday), were postponed last week by the House

Interstate Commerce communications subcommittee, which set March 13 as a new target date [CLOTHES CIRCUIT, Feb. 12].

The postponement was dictated "solely" by the illness of Subcommittee Chairman George Sadowski (D-Mich.), who has been confined to bed in Detroit. Rep. Sadowski, reportedly progressing satisfac-

torily, is due back in Washington March 1, spokesman said.

The delay will give the subcommit-

tee more time to draw up its schedule of witnesses, spokesman explained. List is expected to be available just prior to the hearings, which authorities believe will last anywhere from four to six weeks.

Testimony will be taken on the new Sadowski Bill (HR 6949), the Senate-approved FCC reorganiza-

tion, authorized by Sen. Ernest W. McFarland (D-Ariz.), and a proposal (HR 2410) by Rep. Harry Sheppard (D-Calif.) to div-

est networks and equipment sub-

scriptions of owners of stations.

The Sadowski Bill, introduced last month, would create a Fre-

quency Planning Council to allocate the frequencies as be-

tween government and commercial broadcast users and in part absorb some of the functions of FCC over which it would have authority and give FCC additional administrative sanctions over licensees and per-

mittees; and render licensees im-

mune from civil or criminal actions for libelous statements in commercial broadcasts [BROADCASTING, Jan. 30, 28].

OHIO U. AWARDS

Cite Educational Programs

SOME 300 entries have been sub-

mitted for the 14th American Ex-

hibition of Educational Radio pro-

grams, according to Dr. I. Keith Tyler, director of Ohio State U.'s Institute for Education by Radio, sponsor of the annual exhibition. Award winners will be announced May 1.

Originating in 33 states, the Dis-

trict of Columbia, Hawaii and five Canadian provinces, the entries represent perhaps greatest wide-

spread participation in the history of the exhibit, Dr. Tyler said. En-

tries have been received from com-

munities big and small, from rural, religious and cultural organizations.

The winning programs will be available for audition during the Institute for Education by Radio in Columbus, Ohio, May 4-7, Dr. Tyler said.

JOHN WILEY & Sons Inc., New York, distributing small booklet listing titles, sponsors, and prices of books on radio and electronics published by 666
New Business
(Continued from page 14)

George A. Horney & Co., through BBDO, renews for 52 weeks Music With the Girls, all-girl variety review aired on 224 ABC stations, Sunday, 6:30-7 p.m. EST. Renewal is effective March 12. Currently on tour, program regularly visits hundreds of U. S. cities and towns each year.

ROSS FOOD Co., Los Angeles (Dr. Ross dog and cat food), March 2 starts for 52 weeks, Clyde Betsy Show on 45 Don Lee Pacific stations, Thurs., 8-8:30 p.m. PST. Agency: Rocketti-Lauritsen, Los Angeles.

Canadian Westinghouse Co. Ltd., Hamilton, Ont. (electrical appliances and radio receivers), starts Don Wright Chorus from CPFL London, to 52 Dominion network stations, Sun., 10:30-11 p.m., for 18 weeks in spring and 26 weeks next fall and winter. This is first time Canadian Westinghouse has used radio agency. Agency: W. Campbell Caldwood Ltd., Toronto.

General Foods Corp.'s Hopalong Cassidy, effective Feb. 26, moves to new time slot, 1-1:30 p.m. on Don Lee network. Agency: Young & Rubicam.

John Morell & Co., Ottumwa, Iowa (Red Heart Dog Food), sponsoring weekly 15-minute NBC Lossie Show, terminates contract on May 27 after three years. Firm reported was longer show but lack of budget prevented expansion to 30 minutes. Agency: Henri, Hurst & McDonald, Chicago. Frank Perrin is packager.

Interstate Bakers Corp., Los Angeles (Weber's Bread), through Dan B. Miner Co., that city, today, Feb. 20, renews for 52 weeks Cisco Kid on eight Don Lee network stations. Mon., Wed., Fri., 7:30-8 p.m. PST. Show is Frederic W. Ziv Co. package.

Adpeople

Douglas Day resigns as executive vice president of Buchanan & Co. to assume newly-created post of director of advertising for Allen B. DuMont Labs. Harry Gevelin continues as advertising manager of receiver sales division.

J. E. King named advertising and sales promotion manager of McColl-Frontenac Oil Co. Ltd., Montreal, Canadian affiliate of Texas Oil Co.

WIP's Facenda

Cited by Fourth Estate Club

Newscaster John Facenda, of WIP Philadelphia, will receive an editorial award from the Fourth Estate Square Club of that city tomorrow (Feb. 21). This will mark the first time that the Ma- sonic-Order's, K.'s, newspapermen's organization has honored radio on a par with newspapers in the Quaker City in its annual presentation.

Departing from its usual procedure of making only one editorial award, the club will cite both Mr. Facenda and Vincent E. Clark, Daily News editorial writer, for their efforts during 1949 on behalf of Haverford College. Benedict Gimbel Jr., WIP president and general manager, will accept a duplicate plaque which will be presented to the station. The award, given to the writer of the best editorial dealing with local affairs during the year, was presented to the Inquirer last year.

Nbc's AM Business


Oregon Meet

Time Regulation Bill Opposed

Legislation which would make it almost impossible for Oregon as a whole, or any city, to have daylight time was opposed at the Feb. 10-11 meeting of the Oregon State Broadcasters Assn., held on the campus of U. of Oregon, in Eugene. The Oregon legislation (House 454) has been passed by the As- sembly and goes to the people for vote in the November elections. Another resolution urged state broad- casters to ask their Congressmen to remove federal excise taxes as an "inequitable burden on the many afflicted areas of business."

Lee W. Jacobs, KBKB Baker, was re-elected president at the conclu- sion of the meeting. Other officers re-elected were H. J. Chandler, KPLW Klamath Falls, vice presi- dent, and the following directors: Frank H. Loper, KO5 Pendleton; Frank H. Coffin, KGW Portland; Mel Baldwin, KTLI Tillamook. Joe Schertler, KEX Portland, was elected to two-year term as treasurer, succeed- ing Ted W. Cooke, KOIN Portland.

Maurice B. Mitchell director of Broadcast Advertising Bureau, ad- dressed the joint luncheon of the association and the Eugene Chamber of Commerce. The state associa- tion members were guests Feb. 10 at a luncheon of the Eugene Chamber of Commerce, as were guests Feb. 11 at a luncheon preceding dedication of new U. of Oregon buildings, one of which is devoted to radio. Dr. Harry K. Newburn, university president, was principal speaker at the ceremonies with Gov. Douglas McKay as guest of honor. Gov. McKay was speaker at the association's banquet, conclu- ding the two-day meeting.

Myron Coy

Myron Coy, 34, formerly pro- gram director at WBY5 Canton, Ill., died Feb. 7 in Beardstown, Ill. A resident of Beardstown, he also had served as an announcer and disc Jockey at WLDS Jacksonville, Ill.; WCAZ Carthage, Ill., and KVER Albuquerque, N. M.
MARK ROBERTS, formerly chief announcer at KMAR Amarillo, Tex., becomes program director of KFDA same city.

THERON SHREVE joins WLS Lan-

cing, Mich., as disc jockey. He was formerly with WHER-Cleveland, Mich; KDFN Casper, Wyo.; WSAQ Saginaw, Mich., and WTAC Flint.

KARL BATES, formerly announcer at WOL Washington, joins announcing staff of WTOP same city.

DON HINE, KTSL (TV). Hollywood television producer and film manager, named production director of Don Lee television operation. He will act as liaison and coordinator between produc-
tion and administration levels on all television programming.

BILL SEYMOUR transfers from WBBM Chicago production staff to announcing staff.

LOU HARRIS, former program director of WCMA-WBBM, now executive producer for the Benét home football telecasts.

PHILIP ROOTH, director of programs for KFRC-TV Hollywood, named sen-
ior director for station. He is suc-
ceded by E. CARLTON WINCKLER, production manager. CARL
GOGGIN, senior director for station, granted six months leave of absence to complete book on television scheduled for publication this year.

JOHNNY LEE joins cast of CBS "Amos 'n' Andy" program as Lawver Calhoun.

LOUISE ERICKSON, of ABC A Date with Judy, starts feature role in forthcoming Gloria Films, Hollywood, re-
lease "Three Husbands."

L. W. O'CONNELL, movie camer-
aman, and DARRELL E. ROSS, for-
merly with Don Lee television art-
work, join staff of KECA-TV Hol-
lywood; Mr. O'Connell as television produc-
tion lighting supervisor; Mr. Ross as stage supervisor.

BILL KELSO joins KFVD Los An-
geles as announcer. He succeeds JAY ARLAN, who resigned to join WMMU Greenville, S. C.

HOWARD DOBSEY joins WGN Chi-
cago announcing staff. He worked three years with Jungle Network and Radio Tokyo during the war.

EDGAR PIERCE, KFI-TV Los Ange-
les' producer, currently instructing classes in television at Occidental College, that city.

PEDRO VAZQUEZ, sports commen-
tator, signed for series of daily broad-
casts over WAPA San Juan, P. R. Sponsor is Gillette Safety Razor Co.

WALTER DUNDO named manager of CBS Hollywood mimeograph depart-
ment.

CARY ROBARDS joins WSIV Pekin, Ill., as organist and pianist.

ELI BREGMAN resigns as news-
writer of CBS Hollywood news bureau to attend U. of California at Los Angeles.

JERRY STRONG, formerly with WJEJ Hagerstown, Md., joins WBC Washington as disc jockey. He also is morning man on WIXN Washington.

JEAN SULLIVAN of KXI Los Angeles continues acceptance department, and JoHN FLEIN, business executive, have announced their marriage.

FORREST L. BACON, engineer at WIBP Rock Island, Ill., is the father of a boy.

HARVEY O'CONNOR, ABC Hollywood engineer, and MARY POWERS of ABC Western Division engineers office, were married Feb. 7.

BOB CRAWFORD joins staff of WBAP Fort Worth, Tex. He entered radio in early 30's at KMBC Kansas City. He conducts Bob Crawford Clubs, musical shows, at 5:30-6:45 p.m. Mon.-Fri., on WBAP.

KENNY MCMANUS, director of Co-
lumbia Pacific Network Meet The Muses show, and Shirley Johnson, ac-
countant, have announced their mar-
riage.

DAVID STARLING, announcer of KFQI-Los Angeles, is the father of a girl, Nancy Ann.

JOHN GAUNT, KMBS (TV) director, is the father of a girl, Elizabeth.

TR OPPOSITION

Riders Assn. Asks FCC To Ban Transitscabs

TRANSPORT Riders Assn., opponents of radio-equipped vehicles in Wash-
ington D. C., promised last week to take recourse to the courts in view of the decision Wednesday by the Public Utilities Commission refusing appeals for a rehearing made by several anti-bus radio groups.

The PUBC, in effect reaffirming its earlier decision that transit radio is not "inconsistent with public convenience, comfort and safety" by denying the appeals of TRA; the National Citizens' Com-
mittee Against Forced Reading and Forced Listening; local attorneys, Guy Martin and Franklyn Pollak, other individuals and civic groups. The Commission said while it had given "considerable consideration" to the briefs filed by opponents, in the light of previous testimony at public hearings and the PUBC's subsequent findings, it found an original decision supported. In the face of this setback to its battle against transit radio, Claude N. Pollak, president of the Assn., clarified that the issue now would be taken to the courts.

Charging that the PUBC had "brushed aside all contentions as to the legality of publicizing rates and other programs on a captive audience," Mr. Palmer said it "walked around the question (of whether) forced listening was legal or moral." He added, "in fact, it (PUBC) had never said that 'buscasing' is or is not 'forced listening.' ..."

Requests to FCC

Meanwhile Transit Riders Assn., which fortnight ago filed suit in Federal District Court seeking a ban on all transit broadcasts [BROADCASTING, Feb. 13], asked FCC to investigate the problem and "take appropriate means" to prohibit transcasts. TRA also demanded that FCC deny or ter-
minate licenses of stations which "engage in this abuse of the broad-
casting privilege."

The American Civil Liberties Union, announcing its opposition to such broadcasts, called on the Public Utilities Commission to grant the union opportunity to file a legal brief looking toward reconsideration of PUBC's decision approving transit radio operation in the District of Columbia. Any ban on such broadcasts would no violate free speech, ACLU de-
clared.

The TRA petition, filed by R. A. Seelig, associate vice president sent to FCC Chairman Wyman, Coy, embodied a resolution which noted that radio-equipped vehicles had spread to "more than a score of cities," FCC `the only agency which has direct juris-
diction over the conduct of radi-
stations." It characterized musi-
cally sooted rides as a concept o f\"show business,\" and ordering its the courts to "to hearing a floor of propaganda . . . foreign to our free way of life. . . ."

Question Under Study

At week's end FCC had issued n-
formal comment, but the Commis-
sion staff is known to have been at work for several months [CLOSED CIRCUIT, Jan. 23] Basis of the study is whether transit radio constitutes "broadcasting."

Copies of the TRA petition also were sent to Sen. Matthew M. Neely (D.-Va.), chairman of the Senate District of Columbi-
Committee.

In its bill of complaint filed in the U. S. court in Washington, the riders' association seeks an injunc-
tion against Capital Transit Co. to bar operation of transcasts for-\"the obvious and HOLDER of Transit Radio Inc.'s Washington franchise.

The ACLU petition, filed by Counsel Herbert Levy with PUBC Chairman James Chilton, acknowledged that the right "not to listen" is "not absolute" and add-er that "due regard to both rights does not prevent complete prohibition but only on grounds of public convenience.

FCC also has before it a petition similar to the one filed by TRA last week. The Washington attorneys Franklin Pollak and Guy Martin have asked the Commission to rule that transcasts violate Commis-
sion rules and regulations; to initi-
ate a policy of license revocation which becomes effective if no fina-
final action meanwhile on license, re-
newal and permitted bids; and to furnish TRA attorneys with copies of the contract between Washing-
ons Transit Co. and WRC-AM and WRC-AM (Capital Broadcasting Co.).

WICH Norwich, Conn., honored by American Legion, D. G. Fletcher Post, No. 4, at public testimonial din-ner, for its cooperation in recent polio drive.

ANNUAL Radio Writers Guild cock-
tail party will be held at Astor Roof, New York, Feb. 24, beginning at 4:30 p.m.
Pabst Blue Ribbon

(Continued from page 23)

Extract Co., Chicago, was purchased in 1930. In November 1932, Premier Malt Products Co., Peoria, Ill., voted to merge with the Pabst Corp. The name was changed to Premier-Pabst, and Harris Perlestein, head of Premier, became president, the position he holds today.

Five years after repeal, the name of Premier-Pabst was changed back to Pabst Brewing Co., and Fred Pabst became chairman of the board. According to the book, The Pabst Brewing Company, recently published as the first volume in its Business History Series by New York U., "the joining of the chief malt products firm (Premier) with the greatest brew producer (Pabst), in order to provide additional resources for expansion, may seem so obvious a business arrangement as to require little ex-

planation, but personal factors working in reverse fashion have often prevented just such logical steps. The personality of Fred Pabst leads one to believe that had he not liked Perlestein as a man, nothing on earth would have persuaded him to merge the business." Harris Perlestein graduated as a chemical engineer from Chicago's Armour Institute in 1914 and was a practicing chemical engineer for 10 years before entering the administrative side of business. He is a director of the United States Brewers Foundation; a member of the Board of Public Welfare Commissioners, State of Illinois; a director of the Illinois Manufacturers Assn., and a member of the board of trustees of Illinois Institute of Technology, successor to Armour Institute. He is president of the Los Angeles Brewing Co., and a director of the Hoffman Beverage Co., Newark, both wholly-owned Pabst subsidiaries.

Pabst, with its main brewery in Milwaukee and modern auxiliary plants in Peoria and Newark claims to be in a better position than ever to compete for the national market.

And we feel we have the edge over our competitors by being the only brewing organization in America to use coast-to-coast radio and network television," as Nate Perlstein puts it.

JOINING lineup of ABC programs is Melody Rendezvous, Saturday, 6:45-7:15 p.m., originating at WCAE Pittsburgh.

WMOR CHANGE
To Elect New Board Chairman

WMOR (FM) Chicago will elect a new board chairman within two weeks to replace David L. Toffenetti Sr., Chicago and New York restaurant owner, who resigned a fortnight ago. He left the job, which he held since October, after a board meeting at which directors voted away his powers of authority by a 7 to 2 margin. They charged Mr. Toffenetti with "interference and censorship" in programming and station policy.

Although he has withdrawn from active support of the station, Mr. Toffenetti retains 27% stock in Metropolitan Radio Corp. of Chicago Inc., in which he is the largest single stockholder. No person or group has controlling interest.

About 25% of the station's revenue has been withdrawn by Mr. Toffenetti, according to President Bernard L. Miller, acting board chairman. The time includes a daily strip, Breakfast at Toffenetti's, and a heavy spot schedule. More than 50 local accounts; however, have been added since Jan. 1. Mr. Miller said. Rudolph Cole and David McHale were added to the sales staff last week to promote additional accounts.

WMOR broadcasts from 8:15 to midnight six days weekly and 1 p.m. to midnight on Sundays. The station services Jewel Food Stores in the area with in-store broadcasts.

Union Oil Spots

UNION OIL CO. Los Angeles, through Foote, Cone & Belding, Hollywood, will expend approximately $200,000 for a 52-week spot radio campaign that started Feb. 15 on 45 stations in 26 Pacific Coast and Intermountain Network stations. Approximately eight to ten chainbreaks weekly will be used in each market during that period.

WOL

PEOPLES BROADCASTING CORPORATION, WASHINGTON 6, D. C.

1450 KC.

WOL-FM 98.7mc

An Open Letter to Radio Advertisers

Why We Bought 1450

1. 1450 has an established 9-year record. WOL call letters have a 27-year tradition as "The Voice of Washington."

2. As many push-buttons are set to 1450 as any other D. C. station, and more than most of the newer fringe stations.

3. 1450 is a good frequency:

(a) CBS is to the right—NBC and ABC are to the left.

(b) It would take 3,000 watts of power—a two-tower directional antenna to duplicate the present 1450 booster coverage.

4. 1450 is a Washington, D. C. station—not a perimeter station.

5. 1450 has a 9-year listener habit:

(a) Pulse has consistently rated 1450 3rd in listener popularity.

(b) 1450 has had good operation under Ben Strouse.

6. 1450 has been among the top Washington stations in business volume.

7. In spite of the 29 AM-FM-and-TV licenses issued in the Greater Washington, D. C. area, we pledge that with the above record and facilities, plus our experience and resources, the new WOL-AM and FM will continue the splendid business record of 1450 and the 27-year tradition of WOL—"The Voice of Washington."

Cordially,

Fred R. Palmer

Manager
Baseball Budgets Up  
(Continued from page 19)  

In the New York negotiation, it was understood that upstate New York stations would air Yankee games when their own local clubs are playing road contests. Arrangements are in progress with P. Ballantine & Sons and Atlantic Refining Co., co-sponsor of the broadcasts, BROADCASTING learned.  

In the Quaker City a dispute as to how many night games should be broadcast or telecast reportedly has stymied progress on that city’s baseball coverage. It is known that home and away games will be aired with two stations alternating on coverage of both the A’s and the Phillies. Probable stations, it was reported, are WIBG and WPEN, both independents. Provisions covering TV have not been settled.  

Sponsor Speculation  
Current speculation on Philadelphia sponsors centers about three advertisers—Atlantic Refining Co., which last year backed one-fourth of radio-TV game coverage; Ballantine’s, which in 1949 sponsored one-half; and Sealtest Inc., a newcomer in Philadelphia baseball. Last year, Camel cigarettes was the third sponsor.  

Sealtest again foots the bill for broadcast coverage of the Pittsburgh Pirates after last year’s first baseball sponsorship for the dairy company in the Steel City. Also reported in contract stage at Pittsburgh is an arrangement whereby Pirates games will be fed to some 20 western Pennsylvania stations. Key station is WWSW-AM-FM Pittsburgh, now boasting 5 kw on 970 kc. WWSW will broadcast the full 164 home and away schedule. Roney’s Beer and Bob Prince are expected to handle play-by-play. Although not yet official, it is doubtful whether TV will be considered.  

In Boston, the lineup for the coming season will approximate that of last year. WHDH, 60 kw independent, again has exclusive AM rights for both the Red Sox and the Braves schedules. All home and away games and possibly other big league games on off days will be carried. Sponsorship is dual—the Atlantic Refining Co. and Narragansett Brewing Co. of Cranston, R. I., share the bill.  

In Boston, footage and Leo Egan will be on the mike, the first two also doubling on telecasts which will be handled by WNAC-TV and WBZ-TV on an alternating and even split of both clubs’ home games as they did last year. Television sponsorship is shared by Chevrolet Dealers and Narragansetts. Cameras will be using Zoomar lens for the first time. Bump Hadley will assist Messrs. Britt and Hussey on TV.  

Under negotiation in New England is the possibility of feeding AM-FM broadcasts of Boston baseball contests to 30 stations. As last year, the sponsors also will pay the check for a series of 20 pre-season games of both the Red Sox and the Braves. The warm-up games, originating from the Florida circuit, will be handled by Messrs. Britt and Hussey. First game is scheduled for March 15.  

In Chicago, the White Sox full schedule will be carried exclusively on AM by WJJD, the Marshall Field station. Bob Olsen will handle all games. The commercials will be broadcasted live, with the remainder of away games by wire. WJJD, a daytime outlet, has purchased time on WIND for airing out-of-town night games of the American Leaguers. Fox de Luxe Beer and Munts TV will share the bill. Rights are reported to have been bought by WJJD for $70,000.  

Ask $100,000 for TV  
White Sox Manager Frank Lane and Charles Comiskey, vice president, reportedly are asking $100,000 for TV rights, which WGN-TV Chicago had exclusively last year. With negotiations still in progress, final decision and sale are not expected before mid-March.  

While WIND will carry all Cubs games, home and away, including wire reenactments, daytime home games will be fed to the Midwest Baseball Network with some 35 stations expected to sign. The latter will carry local sponsor George Liggert & Myers, which will sponsor WIND’s coverage, also will get spots and mentions on the network. Stations are in Illinois, Iowa, Indiana, Michigan, Minnesota, Kentucky and Wisconsin. Lineup thus far is:  

WHOW Clinton, WGLL Galesburg, WQNB Mt. Pleasant, WGIN Kewanee, WQKY Bloomington, WCCO Minneapolis, WTMJ Milwaukee.  

In Detroit, Goebel Brewing Co., that city will sponsor all 154 home and road games of the Tigers on 31 stations in a special “Goebel TV” feed to the city, which has exclusive broadcast rights as it did last year. Harry Helmann, the beer firm’s sportscaster, will handle play-by-play. Agency is Broome, Smith, Frenche & Dorrance, Detroit.  

Griesedieck on WIL  
Also in the Midwest, another beer company, Griesedieck Bros. Brewing Co., St. Louis, is expected to sponsor the Cardinals games exclusively on WIL. H. B. Rauff and Ryan, Chicago, was clearing negotiations last week. The Browns’ rights had not been settled, but in cable a speculation pointed toward WEW, St. Louis U. outlet, and KWK St. Louis. Last year, the stations split game coverage, WED during the day, KWK at night. Johnny O’Hara and Tom Daily handled the commentary. Negotiations were pending on the price question.  

Exclusive radio and TV rights for WGN-TV Chicago for the 1950 baseball games were negotiated last month by WCPO-AM-TV [BROADCASTING, Jan. 30]. Burger Brewing Co. of that city will sponsor the games, which will be carried on a 27-station hookup in adjacent portions of four states. Announcer will be Waite Hoyt. WCPO-TV, a 4,000-watt outlet in Dayton, will televise WGN-TV Dayton and WTVN (TV) Columbus, and for the first time, nearly all of the Reds road games will be relayed to WCPO’s TV facilities. Both Dayton stations will televise the telecasts, according to M. E. Waterers, WCPO station general manager.  

$225,000 in Cleveland  
The Cleveland Indians’ schedule will be broadcast on WERE Cleveland AM rights were purchased at a reported $225,000 per year for three years by Standard Brewing Co. of that city for Ervin Brew. Agency is Gerst, Sylvester and Walsh, Cleveland. In the past two years, WEWS (TV) Cleveland had the rights. TV outlet for this season has not yet been decided.  

All Cleveland Indian and Dayton Indian games will be carried on WONE-WTWO (FM) Dayton. Sky- land Broadcasting Corp., operator of the two stations, has entered into a tentative agreement of exclusive rights to carry the games in Dayton. Approximately 300 games will be broadcast this season. Cleveland games will be announced by Jack Granic and Jimmy Dud- ley, with Jack Gibbons and R. Rayner handling the Dayton games.  

THE CBS family receives a new mom into its fold. Edward Shurick (I new market research counsel for the network, is welcomed by John J. Karel, CBS sales manager. Mr. Shurick’s appointment is effective March 1 [BROADCASTING, Feb. 6].  

In addition to the individual cit packages, MBS and the America League already have signed a agreement whereby Mutual will have broadcast privileges for the “game of the day” covering baseball activities in eight American League cities.  

The series, set to get underway April 18, is to be aired live off some 350 Mutual stations in 3 states from coast to coast, Monday through Saturday each week. MB President Frank White and American League President Pink Jackson announced last week. Although broadcasts are now set to be carried on a sustaining basis, Mutual hopes to attract a sponsor before the season officially opens.  

Pian 10 Broadcasts  
A minimum of 10 broadcasts are planned for origination from Batavia of the American League cities. A similar agreement covering one or more National League clubs reportedly is in the prospective stage. Bob White, Pittsburgh station President Ford Frick has frowned on the proposal, at least three or four club owners reportedly are willing to go along. A quorum of owners favoring the idea conceivably could lead to a reversal of Mr. Frick’s position.  

A sidelight in the MBS series plan hinges on Baseball Commission A. B. (Happy) Chandler’s recently governing broadcast rights owned by the local major league club. For example the New York Mutual outlet desiring coverage of a home Yankee game locally, first would have to seek permission from the club. Subsequently, any local MBS outlet could be restrained from airing the broadcast of any of the “game of the day” because of the home club’s checkmating power. Mutual, however, said that in event of such a postponement of the scheduled game, a contest from another area will be presented on a “recreation” basis. Names of announcers to handle play-by-play for Mutual has not been revealed yet.
ARKANSAS MEET

SAM W. ANDERSON, manager of KFFA Helena, Ark., was elected president of the Arkansas Broadcasters Assn. at the annual winter meeting held in Little Rock on Feb. 10. He succeeds G. E. Zimmerman, manager of KARK Little Rock.

Fred Stevenson, manager of KGRH Fayetteville, was elected vice president, and Ted Rand, manager of KDPS Paragould, was named secretary-treasurer. Elected to the board of directors were Mr. Zimmerman; Harold Sudbury, KLCN Elkhartville; Leon Sipes, KELD El Dorado; Sheldon Vinsmohler, KGHI Little Rock; Jack Wafter, KTHS Hot Springs, and John England, KFFW Fort Smith.

Resolutions

The 32 broadcasters representing 25 stations passed a resolution commending the state's ham operators "for their willingness to perform public service and for encouraging interest among the youth of the state in radio broadcasting." The group also passed a resolution in which the ABA goes on record as opposing payment of music fees in commercial transactions in excess of two cents per tune per station.

It was also voted to continue promoting Arkansas as the "Land of Opportunity" to investigate through a committee of station operators the public service merits of programs now being submitted by the broadcasters for sustaining presentation, and to continue a study of provisions under which the Arkansas Athletic Assn. permits broadcasting of high school championship playoffs.

Registration

Those attending the meeting included:

John Moore, Bill Humble, KVMA Magnolia; Emil Pouzar, KWMV North Little Rock; Frank Brown, KWWK Worthington; Roy Dexter, KDPS Paragould; Russ Hargis, Doc Montgomery Little Rock; Harold Sudbury, KLCN Elkhartville; Charles Craft, KPHK Texarkana; Sam W. Anderson, Bill Bigley, KGRH Helena; Fred Stevenson, KGHI Fayetteville; Leon Sipes, KELD El Dorado; G. E. Zimmerman, KARK Little Rock; Ted Woods, Chet Blackwood, KOSR Osceola; George Frazier, L. B. Tookay, KXAR Hope; H. C. Gray, KFME Memphis; KFTE Texarkana; Glenn Robertson, KLYS Little Rock; Bill Fogg, KKKJ Forest City; Vic Vinsonhaler, Don Corbett, KGKI Little Rock; K. F. Tracy, KFLA Little Rock; Jack Wafter, KTHS Hot Springs; Storm Whaley, KUGO Siloam Springs; J. M. Moore, KABC Arkansas; Melvin Spann, KWAQ Stuttgart; John England, KFFP Fort Smith; Bob Wheeler, KHOZ Harrison; Red Mason, J. J. Anderson, AP (Montgomery and Little Rock); Bob Kool, Gates Radio Co., Memphis; Pierre West, Lang-Worth, New York; Bill Stubblefield, Capitol, Dallas; John Lingerfelt and Brier Dawes, Graybar, St. Louis; Al Martin, BML, Topeka; Earl Lippins, Cablevision, Little Rock; Parker Cochran, Dallas; Ted Carleton, KAIT Little Rock; David H. Littleton, SESAC Tulsa; Sam Hales, UP, Kansas City.

Anderson Is Elected ABA President

E. D. WALEN (seated), executive v. p., Pacific Mills, contracts for his firm's sponsorship for third year of "This Is Greater Lawrence," civic show on WLAW Lawrence, Mass. With him are Frederick P. Laffey (I), program producer, and David M. Kimel, WLAW sales mgr.


SPONSORSHIP of all week-day home games of Roanoke Red Sox on WROY-AM-FM Roanoke, Va., for a second consecutive year, is set by Hugh Gish (seated), president of the Blue Ridge Beverage Co. Looking on are Frank E. Kohler (I), general manager, Radio Roanoke WROY, and Coleman Austin, announcer.

WCOL-AM-FM Columbus, Ohio, receives a two-year contract for exclusive rights to broadcast games of the Columbus Red Bird Baseball Club. Setting the agreement are L. A. Pixley (I), president of The Pixley's Inc., operator of WCOL, and A. L. Banister, Columbus Red Bird president.

WKRM FIRE

MBS Outlet Is Destroyed

WKRM Columbia, Tenn., 250 w Mutual affiliate, was completely destroyed by fire early last Tuesday morning (Feb. 14). R. M. McKay Jr., president and co-owner, estimated damage at between $50,000 and $75,000 and said the loss was partially covered by insurance.

The fire, of undetermined origin, started about 4 a.m. in the eight-room frame building which housed the transmitter equipment, studios, and offices. The blaze was first noticed by the engineer of a passing train who sounded the train whistle repeatedly to awaken people in the vicinity. By the time fire fighting equipment arrived at the scene, the blaze was beyond control.

Immediate plans were made by WKRM officials to procure new equipment and to resume broadcasting operations from temporary quarters within a few months. A corner stone was laid for a temporary building on the same afternoon of the fire.

WKRM went on the air in 1946. It is owned and operated by the Middle Tennessee Broadcasting Co., of which R. M. McKay Sr. is co-owner and secretary-treasurer.

EMERSON Radio & Phonograph Corp. purchases Continental Can Bldg., Jersey City, N. J., to be converted to manufacturing plant of about 50,000 sq. ft.

BROADCASTING • Telecasting
Views on Dues
(Continued from page 19)
tions, then maybe the NAB has gotten too large for us small guys.
Isn't it rather unusual for out-going directors to make such sweeping
changes? Maybe my thinking is all wet because I am less of a small
guy owning a small station in a small market. The recent BAB addition is
a big help, but methinks that you are rocking a boat that is already
leaking.
From where I stand you can let,
me know when the increase is to take
place and I will prepare my resigna-
tion for that date.
If you can convince me that I am
wrong then I'll be willing to go to
bat and try to pacify other small
stations in North Carolina that I
know will be squealing with great
anguish. Fair enough?
Mr. Younts is secretary-treas-
urer of the North Carolina Assn. of
Broadcasters. He took part in an
NAB membership drive prior to
the District 4 meeting in Pinehurst,
N. C., last October.
Arney Replies
Replying to Mr. Younts, C. E.
Arney Jr., NAB secretary-treas-
urer, said the action was taken
"only after, most deliberate and
careful consideration by the mem-
bers of the board. The viewpoint
of the smaller stations was ade-
quately presented to the board by
several of their members who are
themselves operators of small sta-
tions."
Mr. Arney explained that only
eight of the 27 board members will
retire automatically in April and
the dues structure has been dis-
cussed for many months. He added,"I hope we can convince you that
you are wrong in protesting this
increase and I further express the
hope that you will become a cru-
sader among the other small sta-
tions in your area in helping us to
justify it. I feel certain that the
increased results that will come
from it will fully justify the in-
crease in dues."
Prior to the April convention
NAB plans to issue statements to
the membership placing the dues
structure in the proper perspective.
These will cover such topics as
the budget background for changes
in the four lower classes and the
expanding services rendered by the
association.
Fastest growing service at NAB
is Broadcast Advertising Bureau, which will receive 25.06% of
the $798,322 appropriated for the new
fiscal year starting April 1—about
$100,000 above the current NAB
budget.
About three-fourths of the $100,-
000 will go toward BAB, which gets
a total of $200,000. At present
BAB is operating at a rate of
roughly $128,000 annually, though
budget computations are difficult
to describe because NAB is in the
process of switching from a calen-
dar to fiscal year.
In 1948, when NAB had a $796,-
000 budget, the Broadcast Adver-
tising Dept. (predessor to BAB)
received $65,490 for the year. The
new appropriation represents a
two-fold increase—from 7.97% to
28.06% of NAB's budget—for sales
and advertising activities in the
two-year period.
Reduced to terms of dues, nearly
$4 of every $15 in monthly dues
paid to BAB by Class A stations
will go to sales and advertising un-
der the new budget. This com-
pares to 60 cents out of each $7.50
in monthly dues paid in 1948.
In addition to its $200,000, BAB is
expected to receive perhaps $60,-
000 a year from sale of special
services. At NAB headquarters it
is stated that BAB's activities pro-
vide a type of service smaller sta-
tions are unable to perform for
themselves in addition to more
general operations boosting the
radio medium as a whole.
The new dues in four low-income
classes affect the amount 780 sta-
tions will pay to NAB after April 1.
Among AM stations, 302 are in
Class A, 151 in Class B ($53,001
to $50,000), 172 in Class C ($50,000
to $75,000) and 114 in Class D
($75,000 to $100,000). Among FM
stations, 39 are in Class A and 2
in Class B.
Expensive to Service
These 780 stations, which NAB
says are more expensive to some
than larger stations, have been
paying 25.12% of the total income,
or $11,712 a month. Using the Jan.
1 membership base, these stations
will pay 26.15% of the total, or
$16,465 a month under new dues.
NAB's membership as of Feb. 1
included 1,164 AM, 518 FM and
30 TV stations, plus some 70 associa-
tion members.
This AM segment comprises 55% of
all AM stations in the industry.
NAB is anxious to raise the 55%-
figure, recognizing that it can
either decrease dues or expand
services, or both, if a larger seg-
ment of the industry pays dues to
maintain its trade association.
Addition of a field director, as
authorized by the board, will pro-
vide a fulltime official who can
tour the country as a membership
missionary. This practice is com-
mon among business associations.
The field director may not be named
until the board has ratified the
name of the man Judge Miller ap-
points to fill the new general man-
er's post. It is assumed the field
director will be an assistant to the
general manager.
Judge Miller returned to his
Washington office last Thursday;
morning but his body could be
learned he has taken no action on
naming of a committee to consider
candidates for the general man-
ger's post.
So as the misunderstanding wa
noted at NAB headquarters over
board action calling for an inde-
pendent audit of the association'
books. The books have been audited
ever since 1920 by an independent
accounting firm, and such an audi-
ance was just getting under way
the board acted. This audit will in-
clude pending clarification of the
board's action.
It was felt the board was inter-
ested in getting special breakdown
on association finances rather than
another independent audit. This
might include the allocation of
BAB's receipts in the association'
weekly financial statement, for ex-
ample, or perhaps another speci-
set of figures.
A board action that will receive
considerable attention is around
complaint by associate member
that non-member companies hav
qualified for annual conventions
and district meetings. A special
ad hoc and a membership com-
mittee reported on this com-
plaint. It was recommended the
NAB board write a letter to mem-
bers with some advances for schedu-
led meet-
ings.
The NAB secretary-treasurer's
office is expected to announce re-
sults of the balloting for board
membership a week from today;
(Feb. 27). Ballots must be in
headquarters by midnight, Feb. 25.
Technically, NAB is operating
under the 1949 structural setup
until the new fiscal year starts
April 1. The Radio Division will
be dropped at that time, and the
Television Division will become the
Television Dept., it is understood

WMAQ Chicago's "Six-Thirty Special" contest offered two all-expense-paid
trips to Hollywood for answers to "Why I Listen to WMAQ," in 25 words or
less. Judging entries are (1 to r): Paul McClure, NBC Chicago AM network
sales manager; I. E. Showerman, vice president in charge of the Central
Division; John Keys, assistant manager of the press department, and A. W.
Kaney, station relations manager.

WWON Is Sold
SALE of WWON Woonsocket R.
I., for $70,000 to the Woon-
socket Call was announced last
week by the station. Deal is sub-
te to FCC approval. WWON is
assigned 250 w on 1240 ke fullti-
The transfer application is to be
filed in the name of Woonsocket
Broadcasting Co., a new firm owned
by the Woonsocket Call, which in
turn is published by Buell W. Hud-
son and Andrew M. Palmer as gen-
eral managers. WWON sellers are
Garo Ray, consulting engineer;
Aram Tellalian Jr. and James
Iodice. Transaction was handled
by Blackburn-Hamilton Co.

ABC Quarterly Gross
GROSS sales, less discounts, re-
turns and allowances, of $11,685-
194 in the last quarter of 1949 were
reported by ABC to the Securities
& Exchange Commission.
KFRM REQUEST

Seeks Fulltime on 540 kc

BID FOR 540 kc operation under special service authorization was filed with FCC last week by KFRM Concordia, Kan., sister outlet of KMBC Kansas City. Purpose is to provide first night primary service to the vast rural area.

Now operating on 550 kc with 5 w daytime, directional, and programmed from KMBC, KFRM seeks 5 kc fulltime operation on 540 kc directional. KFRM is 160 miles northwest of Kansas City and has been on the air since December 1947. Midland Broadcasting Co., licensee of both stations, said there is no overlap of the nighttime primary service area of KMBC and that proposed by KFRM. KMBC is on 980 kc with 5 kc, directional.

Midland asked FCC to allow the 540 kc operation for the regular KFRM license period which ends May 1, 1952. By that time, it said, hopes permanent assignment on 540 kc in the U. S. can be made.

Midland noted that the Atlantic City convention provides that 540 kc be added to the standard broadcast band.

No Interference Seen

Although no interference is anticipated to government installations, automatic ship alarms and other services, Midland told FCC the 540 kc operation would allow actual observation of broadcast conditions. KFRM would protect Canada's CBK Watrous, Sask., now on 540 kc with 50 kw, and cause only slight interference to Mexico's XEWA San Luis Potosi, on 540 kc with 150 kw, directional, indicated Midland.

Midland broadcast stated that "substantial losses have resulted from the first two years of operation on 550 kc, daytime only" and "current operating losses are approximately $3,000 monthly, not including administrative salaries which are wholly absorbed by KMBC, and not including expense connected with six years' efforts of applicant to get a regular berth on the 540 kc frequency."

Daughter to Palesys

WILLIAM S. PALEY, chairman of the board of CBS, is the father of a girl, Kate Cushing Paley, born last Wednesday at New York Hospital. It is Mr. and Mrs. Paley's second child.
DOUBLE CRASH
KENI Newsmen Is Rescued

ASSIGNED to cover search operations in the crash of a C-64, an Alaskan newsmen found himself a victim when the search plane in which he was riding crashed on the slopes of 6,100 ft. Mt. Lorne in Canada's Yukon Territory.

Jack Borges, news editor of KENI Anchorage who flew to Whitehorse in the Yukon for NBC and the Midnight Sun Broadcasting Co., was one of the entire complement of six men injured in the crash. He and four others were rescued by ski troops of the 14th Mountain Infantry after the injured pilot, Lt. Charles Harden of Graham, N. C., made an herculean eight-hour trek through waist-deep snow to summon help.

Said to be one of the fastest rescue operations in the Far North, it was less than 24 hours from the time of the crash until the survivors reached Whitehorse. Mr. Borges suffered a broken wrist, lacerations, and torn leg tendons. He completed his mission by broadcasting from a bed in the U. S. Army's 4th Field Hospital.

CBS Stock
J. A. W. IGLEHART, member of the board of CBS, has bought 600 shares of Class A common stock of the company, bringing his total holdings to 3,400 shares, according to information filed with the Securities and Exchange Commission.

BOOTH ELECTED
Director of Newspapers

JOHN L. BOOTH, Michigan broadcaster and son of Ralph H. Booth, founder and former president of Booth Newspapers Inc., has been elected director of Booth Newspapers at the group's annual meeting, which was announced last week.

Booth Radio and Television Stations Inc., of which John Booth is founder and president, operates WJBK Detroit, WBBC Flint and WSGW Saginaw, and is a television applicant in Flint and Saginaw.

Mr. Booth worked as reporter on the Saginaw News Courier in 1928 and on the Jackson Citizen Patriot in 1929. He served on the advertising department staff of the Detroit Free Press in 1934 and 1935.

Gdynia Case
O'Connor to Support Charge

U. S. SENATOR Herbert R. O’Connor (D-Md.) indicated last week that he will supply additional information to the FCC pointing up the broadcast of alleged Communist propaganda by the Gdynia America Shipping Lines on U. S. station facilities.

Sen. O'Connor, chairman of a Senate Judiciary Immigration subcommittee that is pressing an investigation into Gdynia radio activity (BROADCASTING, Dec. 20, 1949), promised the additional data following receipt of a letter from FCC Chairman Wayne Coy. Comm. Coy said the FCC had "no information" concerning the broadcast in Polish of "Communist propaganda" over the stations by Gdynia and asked that if the committee has "any facts which it believed "would be of interest to the Commission," to make that information available.

WEDC Drops

At the same time, the subcommittee disclosed that a second committee had decided not to renew its broadcasts of Gdynia scripts. WEDC Chicago, the Congressional group said, had informed the Senators it had dropped the Gdynia prepared broadcasts as of Feb. 6. WIBI Newark, N. J., which had aired the broadcasts as well as WEDC, canceled its Polish weekly series on Dec. 26.

A subcommittee spokesman said the "supporting" information which would be supplied by Sen. O'Connor probably would point out that in the registration of prepared and edited scripts for Polish programs under the Foreign Agents Registration Act, Gdynia reportedly filed a statement for a six-month period in 1948 showing that the "Polish Embassy had paid part of the total cost amounting to $4,800." The spokesman said that in a six-month period ending in March 1949 the Embassy's share purportedly was $7,800.

Would Spur FCC

It is understood that Sen. O'Connor will place the data before the FCC as a means of spurring the Commission to give more notice to such scripts in order that propaganda be avoided in the future. The Senator has demanded that the FCC take some "appropriate steps" to assure the country that Communist propaganda would not be permitted for broadcast. However, the FCC letter, in effect, showed little alarm.

The Justice Dept. also had played lightly with Sen. O'Connor's demand that it investigate Gdynia activities (BROADCASTING, Jan. 9). Comm. Coy's letter follows in part:

"We have no information concerning the broadcast of Communist propaganda on the facilities of broadcasting stations in the United States by the Gdynia America Line. If you have any information or if your committee has any facts which you believe would be of interest to the Commission, I would appreciate your efforts in making that information available to the Commission."

Page 56 • February 20, 1950

Upcoming

Feb. 27-28: Ohio State Advertising and Sales Promotion conference, Ohio State U., Columbus.


March 3-4: Western Radio-Television Conference, Seattle.

March 5: Radio and Television Award Dinner, New York.

March 6-8: Second National Conference Chicago Television Council, Palm House, Chicago.

March 6-9: Institute of Radio Engineers National Convention, Hotel Commodore, New York.


March 10-11: Alabama Broadcasters Assn, annual spring meeting, Russell Hotel, Mobile, Ala.


March 17-20: Canadian Assn. of Broadcasters annual meeting, Brock Hotel Niagara Falls, Ont.


March 29-April 1: ANA convention Cincinnati, Ohio.


March 30: Canadian Assn. of Broadcasters, Niagara Falls, Ont.

April 4: Radio Pioneers Club annual dinner, Rio Carlton Hotel, New York.

April 12-19: NAB convention, Stevens Hotel, Chicago.

Engineering Conference, April 15-17: Unaffiliated Stations Conference April 18: FCC Stations Conference, April 17 Management Conference, April 17-19

May 4-7: Institute for Education by Radio, Columbus, Ohio.


May 22-25: North Carolina Assn. of Broadcasters annual convention Chapel Hill, N. C.

June 17: Second annual Radio News Editor's conference, Kent State U., Kent, Ohio.

Aug. 10-12: AFTRA convention, Sheraton Hotel, Chicago.

Oct. 22-24: 10th District convention Ohio Federation of Women, Undergraduate of America, Amarillo, Tex.

THORNTON W. BURGESS

Famous Nature Story Teller

Available on Syndicated Radio

For exclusive use under R.S.P. Syndicated Syndication Agreement

R.S.P. SYNDICATED CUSTOM-MADE RADIO AND TV PRODUCTIONS

Write—R.S.P. Fifth Ave., New York City

RICHARD STROUD PRODUCTIONS

Hollywood

NEW TRANSMISSION MEASURING SET

Daven Type 11A Transmission Measuring Set is fast proving itself a “must” for FM and AM station engineers. This instrument offers an ideal solution for making measurements required by FCC “proof of performance” regulations.

For an accurate versatile gain set, at a moderate price — specify The Daven Type 11A.

Write today for additional information. Dept. BD-3

VISIT DAVEN AT THE IRE SHOW — BOOTH 748

BROADCASTING • Telecasting
UNIFORMITY'
FCC Hits FCC Proposal
X-FCC Chairman James Lawrence Fly, commenting on the Commission's proposal for a "uniform policy" regarding licensing procedures, has suggested there is no trick substitute for sound judicial and administrative discretion. He considered FCC's proposal unnecessary.

Mr. Fly's letter is the first union filed in the Commission's proceeding to effect licensing of violators of U.S. laws. The Communications Act, according to the Jan. 10, 1948, order, was postponed until Apr. 12 to allow sufficient time for a "reappraisal as requested by the industry.

The Commission's efforts to secure uniform procedures for handling applications of those involved in civil and criminal proceedings inside the jurisdiction of the Communications Act stems from a 1948 supreme Court ruling holding the major film producers to be in violation of anti-trust laws.

Cites Confusion
Mr. Fly pointed out that under the practice of the Act and the public interest concept the Commission under duty to inquire into the character of the applicant and to determine whether violations of law clearly pertinent to the issue of character. He indicated that the Commission's proposal would "involve more, rather than the rules would liminate.

The ex-FCC chairman pointed out that over-parking is a criminal offense, whereas the fraudulent inversion of a $100 million trust and may never result in a criminal conviction of a civil suit. Thus, he explained, "the single question is the quality of the offense and its current impact upon the question of character."

He concluded, "The fact is in issue, not as to record courts.”

LEES DUNPLOT

MRS. CHRISTINE BOYD LEE WITHERSPOON was expected to join her sister, Mrs. Elizabeth Boyd Lee Fry, in legal fight for $99 million estate of the late Thomas S. Lee, owner of Don Lee Network and other properties. [Broadcasting, Feb. 13].

Adopted daughters of the late Don Lee, both have legal status as sisters of Thomas Lee, and therefore are his closest heirs-at-law. attorneys stated in a news release. Previously it had been believed that Ms. Witherspoon was the last of San Diego, Calif., the Lee's maternal aunt, was Thomas Lee's closest living relative. Mrs. Fry has retained Jerry Giesler and Hary Mabry, attorneys.

Publix administrator Ben H. Brown, appointed special administrator of the estate Dec. 10, was expected to be made general administrator when petition is acted upon next Thursday in Los Angeles Superior Court.

In a will made in 1934, Thomas Lee left his entire estate to an under by marriage, R. Dwight Morgan, Sons Lumberman, "to be divided as he sees fit."

Don Lee, father of Thomas Lee, adopted Christine and Elizabeth in 1920 after his marriage to their aunt, Mrs. Annabelle Torbet Lee, his second wife. He divorced her in 1932. When Don Lee died in 1934 he left only $1 each to the sisters. Remainder of the estate went to his son, Thomas.

Sisters Expected To Join Legal Fray

LAMB VISITS HT

President Pledges Support

EDWARD LAMB, Toledo attorney, publisher and owner of WTOD Toledo, WTVN (TV) Columbus and WICU (TV) Erie, Pa., visited the White House Wednesday and received a pledge of support for the Pennsylvania and Ohio Democratic Congressional nominees. Mr. Lamb reported President Truman said he would campaign for a Democratic Congress as strongly as he did for his own election in 1948. The President said he will make personal tours of Ohio and Pennsylvania this spring and fall for that purpose, according to Mr. Lamb.

Mr. Lamb was accompanied on his White House visit by a David Lawrence, mayor of Pittsburgh. Earlier in the day they had met with Sen. Francis Myers (D-Pa.) and William Boyle, Democratic National Chairman.

In a news statement, Mr. Lamb said he would not enter the Democratic race for the U.S. Senate in Ohio, but that he would support the Democratic nominee against Sen. Robert Taft (R-Ohio).
FM LISTENING RISING
New York Surveys Show Sets Up, Too

STEADY increase in FM set ownership and listening in the New York metropolitan area is shown in a series of three surveys conducted by The Pulse Inc. and analyzed by the NAB FM Dept.

In homes that have both AM and FM, 37% of the total listening time was devoted to FM, NAB's analysis shows. The analysis was conducted by Edward L. Sellers, director of the FM Dept. Broken down into hours, it was found that the daily FM average was 1.60 hours compared to 2.66 for AM, a total of 4.26 hours.

Three Months Covered
The figures apply to the months of July and October, 1948, and January, 1950. The data show FM listeners are loyal listeners. NAB suggests this indicates FM is of "real value" to the AM operator of an FM affiliate and becomes more valuable as AM sets become obsolete and are replaced.

Distribution of FM homes in the 10-county New York area is about equally divided between the low and high income groups, it was found, with FM serving all elevations of the socio-economic strata and being strong in the low-income groups.

Good Increase
In the July-January period it was found that the number of New York homes equipped with FM radios increased to nearly 573,000. FM's potential audience in the area as of January 1950 was estimated at 2,065,000, based on receiver distribution.

Numerous reasons were cited for purchase of FM receivers, with 19.3% saying they bought for lack of static, better reception or desire FM, all exclusive FM trademarks; 11.9% bought FM for better music, more classical music, better musical programming; 27.9% chose TV sets with the FM band; 21.4% chose a new radio with the FM band.

RACE RESULTS
Bill Would Ban Use of Radio

A PROPOSAL for legislation to outlaw interstate dissemination of race results by radio or other means for illegal use was advanced last week at the Attorney General's Conference on Law Enforcement Problems, held Wednesday in Washington.

The proposal was referred to the legislative committee for study and report by April 15.

A major problem to be solved in any such legislation, authorities pointed out, is the distinction to be made between broadcasts of racing information for legal purposes and those for illegal purposes. The resolution, which had the endorsement of the American Municipal Assn., would now be designed to prohibit dissemination of legitimate sports information.

Benedict P. Cotton, FCC general counsel, discussed FCC regulatory aspects, particularly with reference to uses of telephone and telegraph. He also cited the so-called WWDC Washington case of January 1948, in which FCC held with respect to broadcasts of horse race information that "the intent or design to assist the carrying on of illegal activities must be reasonably evident."

Attorney General J. Howard McGrath, who called the meeting of federal, state and local officials to map a campaign against organized crime, urged the active support of radio and press.

NEW four-page publication, On Air, released by the RCA Engineering Products Dept. to supplement its bi-monthly Broadcast News, gives latest RCA information on new equipment and developments in radio and TV field.

Station was the subject of an editorial in The Oak Ridger honoring the occasion.

Jocko Maxwell, Negro sports-caster-director for WREL Wofside, N. Y., will celebrate his 15th year with the station on Feb. 22.

Carl Lorenz, ABC Western I vision engineer, is celebrating 22 years in the engineering department of ABC and its predecessor NBC Blue network.

John Harrington this month began his 15th year at WBBM Chicago, where he is a news and sports caster. He worked previously a KWK St. Louis. Mr. Harrington was named WBBM's sports director in 1940 after he had been there four years.

CELEBRATING his 11th consecutive year on the air under the sponsorship of Continental Oil Co., Stu Mann (center), heard nightly on WLOL Minneapolis, the Twin Cities MBS outlet. Originator of the In the Bleachers show, Mr. Mann is presented another year's renewal of his contract by Ozzie Haggeloll (T' Twin City manager for Conoco, and C. D. Carlson, Chicago division manager for Conoco.

FRIENDS
"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA
Programs

EVERY hour on the half-hour, CHUM Toronto airs its Teleflash News. In this show, listeners who have witnessed news events, such as accidents or robberies, call station and report. Items are checked with police and fire departments, hospitals, etc., before being used. Listeners are paid $5 for each item used by station.

Musical Talent Hunt

ISCIC instructors in Washington schools act as talent scouts in test currently being conducted over MAL Washington. Most talented children in local high schools are entered in contest to determine two winners of $100 scholarship prizes. High school auditorium is scene of weekly broadcast with students in art school presenting their accomplishments. Show is sponsored by National Bank, Washington, D.C., and aired Sunday at 5 p.m. Trophies were awarded best group performances.

"Court" Praised

BUTE to DuMont TV Network's "Court of Current Issues" and its originator, Irving Paul Sills, was voiced by Frederic R. Cordert Jr. (R-N.Y.) Congressional Record Feb. 9 issue. Cordert cited program, telecast Friday, 8:30-9 p.m., as example of visual presentation. Mr. Sills brought it into "virtually thousands of homes," and noted letter he received from VF in recognition of program's second anniversary. Rep. Cordert expressed hope Congress "Court of Current Issues" would continue its "splendid work" and felt that if similar programs are developed and presented through television, "we can look forward to a period in our immediate future when we will have the best informed public of any nation in the world."

Charity Children Star

CHILDREN who are wards of Catholic charities in New York are shown new variety revue on WFUV (AM) Fordham U., New York. Series will last for 15 weeks and highlight different orphanages each week. Various celebrities, such as Eddie Dowling, editor and director; Connie Boswell, singer; Ethel Waters, singer and actress, act as guest m.c.'s. Production is handled by members of radio classes at Fordham.

TV Covers Flood

MOBILE unit of WCPO-TV Cincinnati covered high waters from bank of Ohio river for reportedly first major news event displayed on TV in that area. Site for telecast was under suspension bridge over river in Covington, Ky. Flooded downstream river front of Cincinnati was shown in two 15-minute periods. Jack Fogarty, WCPO newscaster, narrated.

Congressional Issues

SERIES of weekly programs, Meet Your Congress, aired from Washington, are currently being presented over WHAT Philadelphia, Monday, 9-30-9 p.m. Most important issue discussed in Congress is that of Senate for the time. Second show is engaged by William Lyman, contract bridge expert, who uses rotating table and charts in demonstrating several sets of cards. Show aired in same time slot on Friday.

WAZL SURVEY

School Listening Rated

A COMPOSITION writing assignment for elementary students was submitted in WAZL Hazelton, Pa., an opportunity to determine the child's listening preferences in that city. Some 180 pupils of the A.D. Thomas Memorial School's fourth, fifth and sixth grades were assigned by their language teacher, Miss Grace Kline, to write a composition on the subject, "I Received a Radio for Christmas." As part of the composition, the students were asked to name their favorite radio programs, rating them first, second and third choice. Hearing of this, WAZL asked Miss Kline for the papers and compiled the results. NBC's Baby Snooks program received the first choice by all three classes followed by MBS' Straight Arrow and Roy Rogers. As separate preferences, the fourth graders selected Baby Snooks, the fifth grade pupils Straight Arrow and the sixth graders' votes were tied for Baby Snooks, and NBC's Life of Riley. WAZL, which is affiliated with both NBC and Mutual, compiled results into a booklet for distribution.

AFA CAMPAIGN

Tops Previous Drives

THE Advertising Federation of America campaign to promote public understanding of advertising has topped all previous drives, according to Ralph Smith, executive vice president of Duane Jones Co., chairman of the committee in charge. A new record also was set when radio stations took advantage of the campaign. New York station's first platters followed by MBS' Straight Arrow and the sixth graders' votes were tied for Baby Snooks, and NBC's Life of Riley. WAZL, which is affiliated with both NBC and Mutual, compiled results into a booklet for distribution.

February 20, 1950 • Page 59
Help Wanted

Managerial

New North Carolina fulltime 250 watt small station needs experienced sales manager. Opportunity to own interesting station. Box 1083, BROADCASTING.

Time salesman for 250 watt northeastern station. Drawing account and commission. Box 358, BROADCASTING.

Salesmen

Dominant radio station in primary southwestern market with TV companion has opening for experienced. AAA-1 salesman with proven results record. Opportunity, salary and working conditions are inviting. Box 807, BROADCASTING.

WANTED (Cont'd)

Help Wanted

Announcer, about March 15. At least 10 years experience in broadcasting, sober drifter. Must know board. Disc. back and personality. Box 114E, BROADCASTING.

An experienced announcer desiring change. Excellent central location. Box 113E, BROADCASTING.

An announcer capable of taking down to high pressure. Permanent future to right man. Photo, background information and references must accompany. Box 768, BROADCASTING.

An experienced salesman wanted for 5 kw Mutual outlet in midwest. No disc first can make money with liberal commission scheme. Should be experienced and prove now you have now heavy weekly billings. That you have always had heavy billings and that you know you can produce good sales and make a competitive aggressor in a competitive market. Reply to Box 688, BROADCASTING.

An announcer-married man preferred who has stability and desires to join a growing organization. Live in Des Moines with good studio and soon in television. Station in 2100 to 2500 range. Must write on all tight. Send resume to Manager, Station WIBB, Rock Island, Ill.


Announcers

Experienced announcer desiring better position in progressive independent station in Kansas college town. Must be able to sell and work with all types of events. Must have ticket. Salary commensurate with required. Send complete resume, photo, references. Box 290, BROADCASTING.

Announcer, able to attract and hold morning Carolina audience. Send disc picture, references and complete application with letter. Box 131E, BROADCASTING.

Announcer. Straight staff with interview and board operation. Prefer experience but consider all beginners with potential. Full details in first letter. 250 watt grid station. Must be able to sell. Box 131E, BROADCASTING.

Announcer—Announcer with first class license, accent on announcing. Starting salary $1300 per week Box 130E, BROADCASTING.

Unusual opportunity for topflight announcer. Must be college graduate, has good education, so is salary. Excellent working conditions and opportunity to work on first class commercial with dignified, but not stuffy, management. At least 5 years in commercial broadcasting required. Send complete resume, photo, etc. Box 290, BROADCASTING.

Situations Wanted

Situations Wanted (Cont'd)

WANTED (Cont'd)

Program director, 5 kw. Mutual midwest. Must have own personal audio programming background. Send photo, references, and background and present requirements. Box 116E, BROADCASTING.

Production-Programming, others

Program director, WMCP, 75,000 watts. A new, modern, high-caliber station needs a new program man. Must be an aggressive programmer and a born network pro. Must have a basic background and an understanding of the modern radio business. Box 215E, BROADCASTING.

Top-flight combination man, want opportunity to sell. Prefer Texas. Box 145E, BROADCASTING.

Thoroughly experienced producer, hard-worker, good record, wants better opportunity. Box 158E, BROADCASTING.

WANTED (Cont'd)

Situations Wanted

WANTED (Cont'd)

Announcer, experienced announcer, 75 kw. Metropolitan station needs an experienced and aggressive man. Must be well-known and have solidader, hard-worker, anxious to learn. Box 174E, BROADCASTING.

Can I sell radio advertising? Proven disc man, able to sell. Send photo and references. Box 213E, BROADCASTING.

Announcers

Well known sports announcers available. Exclusive broadcast rights for DI in this area. League bought by competitor station. National differences will arise. Replies to leaders with ticket and resume. Also contact other stations. Box 9017, BROADCASTING.

Sportscaster, 4 years experience, play-by-play. Now employed. Desires warm climate, larger market. Box 225E, BROADCASTING.

Newsm"—Distinctive voice, delivery plus excellent educational, newspaper, radio experience. Willing to work for an up and coming editor-newsreader network station. Must be available to work AM, PM, night. Box 492, BROADCASTING.

Sportscaster—Announcer with 1st class ticket. Thoroughly experienced network type announcer. Outstanding baseball, basketball, football play-by-play. High caliber special events work. Top recommendations. Box 675, BROADCASTING.

Combination, announcer—board operator. Atlantic coast position open. Excellent small station, attracts all age groups. Announcer, renewable, earning $7,000 commercial and $10,000 network men. Box 146E, BROADCASTING.

Successful manager looking for new challenge. At least 10 years experience, record 8 years experience. Box 151E, BROADCASTING.

Television

Editor of sales in products, programming, a good combination. Young, married, aggressive—ready for a larger opportunity. Must like association with network affiliates. Box 401E, BROADCASTING.

Experience, play-by-play baseball, basketball. Encore 4 hour daily. Young, married. Answer all responses. Box 227E, BROADCASTING.

Combination, announcer—board operator. Attractive position open. Excellent small station attracts all age groups. Announcer, renewable, earning $7,000 commercial and $10,000 network men. Box 146E, BROADCASTING.

Some announcing experience, knowledge all phases of broadcasting and sports. College graduate, sound, dependable, married, sober. G. L. resume. Box 486E, BROADCASTING.

Sportscaster—Located in Texas only, desires change. Excellent baseball, basketball, football play-by-play. Box 145E, BROADCASTING.

Announcer, 4 years experience, Carlson and publicity. Excellent educational, newspaper, radio-newswriting background. Complete resume, photo, references. Box 138E, BROADCASTING.

Sportscaster—Announcer, college graduate, familiar with small station west. Willing to sell, work, newscasting, engineering, combination. Available April 27. Box 123E, BROADCASTING.

Outstanding baseball announcer available. Professional, desire west coast or midwest. Box 180E, BROADCASTING.

Sportscaster, 25, veteran, sensational baseball play-by-play, college graduate. Box 185E, BROADCASTING.

Announcer, 25, 4 years experience. Can rewrite and broadcast news. Box 165E, BROADCASTING.

Sportscaster, good copy writer, play-by-play baseball. Encored 4 hour daily. Young, married. Answer all responses. Box 227E, BROADCASTING.

Announcer, experienced copy writer, desires west coast or midwest. Must be experienced. Box 138E, BROADCASTING.

Baseball, football, basketball, all sports. Topflight play-by-play available in all phases. Box 163E, BROADCASTING.

‘Attention Arizonas—California. Announcer, 26, family man, three years experience, prefers western type play-by-play sports. Box 180E, BROADCASTING.

Announcer, 25, 4 years experience. Can rewrite and broadcast news. Box 165E, BROADCASTING.

Sportscaster, 25, veteran, sensational baseball play-by-play, college graduate. Box 185E, BROADCASTING.

Announcer, experienced copy writer, desires west coast or midwest. Must be experienced. Box 138E, BROADCASTING.

Topflight play-by-play baseball announcer with proven record is tire less traveler and will not hesitate to change climate if necessary. Ten years solid experience in broadcasting and sports shows. Excellent references. Box 163E, BROADCASTING.

Sportscaster, 25, vet, sensational baseball play-by-play, college graduate. Box 185E, BROADCASTING.

Announcer, 25, 4 years experience. Can rewrite and broadcast news. Box 165E, BROADCASTING.

Sportscaster, 25, veteran, sensational baseball play-by-play, college graduate. Box 185E, BROADCASTING.
**Situated Wanted (Cont'd)**

**Experienced news and sportscaster.** Will work anywhere, will travel, all phases experienced. Will cover big league, college and high school sports. Will work in a major market or small town.
Situations Wanted

**Experienced continuity writer. Excellent references. Modest requirements. Can start 12/26. Box 140E, BROADCASTING.**

Program director and wife experienced traffic and continuity. Hard workers. Best references. Box 185E, BROADCASTING.

**Programming is my goal! Presently employed as announcement man in small market, audience participation, popular and classical music, records. My complete commercial copy. Strong on musical continuity, program formats. Handle one third of programming. Good knowledge of music and production. Operate console, 3 years college. Excellent references. Box 211E, BROADCASTING.**

Program director, 3½ years network and independent experience. Salable program ideas, top staff and special events announcing experience. Spent last year in package program production and sales. Desires return to station operation in any programming or announcing job that offers permanent opportunity for security. Future. Audition references. Complete information by contacting Box 241E, BROADCASTING.

Writer, some experience as staff announcer. Can write sell and run advertisements, handle correspondence, answer sending local news. Single, 30, will go anywhere. Listed W. Vine St., Glendale 4, California.

Copywriters, trained in continuity, traffic, announce, announcing. Experience $35.00 to $45.00 to start. Pathfinder School, 1232-A Oak St., K. C., Mo. Phone 0473.

**Precision tape editing by network engineer. Ampex, Brush machines. Phone President 2-4674, New York.**

For Sale

14,484 sq. ft. lot Washington, D. C.—Connecticut Ave., vicinity. Will sell or exchange for stock in station. Box 207E, BROADCASTING.

**Equipment, etc.**

Slightly used, but like new and in perfect condition Gates RP-250-A FM 250 watt transmitter and Hewlett-Packard combination frequency-modulation monitor type 358B. Make offer. Box 69E, BROADCASTING.

Collins 1 kw transmitter, excellent condition, 1 year component guarantee, FCC issued. $5500. Box 195E, BROADCASTING.

50 kw transmitter, RCA1550-B available at $3000 each. Modifications include factory built around all or complete receiver, feedback and tube filament, $7500 worth of operating and used tubes and spare parts. Box 150E, BROADCASTING.

For sale: Hewlett Packard model 358B FM frequency-modulation combination monitor in excellent condition. New, in original shipping crate. Set up for 900-1500 kc. Can be used on any frequency with proper crystal that can be purchased from Any-P. Elect. Supply Co. $925.00. Write Box 195E, BROADCASTING.

Tape recorder. Will accept used tape or wire recorder in trade on brand new Magnecorder. Give full details of your equipment. Box 182E, BROADCASTING.

Complete 250 watt Western Electric transitorized installation in excellent condition. Includes tower: Write KOME, Tulsa, Oklahoma.

One 30 kw AM and FM tuner. Model SA-109C, practically new, make us an offer. WMWW, P. O. Box 862, Meriden, Conn.

For sale: magnetic tape recorder, RCA 1KEA—1 kw AM transmitter. Complete with tubes and excellent condition. Excellent. Now in service as auxiliary unit. Information from Dr. H. S. Mangold, Chief Engineer, WTSF, St. Petersburg, Florida.

Wanted to Buy

**Stations**

Experienced broadcasting wants control or full ownership in small or medium eastern station. Realistic price only consideration. Box 195E, BROADCASTING.

Interested buying local; regional, midwest, south. Supply prices, confidential information—experienced broadcaster. Box 219E, BROADCASTING.

Wanted to Buy (Cont’d)

**Equipment, etc.**

New or used Taylor 250 watt portable transmitter wanted. State condition, price, etc. to WKNM-A-tecibo, P. R.

Wanted—All studio and transmitter equipment required for 250 w AM and 1 kw FM station. Must sell all in one package. Price. United Bostg. Co., 301 E. Erie St., Chicago 11, III.

Help Wanted

**SALES,** EXPERIENCED

Leading Transcription Library Company has openings immediately for sales minded men with well rounded station experience. Here's a real opportunity for men who like to sell and like to travel. Liberal salary and expenses paid. Send full details of background, experience, present connection and photograph. Information will be held strictly confidential and interviews will be arranged at convenient time. Mail applications and full information to BOX 850D, BROADCASTING.

MAJOR PRODUCER OF TRANSCRIBED SHOWS WANTS SALESMAN FOR BOSTON AREA

Man who formerly covered territory has been promoted. His earnings over 5 year period averaged over $25,000 per year. Amplifies dropping accounts against committed funds. Radio roles background required. Give complete details and personal background. Attach photograph if possible. Box 171E, BROADCASTING.

FOR SALE

2 Leigh Towers 325 feet high Complete with lighting Just painted a 5000-1000 watt TRASMITTER will own make complete with spare parts and tubes presently in operation 10 hours daily

If you are getting on the air with a new station or increasing power, this set-up will enable you to keep within a limited budget Write Box 20E, BROADCASTING

Situations Wanted

**Managerial**

**DO YOU WANT —**

Two men, currently in top national positions, with 35 years of combined successful programming, sales and managerial experience in local, regional and network radio and television—who will exchange guarantee of successful operation for interest in station in medium sized cities. Agency and client contacts, goodwill and public relations, the best. Will consider buying right property. All regions treated in strictest confidence. Reply to BOX 172E, BROADCASTING.

Production-Programming, others

**NETWORK PROMOTION MANAGER**

seeks opportunity to build sales and audience on local basis. Regional network ownership or live local station can benefit best from these years of station, network AM-TV experience. Witness of highest trade references awards. Highest trade references including present employer (Director of Network Promotion). Petition over new male will move to greatest opportunity. BOX 172E, BROADCASTING

FOR SALE

1 Bartleson RA 1800 transmitter complete with tubes. 1 Bartleson RA 12 kilowatt amplifier. Omron modulation monitor. General Radio frequency modulator set for 1050 kc. 5 Gates radials. 5 RCA 73B records complete with amplifiers, balanced half kit suit studiomicrophone and switching panel. 1 RCA-FB studio console with deck cut for mounting. Entire set in perfect condition. Will go for $2850 complete. RCA 78C-A master switching console with slaves, gates and studio monitors. 2 RCA 1218-A master switching consoles with slaves, gates and studio monitors. 11 RCA wall cabinets and speakers. 1 portable KE 681 Brush Renter mixer. 1 region dual tape record playback. 2 RCA wall cabinets complete with 1 deck tape recorder, 4 studio blocks and blank tapes. 1 RCA LC-10A typewriter and stand. 1 RCA type 1741 Jr. Velosity mike. 3 RCA 177472wired in all locations. 15 aluminum mixer desks. 2 floorstands and boom stand. 2 floor stands, 2 console base cabinets complete for mounting console and turntables. 1 Radio music area complete with 5 vertical heads and 1 Universal. Any or all of the above equipment for sale at wholesale. 25% down. Contact Edward O. Thomas, General Manager, WKG, Fort Wayne, Ind.

**50 KW TRANSMITTER**

Composite with some spares and numerous "junkbox" items. Will consider any reasonable offer for complete equipment or component parts.

Joseph B. Haigh, KABC, San Antonio, Texas

FOR SALE: 1 Bartleson RA 1800 transmitter complete with tubes. 1 Bartleson RA 12 kilowatt amplifier. Omron modulation monitor. General Radio frequency modulator set for 1050 kc. 5 Gates radials. 5 RCA 73B records complete with amplifiers, balanced half kit suit studiomicrophone and switching panel. 1 RCA-FB studio console with deck cut for mounting. Entire set in perfect condition. Will go for $2850 complete. RCA 78C-A master switching console with slaves, gates and studio monitors. 2 RCA 1218-A master switching consoles with slaves, gates and studio monitors. 11 RCA wall cabinets and speakers. 1 portable KE 681 Brush Renter mixer. 1 region dual tape record playback. 2 RCA wall cabinets complete with 1 deck tape recorder, 4 studio blocks and blank tapes. 1 RCA LC-10A typewriter and stand. 1 RCA type 1741 Jr. Velosity mike. 3 RCA 177472wired in all locations. 15 aluminum mixer desks. 2 floorstands and boom stand. 2 floor stands, 2 console base cabinets complete for mounting console and turntables. 1 Radio music area complete with 5 vertical heads and 1 Universal. Any or all of the above equipment for sale at wholesale. 25% down. Contact Edward O. Thomas, General Manager, WKG, Fort Wayne, Ind.

KXOK-FM PLANS

FCC Approves Expansion

KXOK-FM St. Louis, owned by the Star-Times Pub. Co., has received formal approval from the FCC for expansion of its facilities, according to C. L. Thomas, general manager of KXOK-AM-FM. The FCC Mr. Thomas announced, approves the sale to KWK St. Louis to KXOK of a 574 ft. tower, transmitter and equipment, plus a long term lease on the 21st floor of the Boatman’s Bank Bldg., on top of which the tower is located.

When the newly acquired facilities are placed in operation, KXOK-FM will broadcast with effective radiated power of 70 kw, Mr. Thomas stated. He also pointed out that the new tower will be used for television transmission, when and if the FCC approves the Star Times’ pending application. KXOK-FM has been operating on Channel 229 (93.7 mc) with 11.4 kw.
Revolution in Tape Recordings

F. P. BARNES appointed sales manager of broadcast equipment for General Electric Co., Syracuse, N. Y., and L. W. GOOSETREE Jr., named sales manager of communication equipment for company.

AUDAK Co., New York, issues folder concerning its polyphase reproducer system which has stylus replacements enabling numerous types of records to be played on same machine.

BERLANT Assn., Los Angeles, announces introduction of Concertone, new high fidelity magnetic tape recorder designed for custom installation in studios.

WILLIAM REID joins Stancil-Hoffman Corp., Hollywood, as production supervisor to increase production of Minitape and companion playback unit.

**RADIO NEWSMEN**

Ohio Meet Set For June 17 SESSIONS, on city, disaster and TV news coverage and an address by Elmer Davis, veteran ABC newsmen, will highlight the second annual Radio News Editors Conference at Kent State U., Kent, Ohio, June 17.

Director of the one-day conference is Charles Day, president of the Ohio Assn. of Radio News Directors and news director at WJW, Cincinnati. Registration fee for the conference is $10, according to Carleton J. Smyth, executive secretary of the Kent State School of Journalism, sponsor of the conference in cooperation with NAB.

- **1/4" tape costs 80% less than 16 mm magnetic tape.**
- **1/4" tape requires 50% less storage space.**
- **1/4" tape is easier to handle.**
- **1/4" tape assures more intimate contact with the heads.**
- **1/4" tape has more uniform coating—less amplitude flutter.**
- **1/4" tape eliminates roughness of tone caused by sprocket drive.**

*Pic-Sync means "in sync" with picture camera regardless of tape stretch.

Now Use 1/4" Tape For All Original Sound Tracks

Fairchild's development of the PIC-SYNC feature makes possible the use of 1/4" tape. Sprocket driven magnetic tape is costly.

- Bulletin fully describes the new PIC-SYNC Tape Recorder. Send for your copy today.

**TELEVISION SAFETY SOUND TRACK RECORDING**

CBS-TV saves $24.00 per hour by making safety sound tracks of television recordings with the Fairchild PIC-SYNC Tape Recorder.

---

**Southwest Independent $40,000.00**

This 250 watt fulltime independent was established in 1948, equipped with Western Electric, new at the time of installation, sound-proof studios, two miles from heart of city, antenna on grounds making possible combination men and low operating cost. Only station in city where newspapers estimate population in excess 20,000.

Present owner involved in several other businesses and cannot devote much time to operation of station. Experienced owner with the know-how should net $20,000.00 a year. Terms can be arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON, D. C. CHICAGO SAN FRANCISCO
James W. Blackburn Harold B. Murphy Ray V. Hamilton
Sterling 4341-2 Randolph 6-6350 Exbrook 2-5672

---

**Allied Arts**

S. B. BERCOVICI's new 15-minute assault and Flattery is syndicated by Cooperative Broadcasting Assn., Washington. Company is offering program on sustaining and commercial sales.

SCOTT FLETCHER, president of encyclopedia Britannica Films Inc., acted a director of Musak Corp., New York.

ILL FARMAN joins writing staff of a Handy Organization, Detroit. He will be engaged in contact work, previously, he was with General Motors photographic department.

ARRY KENT, formerly manager of nited Airlines Hollywood office, named president of Art Rush Inc., program packager and artist management, at city.

FORECAST Inc. last week completed negotiations with 113 Acme Supermarkets in northern New Jersey to art service in stores. Storecast is expected to use a New York FM station as its outlet, probably WMCA-M.

UCK HARRIS, public relations di- scor, Screen Actors Guild, is the other of a girl, Patricia.

AL TAT Radio Productions moves new location at 831 S. Wabash ve., Chicago.

Equipment AY K. BROGHI, associated with sales department of Webster Electric Co., acine, WIS., for past 15 years, ap- pointed to represent company's sound and intercommunication division in sterm and southern Wisconsin and sers up part peninsula of Michigan. Lackeys in Racine. SAM HAW, now representing company in same division in western Pennsylvania, ill also represent company in eastern hio.

RUSH DEVELOPMENT Co., Cleve- land, introducing large and complete line of magnetic tape recorders for 1950. Eight new models being placed on the market.

--

**SLASH**

**FILM PRODUCTION COSTS**

with the Fairchild PIC-SYNC* Tape Recorder

*Pic-Sync means "in sync" with picture camera regardless of tape stretch.

Each time you retake a sound track, film production costs go up. The waste of film stock and the time delay for processing increase operating costs immeasurably. You eliminate these extra costs with the Fairchild PIC- SYNC Tape Recorder. Play back the sound at once...check it...erase the track...retake the sound before the talent, the set and crew are disbanded.

---

**Fairchild**

**RECORDING EQUIPMENT CORPORATION**

154TH ST. AND 7TH AVE.

---

**Broadcasting - Telecasting**

February 20, 1950 • Page 63
February 10 Applications

ACCEPTED FOR FILING

AM—1409 kc
WPFA Fort Payne, Ala.—CP to change frequency, from 1300 kc T.D. to 1400 kc 250 w D.

AM—1249 kc
Jennings Bestg. Co. Inc., Jennings, La.—CP new AM station 1400 kc 250 w D. to 1400 kc 150 w D.

AM—1380 kc
WAWZ Zarahph, N. J.—CP new AM station 1400 kc 250 w D. to 11 kw 250 w D. hearing presently scheduled.

WACQ 950 kc, Alexandria, Va.—License Renewal

KCJF 1550 kc, Denver, Colo.—License Renewal

WDCJ 1570 kc, Denver, Colo.—License Renewal

KPWJ 1570 kc, Dallas, Tex.—Petition for modification of completion date

Grants authorization new stations, changes in facilities, and trans/era appear at the end of this department, accompanied by a roundup of new station and transfer applications.

KDNT Denton, Texas.—Granted license change for new station.

WJCB Indianapolis, Ind.—Granted license to increase power of new AM station for 10 kw–15 kw. to 15 kw–15 kw.

WATM Atmore, Ala.—Granted license to increase power of new AM station for 10 kw to 15 kw.

WCDJ, Carbondale, Pa.—Granted license to new AM station 350 kc.

WKJB Globe, Ariz.—Granted license to install new vertical antenna on new AM station.

JGCV 1550 kc, Norfolk, Va.—License application for renewal.

KRRW Sunnyside, Wash.—Granted license to app/ for of antenna. New power

Midland Bestg. Co., Kansas City, Mo.—Granted leave to amend application to include new operating power of 50 kw.

KXPM North Platte, Neb.—Granted license to new AM station 10 kw.

WBBQ 920 kc, Boise, Idaho—Granted license to use new antenna; change from 920 kc to 1020 kc.

WMUS—FM Muskegon, Mich.—Grant for new AM station

STC 900 kc, Portland, Ore.—Granted license to change studio location.

KPIX 12, San Francisco, Calif.—Granted license to change trans. to 100 kw.

WAFM- TV Birmingham, Ala.—Granted license to new AM station 10 kw.

KKDZ 1570 kc, Dallas, Tex.—License Renewal

WFBC 1130 kc, Youngstown, Ohio—License Renewal

WHKX 1140 kc, Manchester, N. H.—License Renewal

WHED 1170 kc, Westbury, N. Y.—Grant in lieu of new remote pickup ka 4599.

WMTW- FM Toccoa, Ga.—Granted license to new AM station 5 kw; to delete 860 kc.

WJIS 1230 kc, Des Moines, Iowa—Grant for new AM station

WMUI 1370 kc, Youngstown, Ohio—Grant to delete 1370 kc.

WXWL 1350 kc, Columbus, Ind.—Grant to delete 1350 kc.

WMMR 1360 kc, Philadelphia, Pa.—Grant for new AM station

WMAQ 5, Chicago, Ill.—License Renewal

WHY TAKE SECONDARY COVERAGE of Virginia's FIRST MARKET?

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

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

Why not take advantage of the coverage WSEP can offer you, and cut the cost of your advertising out of sight.

WSEP • "solving advertising problems" in Virginia’s FIRST MARKET.

B. Walter Hunter, General Manager

Ask Ra-Tell

Page 64 • February 20, 1950

BROADCASTING • Telecasting

SPORTS DINNER

WFMJ Co-Sponsors Even

WITH approximately 425 sport fans and celebrities in attendance WFMJ Youngstown, Ohio, held its fourth annual Sportsman’s Dinner Feb. 1.

Dick Barnett, East High’s veteran football coach and winner of a two-month poll to determine that Youngstown district’s “outstanding sport personality of 1949,” was awarded the James A. Hender- son Trophy. The presentation was made by WFMJ Sports Director Lee Leonard.

WFMJ’s emcee was Bill Corum, Youngstown sportscaster and sports columnist. Other speakers included dinner co-sponsor James A. Henderson, president of the Henderson Chevrolet Co., an William F. Maag Jr., publisher of The Youngstown Vindicator an president of WFMJ.

February 14 Applications

ACCEPTED FOR FILING

License for CP

License for new AM station

KVJX Webster City, Ia.: WLEW Bax Air, Des Moines, Ia.—APPLICATIONS

TENDERED FOR FILING

AM—1296 kc
KFRB Fairbanks, Alaska—CP new AM station to change from 1290 kc to 1300 kc 5 kw unl.

WIRC Golagosa, La.—CP change from 1300 kc to 1400 kc 5 kw unl. to 1500 kc 3 kw unl.

(Continued on page 88)
HIGH-POWER TRANSMITTING TUBES FOR AM

Big stations serving big areas know G-E triodes will keep them on the air effectively... dependably!

You have plenty at stake in the performance of your power tubes. On them, your station owners, advertisers, and listening public all rely in terms of signal volume and continuity. Play safe by choosing General Electric! Install superior tubes... as built by a foremost manufacturer, and backed by a responsibility that is alert to your needs and to the importance of your tube investment.

All commonly used types, such as those illustrated, are in the G-E line—many of them water-cooled or forced-air-cooled according to your requirements. Also, there are G-E modulator and driving-stage tubes; receiving types; rectifier tubes of all capacities for a-c to d-c conversion. You can get all General Electric tubes for broadcasting from one source—your G-E tube distributor. He's near you, so in a position to give fast delivery. Moreover, his extensive and varied stock enables you to economize in respect to your own inventory of "spares."

Phone your distributor today! Learn how he can help you keep tube performance up, costs down. Also—ask him for your copy of the new booklet on increased tube life prepared by G-E engineers as an aid to radio-station operators. It's free! Electronics Department, General Electric Company, Schenectady 5, New York.
soap trade was accentuated because of the powerful promotional value of combined air and trade paper impact and since these industries are among radio's foremost supporters and timebuyers the measure of popularity was great.

Prior to the show, handbills, newspaper ads, store banners and word-of-mouth publicity by store personnel help insure a large audience in the store on the day of the broadcast. The program is transcribed during the week and aired Saturday, 9-11 a.m., to attract the housewife on her heaviest shopping day of the week.

While Grocer's Spotlight is co-sponsor, it also gives strong editorial coverage to all phases of the show. In addition, WJR runs half-page advertisements each week in the paper, listing 18 leading products advertised on the station during the period. Radio advertising is cited as: "That (which) helps the grocer ring his cash register more often" and as "the food industry's greatest advertising medium."

Profile of the Grocer
Ron Gamble is m.c. of the quiz show. He picks contestants from customers in the selected store who are given grab-bags of groceries as prizes. Second half of the program is given over to a salute to the honored grocer. A brief background sketch is aired, together with compliments from nominating letters. The "Grocer of the Week" then receives a certificate of merit and a portable radio.

The favorable response, not only from the public, but also from all segments of the grocery business (retailer, wholesaler, manufacturer), has convinced WJR that it has tapped the goodwill life stream with its new program.

KELL REQUEST

FCC Denies Extension

EXTENSION of completion date for KELL Waxahachie, Tex., has been denied by FCC because the applicant indicated it wished to complete the station only to assign it to another group. KELL, assigned 500 w daytime on 1390 kc, is owned by Ellis County Broadcasting Co.

FCC said it had been told by Ellis County Broadcasting it would take six months to complete KELL. Request for transfer, filed last fall, seeks approval for assignment of the permit to new partnership composed of William S. Conley, radio and electrical engineering student, and C. C. Elkins, 25% owner of KELT Electra, Tex. [Broadcasting, Oct. 17, 1949]. Sellers include C. C. Woodson, Enterprise Pub. Co., Waxahachie, and United Pub. Co., Ennis, Tex., each 25% interest, and group of five others. Consideration is $1,900.

From where I sit by Joe Marsh

"Left-Handed Compliment"

See where a bank in Denver is putting in left-handed checkbooks. They figure their southpaw depositors deserve just as much consideration as the right-handers.

Time was when left-handed people had no right to exist at all. If a younger even showed signs of using his left hand, his parents were supposed to break him of the habit—to force him to use his right!

But today most doctors will tell you that changing a child's natural left-handed tendency usually causes more harm than good. Stammering and other nervous disorders often get their start that way with children.

From where I sit, if a man wants to use his left hand—that's his business. It's not a good idea to make anyone do things our way, because we think it's right. Personally, I think a mellow glass of beer is the finest beverage on earth. If you happen to prefer a Coke—why, go to it! Only leave me the same freedom of choice, won't you?

Joe Marsh
If you’re not using WOR-tv in New York, you’re not completely* televising in New York.

Our address is WOR-tv at 1440 Broadway, in New York.

*we mean, more specifically, you’re losing hundreds of thousands of viewers for very, very little cost!
FCC HITS NBC SAT. PLAN

Says Network Rules Violated

FCC HELD last week that NBC's arrangements for its forthcoming 2½-hour Saturday night television series violate the Commission's Network Rules, and started handing out temporary licenses to affiliates which had agreed to take all or part of the show.

The Commission called upon NBC and 18 TV affiliates for sworn statements on the subject by next Friday, day before the series is slated to start. Meanwhile FCC set aside the license renewals granted to WPTZ Philadelphia and WTMJ-TV Milwaukee last month and put them on temporary licenses instead. Spokesmen said the other affiliates involved do not yet have regular licenses or are not currently up for renewal.

FCC will call hearings on the license renewal applications of the network's own stations and affiliates which had agreed to take the Saturday night program under whatever arrangements the Commission may deem appropriate.

NBC Statement

NBC meanwhile released a statement saying that "has kept the Commission informed of its plan for Saturday night television and its efforts to make 'big-time' television available to the smaller advertisers. We are proceeding with our Saturday night program under whatever arrangements the Commission may deem appropriate."

It was learned on good authority that the network is prepared to revise its Saturday night arrangements—particularly the station arrangements—if necessary to stay within FCC regulations. Network attorneys were known to be studying the situation with a view to making modifications.

The network is determined, however, to present the variety type program, featuring Sid Caesar in New York and Jack Carter in Chicago, beginning Feb. 25 as scheduled.

FCC's action was disclosed Thursday in letters sent to NBC and the affiliates concerned.

It related to the second of two offers NBC had made to affiliates for 2½ hours of time on Saturday (S-19-30) NTY for a 15-week series [Telecasting, Jan. 9, 30, Feb. 6]. The first offer was withdrawn after DuMont Network protested and asked FCC to investigate. Neither the first nor the second offer named the advertisers who would buy the time.

In its letter, FCC held:

- Since NBC did not cancel its first offer until it made the second, stations which had accepted the initial offer had in effect given NBC an option and were not free during that period to accept any other program.

- Similarly, the second offer also secured an option for NBC, because stations which accepted it were bound while NBC was not until the "sufficient number of affiliates" had accepted.

- Since the series was to start Feb. 26, the "option"—or offer—"is in violation of Sec. 5,384 of the Commission's Rules and Regulations in that by its very term it can be exercised on less than 60 days' notice and is exclusive as against other networks."

The Commission found the arrangements "objectionable" for other reasons. Purchase of time for resale to unidentified advertisers, FCC said, "raises serious problems in light of the Commission's consistent policy against time brokerage arrangements that impose the maintenance of licensee responsibility." FCC letter continued:

"In the second place, the order was for a segment of time to be sold for programs which appear to have no inherent unity necessitating such a large block of time and which would appear to be done so apparently not to be obtained until after the stations solicited were being sold to the network for NBC's sake.

The NBC requested a firm commitment but did not, as to itself, offer a firm commitment, inasmuch as the order was "subject to confirmation by acceptance by a sufficient number of affiliates to justify our proceeding," and compensation to the stations was to be computed as if each half hour were sold at the station's half-hour rate.

When viewed together, these elements indicate that what is in fact created is an exclusive affiliation with NBC and an exclusive option for two and one-half hours of time (or such shorter period as the station may have accepted) to be resold by NBC to unidentified advertisers. This, in the Commission's view, is an exclusive arrangement particularly in one-station cities, of removing competition for advertisers and is in clear as such stations have accepted your offer.

The time is thus set aside for the exclusive use of the NBC, to be claimed by it at its discretion on less than 60 days' notice, and is effectively removed from the competitive field, since any potential advertisers who may desire to purchase for network or other programs, any of the time on these stations which has been so committed (i.e. offered to NBC), has no alternative but to deal with NBC only for secure time at such rates."

It is apparent that, on these stations which have accepted the NBC offer, no other network would be able to compete with NBC to obtain such potential advertisers. In the Commission, of other networks on the particular time committed to NBC.

FCC acknowledged that NBC's second offer "appears to have less restrictive competitive effect than the first because TV stations in one or two-station communities are permitted, under the second offer, to accept it in whole or in part. Even so, FCC held, acceptance of the offer "creates an option in favor of the NBC as to the amount of time accepted by such station."

Television stations to which FCC addressed letters calling for sworn comments by Friday, described as having agreed to take all or part of the program:

WNYT New York; WNIX New Haven; WHAS-TV Cincinnati; WRGB-TV Albany; WCTV Orlando; WJAZ TV Miami; KTVF Anchorage; WITN-TV New Bern; WOR-TV New York; WABD-TV Philadelphia; WEPT-TV Easton; WSPR Providence; WPLG-LV Miami; WGR-TV Grand Rapids.

NBC owns and operates WNB New York, WNBW Washington, WNRK Cleveland, WNQ Chicago.
**AT&T WU RATES**

**File TV Tariff Revision**

Both American Telephone and Telegraph Co. and Western Union Telegraph Co. have filed revisions to their proposed tariffs for TV intercity relay facilities, FCC reported last week. AT&T, however, was requested to further amend its schedule to meet requirements specified by the Commission last December. [BROADCASTING, Dec. 26, 1949.]

FCC directed AT&T to revise its proposal so as to provide network service where an outlet picks up programs off the air and feeds them to the AT&T relay. The revised tariff, to become effective March 1 as ordered by the Commission, presently does not allow such a situation. The telephone company will permit its intercity channels to be used as part of a TV network where some of the stations on that network rebroadcast programs which are picked up off the air from other broadcasters but only where such rebroadcast channels are transmitted outward from AT&T facilities.

FCC further stated that the revised tariff regulations filed by WU, also effective March 1, "appear to meet the requirements of the Commission's December order." This ruling directed AT&T to permit interconnection of its network television facilities with those of private broadcasters until such time as FCC finds that common carriers have enough channels available to meet telecasting needs. AT&T has been a vigorous opponent of the interconnection policy.

**Question in Hearing**

The question of whether or not to allow physical interconnection of AT&T and WU channels is now in hearing, begun last month and to be resumed March 6. [BROADCASTING, Jan. 30.] AT&T opposes such interconnection. WU would allow it, according to its pending tariff proposal. Also pending is FCC's overall hearing on reasonableness of charges of the Bell System and WU for TV transmission facilities. No date has been set for the resumption of this proceeding.

The Commission indicated it expected AT&T to file the new revision promptly. FCC in addition said AT&T also expected to advise the Commission concerning further revision of the tariff schedule to provide for interconnection with broadcasters' intercity TV relay channels at appropriate points other than at studios on TV broadcasting transmitters.

**TELECASTING • Page 3**

---

**RMA MULLS TV ISSUES**

즈

**IMMINENCE of color television, ways to promote fast lifting of the FCC freeze and arguments against the proposed 10% excise tax on TV sets concerned 50 board and committee members of the Radio Manufacturers Assn. at its quarterly meeting last week in Chicago.**

Best turnout for any of the 10 individual meetings was recorded at the Thursday afternoon session, when Chairman Max F. Baloom of Sylvania Electrical Products directed discussion. RMA will submit a formal presentation against the proposed tax, which Treasury Secretary John W. Snyder hopes to levy for additional revenue, tomorrow (Tuesday) with the House Ways and Means Committee. RMA will be represented by Washington Attorney Joseph Case, former congressman from Massachusetts, and witnesses from TV station facilities, large and small TV manufacturing firms.

The presentation is designed to show why such a tax would hurt new industry and to point out its discriminatory elements. RMA will attempt to show that the tax will hit mainly low income groups.

Drafting of a code of ethics for TV receiver advertising was reported on by Walter L. Stickel, sales manager, DuMont Receiver Div. As head of a special committee, he is organizing recommendations.

---

**EMPIRE TOWER**

**WPIX-TV Contracts for Use**

A<br>AGREEMENT enabling WPIX TV, New York, Daily News outlet, to transmit its signals from the world's tallest structure, the Empire State Bldg., was reached in a contract signed last Thursday by F. M. Flynn, president of WPIX Inc., and Gen. Hugh A. Drum, president of Empire State Inc.

The independent TV station became the third video outlet to arrange for transmission from the multiple-use TV tower, scheduled to be installed atop the building later this year. NBC's WNBTV (TV) and ABC's WJZ-TV already signed similar contracts [TELECASTING, Jan. 30.]

WABD (TV), DuMont outlet, also is expected to follow suit. Until the 198-foot tower is completed, WPIX will continue to transmit at full power from its antenna atop the Daily News Bldg. at 220 E. 42nd St.

ONE channel was also made to house the WPIX transmitter and additional high power amplifiers, as well as necessary equipment to adapt WPIX facilities to color television after FCC approval. WPIX will install all new equipment in the Empire State Bldg.

WPIX was represented in the negotiations by the firm of Townley, Updike & Carter; Empire State Inc. by Cadwalader, Wickersham & Taft.

---

**THISES officials of the Belmont Radio Co. and the Crosley Broadcasting Corp.'s video stations meet to discuss the wrestling matches which originate in the WLWD (TV) Dayton studios. L to r, James Leonard, WLWC (TV) Columbus; Pete Lasker, WLBD; Robert Brown, Belmont Radio Co.; John Murphy, WLWT (TV) Cincinnati; Alfred Henry, Belmont Radio Co., and William Guenther, Reiser-Guenther Advertising Agency. Sponsored by Graybar Electric Co., distributor, in cooperation with the Belmont Radio Co., the wrestling matches are a regular feature of the three stations' Saturday program schedule.**

**February 20, 1950**
A Non-Network Station in Los Angeles
The Competitive Test With Flying Colors

And general manager of KTLA.

Still others feel that one reason for the station’s widespread acceptance springs from the fact that it gets on the air usually before its competition and usually remains on longer than most of its rivals.

Additionally, it is felt that once a viewer knows that he can find a station telecasting most any time he turns his set on, he soon builds the habit.

While all manner of diagnosis might be undertaken, it is difficult to attribute the phenomenon to any one factor. The likelihood is strong that those covered, plus still others all combine to produce the result.

SINCE there is little doubt that Mr. Landsberg has contributed much to the success of the operation, it is well to examine his background for further clues. But there is one thing that his background won’t explain and that’s an average work-day of 14 hours with a short average Sunday of “only six hours.” He is unable to explain the source of his energy except that his father “worked harder.” Even in the face of this draining schedule, Mr. Landsberg reports “no ulcers or other disorders.”

Active in radio since 1926, he has been in television since 1935, having started in Europe. While there, he also was active in several theatrical groups; scholastically he holds several degrees from European universities. In this country he has been associated with Fairmount television in Philadelphia; NBC’s television division in New York and DuMont, also in the latter city.

Since 1941, he has served as managing director of Paramount’s television on the West Coast, first putting the station on the air in September 1942, known as WXYZ. And his efforts have not gone unrewarded. In 1944, the Television Broadcasters Assn. award went to him for adaptation of motion picture technique to television. In 1945 he won the American Television Society award for continued excellence in television production.

TBA again cited him in 1946 with the gold medal award for public service. In 1948, his station received the outstanding achievement award from the Academy of Television Arts & Sciences, and on Jan. 27, 1950, the academy selected KTLA as “the outstanding television station in Los Angeles in 1949.” In the same group of awards the station received an EMMY for its Time for Beany, cited as the “most outstanding children’s program of 1949.” Honorable mention was received in the public service and sports coverage categories.

Aside from the obvious duties which absorb the time of a management executive, one is liable to find Mr. Landsberg at the site of almost any remote. Psychologists might be inclined to relate this to the impulse of following the fire engines, but to Mr. Landsberg it’s fun.

And once on the scene, he is very likely producing the remote. When there are remotes on two successive nights, he usually has the second one handled by either Charles Theodore, operations supervisor, or John Silva, remote operations supervisor.

Through Mr. Landsberg’s influence of Paramount Television Productions, it ranks second in the West Coast market.
ence, KTLA has been extremely active in doing remotes. One of the most historical feats of television to date was accomplished last year by KTLA when it rushed to the scene of the Kathy Fiscus tragedy in San Marino, Calif. There its cameras remained in action for more than 24 hours bringing the viewers in the Southern California area each step being taken to save the life of the youngster who had fallen down an uncapped water drain.

But Mr. Landsberg makes light of this and other accomplishments, saying: “We like to be first at important events but prefer not to capitalize upon them.”

PROUDER of his over-all program operation, he prefers to point to the success of some of the locally built programs which have attained widespread popularity. Among them are:

**Time For Beany**—The five weekly, 15-minute puppet show has attained a local acceptance which keeps it in a nip-and-tuck racing pace with Kukla, Fran & Ollie. Strip is sponsored by Tea Time Candies. This show also is available to other stations via Paramount Transcription and is seen in New York, San Francisco, San Antonio, San Diego, Detroit, Cleveland, Dallas and other cities.

**Meet Me In Hollywood**—This once weekly, hour-long, man-on-the-street format is done from the corner of Hollywood Blvd. and Vine St. Two interviewers are used to interview people and “names” are occasionally injected.

**Boxing**—Weekly bouts are telecast from an arena which features amateur boxers exclusively. More than a year ago when KTLA was the only television station in Southern California, the station found that boxing managers feared a threat to the gate. Since shifting to the amateur arena, station is credited by the promoter with increasing his attendance 300%.

**Hollywood Opportunity**—Programming is essentially a talent contest type of show. However it is differentiated from the strictly amateur category by the fact that most of the entertainers have earned money, but are little known. The program is sponsored by Olimpic Television and Park Camera.

**Spade Cooley’s Western Varieties**—Weekly hour format featuring the well-known western performer from a Los Angeles area ballroom attended by devotees of western music and acts. Program is sponsored by Central Chevrolet, Los Angeles dealer.

These are typical of the station’s programing which has been averaging approximately 42 hours weekly on the basis of five hours per day Monday through Saturday and 12 hours on Sunday. Starting Dec. 4, 1949, the station extended its Sunday operation back into the daytime, adding Jalopy Derby and Bandstand Revue. Both are remotes.

The former are auto races between jalopies rather than midgets or conventional racing cars. The show is backed by several local Chevrolet dealers. This program had been on the station earlier and placed in the top 10 Cooperated programs for Los Angeles. The mail volume which followed its being dropped was higher than while the program had been on, according to Mr. Landsberg. It was on this program that the station introduced Los Angeles television to the Video Reflector, the lensless lens for long distance work developed by Dr. Frank Back, creator of the Zoonar lens.

**Bandstand Revue** is an hour remote from the Aragon Ballroom in Santa Monica, featuring “name” bands and four acts in an over-all variety format. This program is sponsored by Central Chevrolet.

**JUST as natural as program excellence is commercial success.** Starting in January 1947, the station had a total of five advertisers. One year later the station had managed to boost its total for the same month to 24 advertisers. By January 1949 the station’s sponsors had grown to 46 and there were now about 85 advertisers using KTLA’s facilities. An index to the ratio of sponsored time may be seen in the week of Nov. 14 when 25 of the 36 hours telecast were sponsored. In the last week of January KTLA signed six major shows for sponsorship. Heading up the station’s sales operation is Harry Maynard, formerly assistant office manager of BBDO, Hollywood. Earlier in his career he had been a motion picture, assistant director of films, publicity and public relations practitioner. All this in addition to serving in both World War I and II.

Among the success stories of selling via television and KTLA are:

As part of a special one hour telecast from the Broadway Department Store in Hollywood, there was the rough equivalent of a participation, demonstrating an item known as Toast-Tite. Not advertised elsewhere, this led to a sale of 600 items within four days and better than 1,000 sales of the item within a week.

Two announcements, inviting Hopalong Cassidy viewers to join the Troopers and get their copies of the Trooper News, produced 10,000 replies in the first three days and more than 30,000 within two weeks.

An auctioneer named Lewis S. Hart decided to try television to stimulate traffic for his sales. Thus he purchased several remote telecasts from his auction store. According to Mr. Hart, one man dropped in following one of these telecasts, which are not done on a regular basis, and bought more than $2,000 worth of merchandise. He advised the proprietor that he learned of the establishment via KTLA. All told, Mr. Hart reports that his television expenditures have cost him nothing, merely on the basis

(Continued on Telecasting 9)
THE LONE RANGER is wearing new black.itemId(1) and white, which fits over a TV screen and encourages youth to watch television programs. Children invariably hug the television set, a nearsighted youngster lets his attention wander and isn’t bothered that he can’t see, but an adult nearsighted woman immediately reaches for eyeglasses. The 81-year-old man found he benefited by standing well back from the screen, and the doctor recommended a special lens correction for viewing.

"Television is a guest in the house, and, like any other guest, should be placed comfortably and strategically in a well-lighted corner, the doctor concluded."

Retail Stores’ TV Use Surveyed by KING-TV

BETTER than 76% of the television stations have at least one retail or department store as a client, according to a survey of approximately 20 stations by Mr. Feltis, manager of KING-AM-FM-TV Seattle.

The questionnaires were sent out by Mr. Feltis, after KING had a request from Frederick & Nelson (Marshall Field) for information on such stores’ use of the medium.

Twenty-three stations reported stores using TV at least once a week while eight reported daily use. Over twice as many stores use evening programs as use daytime shows. Type of show most favored by the stores are Balloptican spots, followed by film spots, films of traveling (man or woman m.c. and guest-item demonstration), sports and style shows, the survey showed.

Advertest Offers New Services

EXPANDING its field of activity, Advertest Research, New Brunswick, N. J., now is offering studies on product usage in television homes and the amount of effectiveness of television programs’ advertising.

The reports are available on a subscription basis to advertisers, agencies and stations and the plan is based on two test studies conducted by the firm last year. Information is gathered from television homes in New York, New Jersey or Philadelphia video areas. The service also is available for Baltimore, Boston and Washington at slight additional cost, according to Richard Bruskin, television director of Advertest. * * *

Videodex Report

For February

FEBRUARY Videodex report, covering first week of this month, reported the top 10 programs as follows:

BALTIMORE
1. Texaco Star Theatre 72.8
2. Pollution of Town and Country 58.4
3. Stop the Music 57.8
4. Lone Ranger 54.7
5. Godfrey and Friends 54.2
6. Super Circus 51.8
7. Big Story 43.9
8. Philco TV Playhouse 43.3
9. Suspense 43.1
10. TV Playground 41.7

CHICAGO
1. Texaco Star Theatre 64.9
2. Godfrey and Friends 60.8
3. Kraft TV Theatre 49.6
4. Toast of the Town 47.6
5. Super Circus 46.2
6. Hoppalong Cassidy (WBNO) 45.7
7. Talent Scouts 42.6
8. Courtesy TV Theatre 42.2
9. Garrowby at Large 39.4
10. Old Gold Amateur Hour 39.0

CINCINNATI
1. Texaco Star Theatre 65.6
2. Godfrey and Friends 57.0
3. Stop the Music 54.9
4. Lone Ranger 49.8
5. Cavalcade of Stars 43.4
6. Camel News Caravan* 43.0

(Continued on Telecasting 18)

BROADCASTING * Page 72
Baltimore Leads the Nation*

41.3% of the average 6-10:00 P.M. Baltimore broadcast (radio and television) audience now watches TV*

*See C. E. Hooper, Inc., "TV Station Audience Index" Nov.-Dec.

WMAR-TV
(One of 3 TV Stations in Baltimore)

ATTRACTION

44.6%

Of the Total TV Audience
6.00 P.M. to 10.30 P.M.
NOV.-DEC., 1949

In Maryland Most People Watch WMAR-TV

CHANNEL 2

Represented by The Katz Agency, Inc.

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

Television Affiliate of the Columbia Broadcasting System
BASKETBALL ON TV
Lifting of U. of Washington Ban Is Seen

TELECASTING of U. of Washington basketball games by KING-TV, Seattle, originally cancelled at school, seemed a virtual certainty last week if the Feb. 17-18 games were a sellout. University officials had planned telecasting of the games, blaming TV for poor attendance [TELECASTING, Jan. 9].

Cancellation of the telecasts had resulted from complaints and the comments in the Northwest. The university's position was upheld by Dr. Raymond B. Allen, U. of Washington president, but Stuart Carter, general manager of Harper-Megge, Seattle RCA distributor, told a Washington State Press Club luncheon that more significant factors than TV were to blame for the decline in attendance.

The Seattle Post-Intelligencer, meanwhile, conducted a survey among 2,000 fans. Results of the poll showed that 98.9% favored telecasting the games, 96.7% said they would attend the games if telecast and 54.3% said they would be willing to pay part of the telecasting costs.

Contributing Factors
In his luncheon address, Mr. Carter said that factors to blame for the drop in attendance included a ticket price rise, description of the team as weak, as well as unusually snowy weather this season. He asserted that TV buildup interest, therefore helping to increase, rather than diminish, attendance.

Commenting on the university's position, President Allen said the impact of television on the attendance at athletic events presents a difficult problem to all universities. He pointed out that basketball and football are the only two sports in the school's whole athletic program that carry their own weight financially.

GEIGER SUES
Claims Script Used by P&G
CLAIMING that one of his radio stories had been used under another name on the Procter & Gamble Fiveside Theatre on NBC television network last year, Mr. Geiger filed suit for $100,000 damages for copyright infringement in U. S. District Court, Los Angeles. He seeks damages from NBC, Procter & Gamble, General Television Enterprises, Ace Pictures, Compton Adv. (agency for P & G) and Oliver Crawford, writer of the disputed television show.

Mr. Geiger through his attorneys, Harold A. Fendler, Robert W. Lerner, and Aubrey I. Finn, claims that the show "Another Road," produced by General Television Enterprises, was taken from his radio script "In the Fog," which has been broadcast several times in the past ten years.

Also being sought in the suit is an additional $10,000 for attorney's fees; an injunction against further use of the TV film, and destruction of all positive and negative prints of the film.

'Teany' Success
SUCCESS of Time for Beany children's television show on KTTLA (TV) Hollywood was revealed recently when the sponsor, Budget Pack, offered a silver plastic train for 50c plus a Budget Pack wrapper to its juvenile listeners. Over $24,000 in checks were received from 84,000 children in the 10 weeks of the promotion, station reports. Ted H. Factor, Los Angeles, handles the account.

BROADCASTING • Page 74
of business he can directly attribute to the medium.

During telecasts from a home show, two spots of three and five minutes, respectively, sold $16,823 worth of Washington area space in advertising. And every purchase attributed to TV could not be discussed.

As a result of several spots, the Troup Engineering Co. sold $50,000 worth of electric motors costing $10 each.

Another short spot series seeking to sell a toy car priced at $6.96 produced an 80 percent return on a $6.96 sales.

An automobile dealer, unwilling to disclose his identity, has averaged 10 new and used car sales per week for five weeks, directly attributable to TV.

Another automotive venture, involving several dealers who sponsor a program jointly, has produced 15-19 new car sales per week among them.

The KTLA rate card applicable to the growing Los Angeles set circulation of 251,042 (as of Dec. 1, 1949, when rate card No. 3 was issued) covers Class A (7-11 p.m., Mon. through Sat. and Sun., noon to 11 p.m.), Class B (5-7 p.m., Mon. through Sat.), Class C (all other times, day and night, except periods reserved for coverage of outstanding special events).

Basic rates, not including live studio or film, are as follows: Class A—one hour, $200; 20 minutes, $120; 10 minute, $105; five minutes, $75; one minute, $60. Class B—one hour, $165; 20 minutes, $112; 10 minutes, $90; five minutes, $75; one minute, $60.

WHILE it takes programs to obtain an audience and sponsors to continue to operate, a television station requires people to run it. In the case of KTLA, total personnel runs to an aggregate of 64, approximately one third of whom are on the technical side.

Heading technical operations of the station is Ray Moore, chief engineer. And he can give Mr. Landsberg a good age when it comes to energy. Several years ago, a storm in the mountains (the transmitter is atop Mt. Wilson) tore down both telephone and power lines serving the station. Proceeding as far as he could get by auto, Mr. Moore trekked the last five miles on snowshoes. Thanks to him, both services were repaired and the station went on the air as usual that night.

KTLA's transmitter stands atop the peak of Mt. Alta, at a height of 5,800 feet, in the area known as Mt. Wilson. Telecasting on Channel 5 (76-82 mc), the station puts out a signal of 10 kw visual and 4.5 kw aural. Its antenna gain is 4.3.

Although Paramount will not disclose the cost of its installation either at the transmitter or studios, an educated guess is that the Mt. Wilson site was erected at about $250,000. Its studios and equipment there are estimated at an over-all worth of $1 million. Most of the equipment used has been specially built and therefore cannot be identified by brand name.

SALES CAN Multiply Rapidly Too!

WSYR-TV PLANS

WSYR-TV Vice President, Broadcast Sales, Director of Programming

Formal Dedication March 5

WSYR-TV Syracuse will be formally dedicated on Sunday, March 5, according to Harry C. Wilkes, president. Operating on Channel 5 (76-82 mc) with test patterns since Feb. 10, the new station announced it has received reports of excellent reception from a radius of from 35 to 75 miles.

WSYR-TV will carry the NBC-TV schedule and also will teletype programs to the three NBC television stations. The programming will begin on or about March 1.

Mr. Wilkes announced staff assignments as follows: A. G. Belle Isle, vice president in charge of engineering; A. J. Eichholzer, control operation supervisor; Albert J. Gillen, coordinator of local and regional time sales; William V. Rothrum, program director; John P. Hurbut, promotion director; Bert Gold, supervisor of operations; William Cramp (director of local film production); Rod Swift, director of film procurement; Daniel W. Casey, TV continuity director; Edgar J. Donaldson, James Macdonald, announcer-directors; Marilynn Wind, traffic manager, and Lee B. Cote, artist.

WSYR-TV uses 23 kw visual, 12.8 aural power and is licensed to Radio Projects.

Page 75 • BROADCASTING
THE COLOR PROBLEM

By ERNEST B. LOVEMAN
Vice President and General Manager
Fulco Television Broadcasting Corp.
(WPZT TV) Philadelphia

SEVERAL of us here at WPZT believe that the predication of a television broadcaster, if faced with the problem of adding color television on a non-compatible basis, has not yet been clearly explained either to the broadcasters themselves or to the FCC.

Let us examine, for instance, the problem of a typical television station, supposing that non-compatible standards for color television were to be adopted. If the broadcaster chooses to start telecasting non-compatible color using his present channel allocation, then he must broadcast the color programs at a time that does not conflict with his present black-and-white schedule. Otherwise he will reduce his black-and-white service. Obviously, this is because the broadcaster starts color telecasting with an audience of practically zero—receivers that can pick up the new color telecasts in either color or black-and-white.

Then the next step is, according to suggestions in testimony at the color hearings before the FCC, that this broadcaster puts on color-television programs at "off hours"—for instance, noon to 1 p.m. or 11 to 12 p.m.—times when the station's facilities are not normally utilized for programs on the present black-and-white standards.

Evidently, with no audience to begin with, the broadcaster must present these color telecasts on a sustaining basis unless some rather improbable "angels" were found. Money spent for these sustaining color programs must come from the telecaster's operating budget, normally. If he is operating at a loss or on a small margin of profit, he cannot afford the further expense of sustaining color without cutting down on his budget for his present black-and-white programs. Thus he is asked to present color telecasts which practically no one can watch, at the same time reducing his present service, which is his only source of revenue and is of value to the public.

In brief, the first objection from the standpoint of the broadcaster is reduction of present black-and-white program service, if the station should add non-compatible color.

Non-compatible Problem

A second major difficulty is that with dual standards, or non-compatible color, the total audience for color would increase much more slowly than with a compatible system. Continuing our example of the typical broadcaster who has added non-compatible color, he can only afford to present a few sustaining programs in color at off hours. These are evidently the times when the potential audience is small, or they would now be used commercially. Hence with only these few off-hour programs available, there would be little incentive for the average person to make the costly investment in a new color television set.

Like the majority of both technical and lay individuals who are interested in color television, I firmly believe that very few people would buy a color converter for home use. Technical, esthetic and historical evidence on this point is overwhelming. People don't buy converters. Hence when color comes, the public will buy entirely new receivers. These will be more expensive sets. Only the pioneers among the public pay a premium price for those first color sets. Of the future we can surely believe eventually there will undoubtedly be many millions of customers.

However, looking at the suggestions about non-compatible color again, the audience for color television would grow much more slowly than with compatible color for another reason. A broadcaster operating on compatible standards industrializes and brines his entire present audience. Thus he can put his color service on a commercial basis immediately. A good case in point is the NBC telecast of Kukla, Fran & Ollie on Monday, Oct. 10, 1949, at 7 p.m. from Washington, D. C., when the hundreds of thousands of network viewers did not realize that the program was telecast in compatible color.

The third basic objection to non-compatible color from the broadcaster's viewpoint develops from the first two objections above. This third difficulty is that, with non-compatible color, the total television audience would increase at a much slower rate than any present estimates, based on present growth trends, indicate.

Effects Set Buying

At present, the controversy over color has had little effect on the sale of black-and-white television receivers. However, we do know that some people are even now using color as an excuse for not buying a set now. If non-compatible standards for color were established here, it would be a great many more people who will be likely to defer the purchase of a receiver. Many thousands of present set owners, when they realized that non-compatible sets could not be bought to them, would add fuel to this fire because of their disillusionment. It would appear that the television audience would be broken faith with them. Most set owners would blame the industry rather than the government, since the industry sold them their receivers.

Since television broadcasters base their hopes for eventual profitable operation on the steady growth of their audience, the adoption of non-compatible color would throw a barrier across the path which telecasters have been climbing so painfully. It is quite possible that some television broadcasters, who have already suffered severe financial losses and may not have much additional capital upon which to draw, might get disgusted with the entire outlook and throw in the sponge.

Basically, these arguments apply to a great extent even with a program of dual-channel operation such as was proposed by Philco as an "out" if non-compatible color must be adopted. If a station is offered a second channel in the upper UHF band for non-compatible color, presumably it will be able, when suitable equipment is developed, to duplicate its programs in color or black-and-white. However, this could only be done at approximately twice the cost in station investment and operation, without increasing the size of the audience.

This dual-channel operation might seem to be a great advantage but would still be very expensive until the audience for color reaches sizable proportions. And this large expense for duplicate color equipment, operation and maintenance must be met, it would appear, only by reducing black-and-white programming and thus depriving the public of service it now gets.

Thus, from the TV broadcaster's point of view as well as that of all leading manufacturers, distributors, dealers and the public, a compatible system of color television would seem to be the only logical kind to adopt.

VISUAL SALES PITCH

AN ARTIST and performer at WPZT-TV Cincinnati has added a dash of salesmanship to make sales history for the station and for his sponsor, the Hay Construction Co.

WPZT-TV credits Al Lewis, accenditor, m.c. and artist, with developing a new visual technique and tailoring it for the video screen. The staff's brainchild is showing drawings he has sketched of various home styles available from the Hay Co., of Fort Thomas, Ky.

The station reports that in two days following the first telecast on Feb. 5, the firm sold five of its $40,000 new homes.

Series of commercials which are interspersed throughout the variety show, aired Friday from 11:30 p.m. to midnight, display the floor plan, the exterior and then the finished and furnished interior of each home. Photo slides are used to show the homes' exteriors and all shots are viewed of the furnished interior.

Primer of the technique is the camera closeup of each drawing as Mr. Lewis makes his sales pitch. Momentum is given the show by the musical selections from Mr. Lewis' accordion and the vocal selections of a girl singer and a quartette.

AN ARTIST and performer at WPZT-TV Cincinnati has added a dash of salesmanship to make sales history for the station and for his sponsor, the Hay Construction Co.

WPZT-TV credits Al Lewis, accenditor, m.c. and artist, with developing a new visual technique and tailoring it for the video screen. The staff's brainchild is showing drawings he has sketched of various home styles available from the Hay Co., of Fort Thomas, Ky.

The station reports that in two days following the first telecast on Feb. 5, the firm sold five of its $40,000 new homes.

Series of commercials which are interspersed throughout the variety show, aired Friday from 11:30 p.m. to midnight, display the floor plan, the exterior and then the finished and furnished interior of each home. Photo slides are used to show the homes' exteriors and all shots are viewed of the furnished interior.

Primer of the technique is the camera closeup of each drawing as Mr. Lewis makes his sales pitch. Momentum is given the show by the musical selections from Mr. Lewis' accordion and the vocal selections of a girl singer and a quartette.

Mr. Lewis, his accordion and the pen-and-ink visual sales pitch.

TV ORGANIZATION

L. A. OUTLETS FORM GROUP

REPORTEDLY dissatisfied with the operation of the Academy of Television Arts and Sciences, the seven Los Angeles TV stations have formed an organization designed as "a collective effort for the benefit and advance of Hollywood television." Meeting a fortnight ago, management representatives also agreed that there should be an organization to which broadcasting and its membership only to those actively engaged in the television broadcasting industry. At a subsequent meeting Thursday the membership standards were formulated.

AN ARTIST and performer at WPZT-TV Cincinnati has added a dash of salesmanship to make sales history for the station and for his sponsor, the Hay Construction Co.

WPZT-TV credits Al Lewis, accenditor, m.c. and artist, with developing a new visual technique and tailoring it for the video screen. The staff's brainchild is showing drawings he has sketched of various home styles available from the Hay Co., of Fort Thomas, Ky.

The station reports that in two days following the first telecast on Feb. 5, the firm sold five of its $40,000 new homes.

Series of commercials which are interspersed throughout the variety show, aired Friday from 11:30 p.m. to midnight, display the floor plan, the exterior and then the finished and furnished interior of each home. Photo slides are used to show the homes' exteriors and all shots are viewed of the furnished interior.

Primer of the technique is the camera closeup of each drawing as Mr. Lewis makes his sales pitch. Momentum is given the show by the musical selections from Mr. Lewis' accordion and the vocal selections of a girl singer and a quartette.
COLOR TELEVISION INC., San Francisco, will demonstrate its one-
tube all-electronic color TV system (comprising three color phosphor 
tubes) for the FCC today. Demonstration will be held at 10 a.m. in the Congressional 
Room of the Hotel Statler, Washing-
ton, D.C.

CTI’s laboratory was dismantled and 

HEART of Color Television Inc. sys-
tem to be shown to FCC today is 
this three-phosphor receiver tube, 
mounted on laboratory table. Work-
ing on tube is George E. Sleeper Jr., San Francisco inventor of system.

DuMONT TOUR

Telecruiser in Southeast

TO GIVE the public a better in-
sight into the way television oper-
ates, Allen B. DuMont labs has 
sent its telecruiser, mobile TV stu-
io, on a 22-city tour of the South-
east, which started Feb. 16 in Baltimore.

Containing more than $100,000 of equip-
ment, including a triple image orthicon camera, the telecruiser in essence duplicates actual studio operating conditions. Plan of the tour calls for the tele-
cruiser to park in central locations where onlookers will be telecast over a closed circuit system. The camera pickups will also be re-
produced on two DuMont receivers placed near the truck.

The telecruiser’s itinerary is:
February 18-20, Baltimore; 21-
25, Washington; 27, Richmond; 28,
Norfolk; March 1, Norfolk; 2, 
Portsmouth; 3, Raleigh; 4, Greens-
boro; 6, Winston-Salem; 7-8, Char-
lotte; 9-13, Atlanta; 14, Birming-
ham; 15, Montgomery; 16, Mobile;
17-20, New Orleans; 21, Baton 
Rouge; 22, Jackson, Miss.; 23, 
Memphis; 24, Nashville; 27, Hunt-
ington, W. Va.; 29, Charleston, W. 
Va.; 29, Youngstown; 30, Pitts-
burgh.

ZENITH DENIES

Not Sponsor of D. C. Survey

ZENITH RADIO Corp., Chicago, 
was not one of the sponsors of a 
Washington, D. C., television audi-
ence study showing TV’s influence on 
family habits [TELECASTING, Feb. 13], 
the firm declared Tuesday. The 
survey was conducted by Charles Aldredge, Wash-
ington public relations counselor, 
who has reported Zenith as a sponsor.

Comdr. Eugene F. McDonald Jr., 
Zenith president, never heard of 
Mr. Aldredge or his survey until 

WSYR-TV

means

Bright, Clear,
Consistent
PICTURES

From its antenna atop Sentinel 
Heights, 1,200 feet above Syracuse 
and vicinity, WSYR-TV’s full radiat-
ing power of 23,500 watts on 
Channel 5 assures Central New 
Yorkers clear, steady reception of 
the outstanding TV shows — on NBC — exclusive.

Canada’s TV Sets

A TOTAL of 9,500 TV receivers 
were sold in Canada in 1949, 
according to unofficial reports from 
Canadian radio manufacturers. 
There are as yet no TV stations in 
Canada.

DuMont Tour

To give the public a better 
understanding of television op-
eration, DuMont Laboratories has 
sent its mobile TV studio, the 
DuMont Telecruiser, on a tour of the 
Southeast. The telecruiser, which began its tour in Baltimore on February 16, 
will visit 22 cities in the region. The 
program will include on-the-spot 
camera pickup demonstrations and 
itelevision reception in the area.

Z Zenith Denies

Not Sponsor of D. C. Survey

Zenith Radio Corp., Chicago, 
was not one of the sponsors of a 
Washington, D. C., television audi-
ence study showing TV’s influence on 
family habits. This claim was made 
by the firm on February 13 in response 
to a report by Charles Aldredge, 
Washington public relations counselor, that Zenith was a sponsor of the survey.

WSYR-TV

Bright, Clear,
Consistent
PICTURES

WSYR-TV, broadcasting from its antenna atop Sentinel Heights, 1,200 feet above Syracuse, offers bright, clear, and consistent pictures. Broadcasting on Channel 5, WSYR-TV provides full-rated power of 23,500 watts.

Canada's TV Sets

In 1949, a total of 9,500 TV receivers 
were sold in Canada, according to 
unofficial reports from 
Canadian radio 
manufacturers. 
There are still no TV stations in 
Canada.
TALENT RACKETS
Complaints Issued in L. A.

COMPLAINTS against some 50 to 75 Hollywood "talent racketeers" posing as legitimate television or film producers are being issued, according to an announcement last week by Los Angeles Assistant City Attorney, Don Redwine. Action, following a resolution, taken at a meeting held last Tuesday by the Motion Picture Industry Council, seeks to obtain convictions against such violators under present laws, and to attempt to get further legislation if existing laws are not strong enough to eliminate the racketeering.

Attending the meeting, which was called to organize a campaign against such phony firms which have been extracting almost $200,000 weekly from victims, were television and radio executives, city and state officials, representatives of business organizations and Screen Actors Guild.

Further investigation of the racket activities requested of Ernest Tolin, Acting U. S. Attorney in Los Angeles by California Senator Downey.

So-called "talent agencies" have been collecting from $50 to $200 per victim, holding out the lure of possible acting careers in television or movies by pretending to make legitimate television or film productions, it is reported.

SMALL-BUDGET TV
D. C. Adwomen Hear Sargent

METHODS of staging a small-budget television campaign in a group of cities were described by Clement D. Sargent, vice president of Philbin, Brandon, Sargent, New York, speaking at the Wednesday luncheon held last Thursday by the Women's Advertising Club of Washington. FCC Comr. Frieda B. Hennock was guest of honor.

Using a hypothetical Cake-Make campaign, Mr. Sargent outlined step-by-step a one-minute film series placed on 12 stations, including a test market. He described time availabilities as one of the most serious problems.

Many TV failures, Mr. Sargent said, are due to a lack of understanding of the medium itself. He pointed to the need for coordination of all steps in the hypothetical campaign, which had a $50,000 budget, and cautioned that TV should not be treated as an advertising stepping-stone.

Reel Takes
LARS CALONIUS

LARS CALONIUS formed Archer Productions Inc., New York, about one year ago but in that short time the firm of which he is president has produced over 40 television film commercials.

It is a record more imposing than the arithmetic of the effort would indicate. Many of the commercials have contained some of the trickiest animation to be seen in video—Chevro-

let, Blatz Beer and Pepsi-Cola commercial sequences. In fact, after viewing them, it is little surprise to learn that Mr. Calonius was one of Walt Disney's animation directors. He started his career in the films by "Finnochio," "Bambi," and "Icabad and Mr. Toad." All his staff animators also are former Disney people.

Mr. Calonius himself could make his wants known in English via a drawing board long before he could read, write or speak a word of the language. Born in Helsingfors, Finland, in 1916 of Swedish and Norwegian parents, he came to this country in 1934. He has since added flawless English to all the Scandinavian tongues he speaks.

While attending art school in San Francisco he met Dorman Smith, then chief cartoonist for the Hearst papers. Mr. Smith thought the tall, slender, blue-eyed, blond boy had considerable talent and recommended him to the Walt Disney studios in Hollywood. In no time at all, Lars Calonius found himself hired by Disney—billed at 19 the youngest artist in that studio. Only three years later he was named a chief animator.

Idea Formulated

He developed an enormous respect for the Disney operation and resolved to start a similar operation some day for television, specializing, however, in commercials. Archer Productions, a name he selected from a list of family names for that purpose. The firm makes such animations but it also produces "live" film commercials and chief animators on such hits as "Finnochio," "Bambi," and "Icabad and Mr. Toad." Join the Army.

As a Tech Sergeant, he was chief director of animation for the Army Signal Corps in New York, helping to make films under Frank Capra and Anatole Litvak. When he got out of the Army he went back to work at Disney studios and, to his surprise, on the same "Icabad" picture he had been working on five years before.

Early in 1949, he finally made the break from Disney to form and started Archer Productions.

He decided New York was the best spot to engage in commercial film making, because of the presence there of so many client and agency home offices. So, he moved his wife, Jean, and son, Erik, 2, to Queens, then set up shop in modern offices at 35 W. 53rd St. in Manhattan. Immediately he got one of the biggest accounts in television—production of Chevrolet commercials. Others followed.

He has found that the cost spread for producing animations is great, depending upon the elaborateness of the script. He puts average cost at about $45 to $52 per foot, which means that a 30-foot commercial runs about $4,000. He has, however, produced good animations for as low as $1,500. "Live" films run from $1,400 to $3,000, according to his estimate.

Although his firm is specializing in television advertising, it also makes documentaries, training films and other types of industrial motion pictures.

INS-TV Additions

INS-TELEVISION Dept. has announced the addition of five station clients for its INS-Telenews TV newscasts, two of them representing new markets. KSL-TV Salt Lake City and WNHC-TV New Haven became the first stations in their respective markets to buy the daily newscast. Other additions were WSTR-TV Syracuse, N. Y., KTSI (TV) Los Angeles and WEWS (TV) Cleveland. Advertisers already signed to sponsor the service in New Haven, Syracuse and Cleveland.

WJBK ELECTIONS

FULLTIME and part-time projectionists would be included among engineers and technicians in a contract being set up by NLRB, which ordered an election at WJBK-AM-FM-TV, the Fort Industry Co.'s Detroit outlets.

The polling, handled down Feb. 11, involved the stations, IBEW Local 1218 (AFL) and NAVET, as well as IATSE (International Alliance of Theatrical Stage Employees) representing the projectionists.

Fort Industry contended that, despite adopted policy at its Atlanta, WSB-TV (WSPD-TV) stations where AM engineers formed the nucleus of the TV staffs, all TV engineers and technicians are capable of performing a similar function. Subsequently it hired ten IATSE members, it added. Projectionists at other Detroit TV stations deal with IATSE.

In test cases on, John M. Houston, NLRB member, argued against inclusion of the projectionists in the same units with engineers and technicians on grounds that "we cannot constitute a 'distinct craft.'" He cited WPIX (TV) New York, KSD-TV St. Louis and other stations where projectionists are "unifirmly excluded" from the unit, and said the majority ruling did not reflect industry-wide practice.

In addition to WJBK-AM-FM-TVs, the Fort Industry also operates WWJ-V, WAMX-W and WMMN-W. WLOK-AM-FM Lima, Ohio; WGBS-AM-FM Miami; WSPD-AM-FM Toledo, and WAGA-AM-FM-TV Atlanta.

WJZ-TV ANTENNA

Begins Use from Empire State

WJZ-TV New York, key station of ABC-TV network, started testcasts of its regular program schedule from its new antenna atop the Empire State Building.

The move from the Hotel Pierre, which has housed the antenna and transmitter since August 1938, was accomplished with no interruption of the station's regular transmissions. WJZ-TV will continue to operate on Channel 7. The added height gained by the move to the Empire State Building will give new clarity to the station's pictures, according to WJZ-TV.

Color Set for Johnson

TELEVISION set modified to receive CBS color was installed in the home of Dr. Nelson Johnson in the office of Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, in the U. S. Capitol. Color transmission began Feb. 12 and continues daily Monday through Thursday for the benefit of members of the Senate committee and any other interested parties in the Senate, according to Sen. Johnson's office.
Monopoly In TV
(Continued from Telecasting 8)
abated by a public relations agency. But he was confident FCC "will proceed with their hearings without becoming ruffled or stampeded by high-pressure tactics."

The Coloradan claimed that "certain elements in the television industry are getting ants in their pants" and crying for a lifting of the TV freeze to serve their own interests.

"If the siren voices who rant and rave today about lifting the freeze have their way...thousands of communities will either never have television or at best will receive it through little slave stations operating as satellites of some big monopoly-controlled station in a far-distant metropolis."

The threat of a monopoly probe was seen as a counter-move against proposals that the House radio subcommittee add television to its "forthcoming hearings, which already include three bills and are expected to consume up to six weeks.

The possibility of the House group including television had been suggested after Dr. Allen R. DuMont, president of DuMont Labs and TV network, met with members of the New Jersey delegation in Congress to urge a lifting of the freeze [Telecasting, Feb. 13].

DuMont, Smith Rapped
Sen. Johnson said Dr. DuMont is "one of the more reputable" radio and TV authorities but that "understandably and very properly," he "is anxious to expand his television network." He said Dr. DuMont "hurls machine-gun-like insinuations and distortions," and that David Smith of Philco "blows the same kind of bubbles."

Sen. Johnson denied there is unemployment in television and asserted that Dr. DuMont's claims to that effect "are mischievous rantings and not based on facts."

The commerce committee chairman contended that "short-sighted propagandists" figure they can serve "all the large profitable cities" with perhaps a half dozen additional channels, preferably located adjacent to the present TV band. He pointed out that other services including FM now operate in that area, and added:

... these manufacturers believe that a drive can be put on to open these services out of their present position and assign the additional channels to television and everyone will be fine—for them. I differ with them in that I want a permanent plan for the long pull based on a sound engineering decision, and I want it now.

He said "an eminent radio consulting engineer" had written Radio Mfrs. Assn. President Max Balcom charging that "EMA has done absolutely nothing except shout compatibility [in color TV]" and lift the freeze in order to promote the sale of current black-and-white sets on a nation-wide basis.

Sen. Johnson claimed that Jack Gould, radio editor of the New York Times, "conveniently omitted certain pertinent language" in Sen. Johnson's reply to an earlier column supporting a lifting of the freeze [Telecasting, Feb. 13]. He said Mr. Gould presumably "does not like anyone to infer that his column is being prostituted by private interests."

At another point he referred to "Mr. Gould and his fidelity in serving a pressure group which is determined to dominate the FCC."

The Senate reiterated his contention that FCC's earlier TV allocations in the VHF band were "ludicrously incorrect." But, he said, "having made a mistake, there is no reason for the Commission to compound the error now by again listening to the same siren voices who were so wrong before and who led them astray."

He said he had "never hesitated" to criticize FCC if he thought the Commission was in error, but that "I am not going to remain silent and let them become the butt of unwarranted and unprovoked assault by people who are trying to grind their own ax and without regard to the public interest and the general welfare."

Renewal Denied
RENEWAL of experimental television license for KE2XDO Jamaica, N. Y., was denied by FCC last week to Jamaica Radio Television Co. for experimental operation on Channel 13 (510-216 mc). The Commission indicated that one of KE2XDO's principal activities has been to render program service independent of any technical research. FCC said research proposed was on simplification of TV receivers and antennas for which experimental telecasting was not necessary. Station was first licensed in 1945.

WNBF...sectionalized tower transmits FM, AM and TV

WNBF pierces the sky with a 384-foot guyed triangular tower...completely engineered from the solid base to the tip of the 4 bay FM pylon and 6 bay superturnstile antennas. Clark Associates, Inc., selected IDECO for this job for two very important reasons:

1. Triangular-Section Safety—IDECO triangular design provides extra rigidity and freedom from distortion...the WNBF tower is guyed to withstand a 30-pound wind load. It is sectionalized at 20 feet with the lower section insulated to permit AM broadcasting.

2. Complete Engineering—IDECO towers are built of prefabricated sections which go together easily and quickly...no field cutting or welding necessary. IDECO engineering covers everything on the job...transmission lines, service ladders, platforms and any special accessories required.

IDECO radio towers have an outstanding safety record. Before you build or buy a tower—for AM, FM, TV or all three—investigate how IDECO can relieve you of all responsibilities. Write today for bulletins RT-46 and SRT-1.

INTERNATIONAL DERRICK & EQUIPMENT COMPANY
Columbus, Ohio

Page 79 • BROADCASTING

February 20, 1950

TELECASTING • Page 13
The key figures in the DuMont Television Network were among DuMont executives attending a recent business conference at the New York headquarters. They are (1 to 1): Standing, Frank P. Schroeder, manager, WGN-TV Chicago; Comdr. Mortimer W. Loewi, director of the DuMont Television Network; James L. Caddigan, network program director; seated, Chris J. Witting, assistant network director.

**TV COMMITTEE**

**FCC Reaffirms Its Stand**

FCC HAS reaffirmed its intention not to participate in the newly-formed National Television System Committee, created by the Radio Mfrs. Assn. to work on color TV standards.[TELECASTING, Jan. 28].

The Commission declared its hands-off policy in early January, when it said, however, that it would welcome the committee's participation in the color TV hearing [TELECASTING, Jan. 9]. FCC declined the committee's invitation to participate in a letter sent by a half a dozen TV leaders.

You will recall in your letter of Jan. 21 we stated that if a national television system committee should be formed under the auspices of the Radio Mfrs. Assn. and it is prepared to present testimony at the forthcoming television hearing on behalf of the interests it represents, the Commission will welcome its participation in that hearing. At the same time, we indicated that the formation of such a committee should remain entirely in the hands of the industry and that the Commission's position was dictated by its desire to avoid any implication that such committee be regarded as an advisory committee named by the Commission. Since it appears from your letter and elsewhere that the formation of the NTSC is substantially that which was contended by the Commission when it wrote to you on Jan. 3, 1950, the Commission is of the opinion that no basis exists for a change in its announced position.

**Kellogg Renewal**

KELLOGG Co., Battle Creek, Mich., has renewed Irene Wicker—"The Singing Lady"—on ABC-TV Sunday, 6:30 p.m., and expanded the station lineup to 15. Renewal, for 2 weeks, was planned by Kenyon & Eckhardt, New York.
Cuff Urges Local Sales Effort

"Second and equally interesting," Mr. Cuff continued, "is that a substantial number of stations which were unable to sell the films for a Christmas promotion already have committed themselves for their use by local retailers during the coming year. The commercials are being built around the idea that 'You can always add a line accessory' and that such accessories sell well during the few birthday periods.

A substantial number of dealers felt that they would get better results by stressing this angle instead of using the film just before Christmas.

Lack of Enthusiasm

"When we tried to determine the causes of the lack of enthusiasm for the films on the part of certain stations, we found that the fact that the films were kinescope recordings was at least partly responsible. This objection was largely psychological on the station salesmen's part, as actual tests show that in home reception the picture resulting from a kinescope recording is scarcely distinguishable from the picture originating on straight film.

"Realizing, however, that this psychological barrier was the important factor to contend with, RTFS has, after several months of price testing, finally been able to produce straight film commercials at a cost which is definitely lower than that of the kinescopes."

When a station is approached by RTFS and asked to serve as key station in its market—that is, to keep the film on the air for a station either on request or at its own initiative, the typical reaction is definitely negative, Mr. Cuff said. Citing an actual case history he said that despite the negative attitude, films were sent the station with the suggestion that they be looked at and returned.

"With the return of film we received a letter indicating very slight interest," Mr. Cuff related. "A little while later an unsolicited letter arrived stating that stations asking that audition prints be sent them for showing to a prospect. Then came a request that the station be allowed to keep the print.

"Next came a letter stating that this station was very anxious to become a key station. Finally, the station wrote: 'This service should solve one of our very tough local problems in getting good commercials for local accounts.'"

Incident at One Station

"In other stations a substantial amount of enthusiasm has apparently failed to produce any business. One such station in a very important southern market worked for four months without getting a single account. Quite suddenly the market broke and now practically every large department store and important retailer in the community is using television and the station is calling for more film than we have on hand.

"In scouting around for more films which can be made available for local use," Mr. Cuff continued, "RTFS has discovered that many manufacturers have good films which can inexpensively be adapted for this purpose. We are urging these manufacturers to have their films re-edited and placed with TV stations through the RTFS library."

Name brand, nationally advertised merchandise of the type promoted by the RTFS films is the easiest merchandise for a retailer to sell and the most profitable for him to advertise, Mr. Cuff pointed out, adding that this is not always appreciated by station salesmen.

Even though the manufacturer may have a higher mark-up on non-brand goods, equal promotion of both types usually shows a far greater volume of business—and a larger net profit for the store resulting from the promotion of name brands, he stated.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
Member AFCCE

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

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
Member AFCCE

George C. Davis
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE

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

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

There is no substitute for experience
GLENND. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG., NA. 3373
WASHINGTON, D. C.
Member AFCCE

RAymond M. Wilmotte
1469 Church St., N. W. DE. 1232
WASHINGTON 5, D. C.

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

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8315
WASHINGTON 4, D. C.
Member AFCCE

McIntosh & Inglis
710 14th St., N. W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE

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

ANDREW
CORPORATION
SPECIALISTS IN
Allocation • Design • Installation
363 E. 75th St., Chicago 19, Ill.
PHONE: Triangle 4-4400

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

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

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

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE

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

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

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. Republic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

Philip Merryman & Associates
• 114 State Street
• Bridgeport 3, Conn.
• Bridgeport 5-4144
RADIO CONSULTANTS

Guy C. Hutcheson
1100 W. Abram St. AR 4-8721
Arlington, Texas

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO

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

Lynne C. Smeby
"Registered Professional Engineer"
820 13th St., N. W.
Washington 5, D. C.

George P. Adair
Radio Engineering Consultant
Executive offices: 5851 1833 M STREET, N. W.
Executive offices: 1220 Washington 6, D. C.

Walter F. Kean
CONSULTING RADIO ENGINEERS
Executive office: 40 East Ave.
Laboratories: 114 Morehouse Rd.
Riverside, Ill. — Riverside 6652
(A Chicago suburb)

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

Member AFCCE
January Box Score

STATUS of broadcast station authorizations and applications at FCC as of January 31 follows:

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,218</td>
<td>772</td>
<td>115</td>
</tr>
<tr>
<td>1,947</td>
<td>463</td>
<td>46</td>
</tr>
<tr>
<td>575</td>
<td>247</td>
<td>12</td>
</tr>
<tr>
<td>175</td>
<td>27</td>
<td>7</td>
</tr>
<tr>
<td>105</td>
<td>289</td>
<td>397</td>
</tr>
<tr>
<td>102</td>
<td>38</td>
<td>13</td>
</tr>
<tr>
<td>1</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

FCC Actions

(Continued from page 61)

January 15 Applications . . .

AccepTed for FilinG

License for CP
WTPA New Orleans.—License to cover CP change power from 20 to 1,000 kW.
KLIF Oak Cliff, Texas.—License to cover CP change power from 20 to 1,000 kW.
WCIW Akron, Ohio.—License to cover CP new AM station.

—910 kc

KLGC Blytheville, Ark.—CP change from 900 kc to 1,000 kc.

—1,230 kc

KGEK Sterling, Colo.—CP increase power from 100 to 250 kw.
WGUV Bangor, Me.—CP change from 1,400 kc to 1,450 kc.

Modification of License

WMTR Morristown, N. J.—Mod. license for new station 500 to 1 kw, operating on 1,350 kc.

Modification of CP

WFMY Greensboro, N. C.—Mod. CP change frequency etc. for extension of completion date.

Applications for mod. CP to extend completion authorized following FMC stations:

TENDED FOR FILING

SBA—450 kc

KFRM Kansas City, Mo.—Request for SBA for 540 to 550 kc swl, DA-DN on period of regular license.

Modification of License

WTVJ Columbus, Ohio.—Mod. license change from DA to non-DA operation.

APPLICATION RETURNED

License Renewal
KNNR San Luis Obispo, Calif.—RE-TURNED Feb. application for license renewal.

APPLICATION DISMISSED

—1,230 kc

Gordon P. Brown tr/a Niagara Bkgd. System, Niagara Falls, N. Y.—DISMISSED CP new AM station 1250 kc 100 kw unl.

February 16 Decisions . . .

By Commission En Banc

Changes Authorized.
Following applications for changes in existing facilities as shown:
WCOH-FM Newnan, Ga.—Change power from 340 kw to 460 kw, ant. from 275 feet to 300 feet.
KFMF Council Bluffs, la.—Change power from 4,200 kw to 5,000 kw, ant. from 1,000 ft. to 2,300 ft.
WCOJ-FM -P- El Paso, Tex.—Change power from 4,500 kw to 4,800 kw, ant. from 1,800 ft. to 1,600 ft.
W COJ-FM Springfield, Mass.—Change power from 3,900 kw to 10 kw, ant. from 808 ft. to 100 ft.
WOC-AM Allentown, Pa.—All applications filed by the public for consideration in view of decision of U. S. District Court in United States Electric Co. et al. Civil Action No. 1354, District Court, New Jersey.

(Continued on page 84)

SERVICE DIRECTORY

COMMERCIAL RADIO Monitoring Company
PRECISION FREQUENCY MEASUREMENTS
Engineers, Pres. and Chief Engineer, Allottee Night
PHONE JACKSON 5302
P. O. Box 7037
Kansas City, Mo., 64107

February 20, 1950 • Page 83
Box Score
Summary of Authorizations, Stations On Air, Applications

<table>
<thead>
<tr>
<th>Class</th>
<th>AM</th>
<th>License</th>
<th>CPs</th>
<th>Pending Hearing</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,079</td>
<td>2,082</td>
<td>190</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td>49</td>
<td>548</td>
<td>74</td>
<td>550</td>
</tr>
</tbody>
</table>

**Applications**

**Docket Actions...**

**Initial Decision**

Conway Broadcasting Co. and Faulkner County Best Co., Conway, Ark.—Denied application for grant of construction permit for new FM station on 1220 kc, 250 w unlimited. By order denied application to change name of station to Faulkner County Best. Co., for same facilities. See story this issue. Decision Feb. 16.

**OPINIONS AND ORDERS**

WFMF Daytona Beach, Fla.—By memorandum opinion and order denied petition of W. Wright, Jr., requesting consideration before given his application for CP, Decision Feb. 16.

**New Docket Actions...**

**AM GRANTS**

Purify, Inc., Bedford, Va.—Refused application for extension of time within which to complete construction. If request for hearing is filed within 20 days, denial will be set aside and application designated for hearing.

**Trucking**

WAKO Pineville, N.C.—By order denied application for CP to change name of station to WAKO, Inc., Denying Petition for New License WAKO, Inc., Granted transfer of control of WAKO, Inc., to Burlington, N.C., in lieu thereof.

**FM GRANT**

Leaksville, N. C.—Douglas L. Crandall, Elkton—Denied grant of construction permit for new station on 1300 kc, 500 w unlimited. By order denied change of call letters of station WACK, Arkon, Ohio. WXXL now operates on 1300 kc with 1 kw. Decision Feb. 16.

**Summary to February 16**

New AM station at 1290 kc with 250 w fulltime would be granted Conway Broadcasting Co., Conway, Ark., order of KOWN (FM) there, according to an initial decision reported by FCC last week. FCC Hearing Examiner, D. Donley, ruled to deny a competitive bid of Faulkner County Broadcasting Co. for the same assignment.

The examiner preferred Conway Broadcasting because local resident ownership, long familiarity with area and more adequate technical evidence. Faulkner County Broadcasting was owned and controlled by a composition of Norbert B. Donze, his brother, Elmer Lawrence Donze, and Leonard Murel Rose, all of St. Genevieve, Mo. The Donze brothers own KSGM St. Genevieve. Mr. Rose is KSGM chief engineer.

**FCC Actions**

(*Continued from page 8*)

**Decisions Contd...**

*Petition Granted*

XXLR No. Little Rock, Ark.: KWM West Memphis, Ark.; KHJO Harrison, Ark.—Denied petitions of four licensed stations in Am. Commission amend order of Aug. 81, made to deny any pending application for renewal of licenses for fulltime operation of stations in order of Aug. 81 be deleted and new issues inserted.

*Petition Denied*

KHJO Harrison, Ark.: XXLR No. Little Rock, Ark; KWK Washington, Ark.—Denied application for CP to change time, frequency and location, and make equipment changes.

*Extension Granted*

WNYC New York—Granted extension of five days, March 2 and ending March 2 in six mos. thereafter or sooner, for final determination has been made in clear channel hearing.

*Time Extended*

New Mexico College of Agr. and W—from March 2 to March 15, N.—Upon joint petition extended same time, subject to extension expires if not complied with Sec. 3, 1960, from period Feb. 15. Petition Granted.

*Extension Denied*

WQPT Scruba, N. Y.—Denied application for extension of time within which to complete construction. If request for hearing is filed within 20 days, denial will be set aside and application designated for hearing.

*Hearing Designated*

El Dorado Best Co., El Dorado, Ark.—Denied—For hearing May 3 granting of construction permit for new station on 1600 kc 500 kw unlimited. Order and opportunity for hearing, decision of Commission, Tex. and KNOE Monroe, La., to be held on June 20. Petitioner, KNOE, Inc., Granted application for new station on 970 kc, 1 kw, T. A. Best Co., Prati, Kan.—Denied—For hearing May 3, granting of construction permit for new station of 1500 kc 250 w unlimited. Order and applican for hearing. Petitioner, WXXL, Ponce City, Okla. a party to proceeding.

*Extension Granted*

WOKO Panama City, Fla.—Granted extension to operate AM station on 1250 kc 250 w unlimited.

*When It's B M it's Yours*

Another BM "pin up" hill—Published by Hill & Range

**Rag Mop**

On Records: Ames Brothers-Dec. 60140; Johnny Lee Wells-Bullet 696; Ralph Flanagan—Vic. 20-3688; Lionel Hampton—Dec. 24855; Star-Advert.—Regal 3871; Carl Smith—Regal 24612; Tony Romano & Johnny Bradford—Vic. 20-3685; Eddy Howard—Mer. 5371; Doc Shaw—Regal 3521; 3821; Leon McAllister—Col. 20699; Pee Wee King—Vic. 20-0167; Johnny—MGM 10525.

**Declarations**

One AM authorization and eight FM by FCC to date this year AM 13; FM 27. AM 24454 and FM 59664 were not included with data for week.


*Co. Inc.*—Col. Wong—Board; Trustees Beloit College, License Fee, $1,635.00.

*WORT South Bend, Ind.—Southeast Broadcasting, Inc.—Granted of application.

*WTSQ (FM) Evanston, Ill.—Lal Shanghi—Approval of application.


*WOKO Boise, Idaho—In Lido In Licensing for AM License WDTC—Carbondale, Ill.—Southwestern Illinois Best Co. License Feb. 7. Lack hearing.


**New Applications**

Scottsboro, Ala.—Mr. Rose M. Kibb—Denied filing, $2,950, 1 kw unlimited. Construction cost $2,438, 28, Mrs. Kibb is secretary for Jackson Co. Oil Co. service Assn. Filed Feb. 15. Junee, Alaska—Alaska Best Co., Inc. 500 w, 1 kw unlimited. Construction cost 11, application includes: Austin K. Lasthop, Pres. of stockholders KFAR Fairbanks and KEN Anchorage, pres. daughter and son-in-law. Fees: $500, $250, $4, 10%. A. H. Gibler, general manager, Wilson, Minn. President KFAR and KEN, director, 1.5%; Roger Barlow, executive editor, Wilson, Minn. President KFAR and KEN, director, 1.5%; Nola Jackson, fulltime; Pres. Paul Shufflet, board member, Commercial Co., 2.5%; Rolph Nourse, president and stockholder B. D. Potter, board member, Commercial Co., 2.5%; Rolph Nourse, president and stockholder B. D. Potter, board member, Commercial Co., 2.5%; Rolph Nourse, president and stockholder B. D. Potter, board member, Commercial Co., 2.5%; Rolph Nourse, president and stockholder B. D. Potter, board member, Commercial Co., 2.5%; Rolph Nourse, president and stockholder B. D. Potter, board member, Commercial Co., 2.5%; Rolph Nourse, president and stockholder B. D. Potter, board member, Commercial Co., 2.5%;...
VIEW P. I. LIST

SOUTHERN BELL TELEPHONE

This week we had to wake up early in the morning to see what was the weather going to be like for the rest of the week. It was raining heavily, but we had to go out and check the weather forecast. We found out that it was going to be sunny, so we decided to go out and enjoy the day.

The weather was perfect for a long walk in the park. We saw many people out enjoying the day, and we even met a new friend who had just come to visit us.

We had a great time exploring the park and discovering new things. We found a cute little bird that was building its nest, and we watched it for a while.

Overall, it was a great day, and we couldn't wait to come back and do it all over again. We hope that you had a wonderful day as well and that you were able to enjoy the beautiful weather.

February 20, 1950  Page 85
COMMUNICATIONS BOARD NAMED BY PRESIDENT

TEMPORARY five - man Communications Policy Board, to be headed by former FCC Commissioner Irvin L. Stewart, president, U. of West Virginia, named Friday by President Truman to study the area of radio and wire communications by government and through FCC by private agencies [BROADCASTING, Nov. 28, 1949]. He had denied only last week that he intended to appoint such a board.

Board will make recommendations to President on policies to govern "most effective use" of radio frequencies on both levels and in international radio and wire communications, and evaluate relationship of government communications to those allocated through FCC. Group would dissolve Feb. 17, 1951.

Additionally, board is authorized to "hear and consult" with representatives of industry and federal government on subjects under study by board. Mr. Truman asked executive departments and agencies to cooperate with board and furnish any information it may need. Board asked to submit report by Oct. 31, 1950.

Also named to board were: Dr. Lee A. DuBridge, president, California Institute of Technology; Dr. David O'Brien, Hackettstown, N. J.; Prof. William J. Everitt, chief, Dept. of Electrical Engineering, U. of Illinois, Urbana, Ill.; Dr. James R. Killian Jr., president, Massachusetts Institute of Technology, Cambridge, Mass.

RADIO SET PRODUCTION MAINTAINS HIGH LEVEL

RADIO set production in January maintained high rate of late 1949, according to summary of output of 444 American member companies. TV output also at high level. January radio set output (AM-only) totaled 690,195 units compared to 620,382 in December, running counter to traditional post-holiday pattern.

FM-AM and FM-only production totaled 93,136 sets in January compared to 86,650 in December. Another 34,087 FM tuners were included in output for AM/FM production.

Output of TV sets in January reached 332,588, with weekly average 15% over December and 8% above rate of record-breaking last quarter of 1948. All-time peak TV output for one week reached last week in January when 97,986 sets were produced. Total radio and TV output in January, a four-week work month, was 986,785 sets, according to RMA.

NARBA To Hear Report

(Continued from page 4)

FCC's AM engineering division. Other members: T. A. M. Craven, Washington consulting engineer; G. F. Leydorff of WJR Detroit, for Clear Channel Broadcasting Service; Raymond F. Guy, NBC; James D. Parker, CBS; Underwood Graham, FCC; Ledyo Antonio Marti, Cuban inspector general of radio; and Ventura Montes, Carlos J. Estrada, and Raul Karman.

U. S. Board of Trade set forth recommenda-
tions proposal for solution of impasse which developed when U. S. rejected Cuban channel demands at Montreal NARBA sessions last December. U. S. list had approval of both government and industry representatives at conference. Cuban delegates understood to have given it critical reception but left U. S. observers hopeful that satisfactory bilateral agreement can be reached.

BRIEFS OPPOSE FCC PLAN ON TRAFFIC IN FREQUENCIES

FCC PROPOSAL to curb "trafficke in frequencies"—by automatically forfeiting permits of stations sold before they commence program tests—opposed in briefs filed Friday by NAB, Federal Communications Bar Assn., and Piers both on behalf of all 13 stations. Comments attacked proposed rules issued by FCC in mid-January [BROADCASTING, Jan. 16].

NAB held Congress intended CPs to be forfeited only if construction not completed on time, according to provisions of Communications Act, which also calls for case-by-case consideration of merits of each transfer to determine if in public interest.

FCBA also charged proposed rules "inconsistent" with Act and would require FCC to "abandon its obligation to determine each application upon the individual merits thereof." Piers & SO held "blaming of the innocent with the guilty" for administrative convenience could not justify non-compliance with law "or the substitution of flat for adjudication."

GROUP NAMED TO ADVISE ON NAB GENERAL MANAGER

MEMBERSHIP of special NAB advisory board to assist President Justin Miller in selection of general manager, under terms of Arizona board mandate [BROADCASTING, Feb. 13], an-

nounced Friday. Committee headed by Clair R. Morgan, BLS, radio stations (Pa., Del.), who received most votes in poll of board. Other members in order of votes received follow: Harold E. Fellows, WEEI Boston; Howard Lahm, WJMD Chicago; Robert D. Swezy, WDSU-TV New Orleans; Calvin J. Smith, KFAC Los Angeles. They represent in order, small, network, large, television and independent stations.

RAYTHEON DENIED REHEARING PETITION

PETITION of Raytheon Mfg. Co. for rehearing of FCC's refusal to extend completion date of WRTB (TV) Waltham, Mass., denied by Commission Friday. Final ruling reported to deny as in default new station bid of Starlon S. and Tilden M. Dodge, with keytime on 970 kc at Goldsboro, N. C. [BROADCASTING, Jan. 23], FCC also declined to vacate initial decision and rehear Huntington, N. Y., 740 kc case.

In WRTB case, FCC said alleged new Raytheon evidence wouldn't change ruling that firm hadn't been diligent in proceeding with construction of station granted in 1948. Commission held facts which Raytheon claimed were erroneous are supported by record [BROADCASTING, Dec. 26, 1949]. In Hun-
tington action, FCC denied motion of The Connecti-
icut Electronics Corp. to set aside initial ruling to grant a license to broadcasting KOMO Broadcasting Co. [BROADCASTING, July 25, 1949]. Oral argument set March 21, Connecticut Electronics, Birmingham Broadcasting Corp., and KOMO Broadcasting Co. [BROADCASTING, Jan. 23], received proposed decisions.

RACING CASE ARGUED

ORAL ARGUMENT on WTUX Wilmington, Del., horse racing case held before FCC Fri-
day. Commission counsel opposed initial rul-
ging, asking the court to set aside renewal, which found programs questioned were not intended to aid illegal gambling but were subverted to that end [BROADCASTING, Dec. 26, 1949, Jan. 2]. WITV, owned by Memorial Station owners, new to radio and without counsel until hearing, modified race results programming promptly to cooperate with local police requests upon learning of situation at investigation.

Eugene F. McDonald's movie connection. Que-
tion is whether Cecil B. DeMille, Hollywood fabulously lone wolf of productions, is tied u

Closed Circuit

(Continued from page 4)

with Mr. McDonald. Mr. DeMille, although he depends, releases through Paramount.

IDEA for salvaging of NAB's "Lightnin' That's How We Win" campaign in winning suppo-

r in Hollywood. It developed when seven Har-

Maizlish, KFWB Hollywood manager at veteran movie man, was consulted informally. He would turn job over to independent producer, who would buy his stake from static spots promoting one or more films.

FCC AUTHORITIES have called halt on Florida station which they, devised method of retaliation against interference from Cuba station. Its method, they said, was sim-

iple: Abandon directional antenna and operate non-directional. FCCers insisted on return to DA.

SCHAEFFER BEER, New York, through BBDO, New York, planning spot announce-

ment campaign in upper New York state - eight stations for five weeks.

SWIFT & CO., through J. Walter Thompson Co., both Chicago, interested in buying T. gage spot, worked out by Killian Studios and WAK (TV), for premium use. Device is color whistle which shows black-and-white TV in color who-

placed in front of viewers' sets. Develops outgrowth of station's recent "color" demo stration which was to be in color through optical illusory process.

JOINING legal battery to represent G. Richards Stations (KMPC Los Angeles, WJ Detroit and WAGR Cleveland) in FCC r

ewal proceedings scheduled to begin in L. Angeles. Mr. Richardson is Hugh New York and Washington trial lawyer. Mr. Fulton was chief counsel of former Senate War Investigating Committee headed by then-Senator Harry S. Truman. Other counsel include Lou G. Caldwell, for Detroit and Cleveland sta-

tions, Horace L. Lohnes for KFMC, and form-

Sen. Burton K. Wheeler, overall counsel con-

counsel. Mr. Fulton will try cases.

INTERNATIONAL SHOE Co., St. Louis, co-

sidering dropping 95% of its black-and-white advertising and inking for network television. Agency is Henri, Hurst & M.

Donald, Chicago.

TATUM NAMED PRESIDENT CALIF. STATE BROADCASTERS

DON TATUM, vice president and general counsel of Don Lee, elected president of California State Broadcasters Assn. at annual general meeting in Roosevelt Hotel, Hollywood Friday. He succeeds Arthur Westland, pre-

dent KRE Bombay.

William Smullin, president KEI Eurek and Merle Jones, general manager of KN Hollywood and CBS Pacific Network, elect vice presidents. Donald R. Battlortt, president, KFRE Fresno and owner KORER, Farrell re-

named secretary-treasurer.

Added to board of directors were David Meckay, KYGN Vallejo, and Mr. John. Hurri Borden. KIST Santa Barbara, Mr. Bartk and Mr. Smullin re-elected to board.

ALLISON JOINS WBBM

MILTON (Chick) ALLISON, of Radio Sales New York, formerly of WLBW Cincinnati sa-

staff, joins sales staff of WBBM-CBS Chicago as assistant sales manager, starting Feb. 2. It was announced Friday by Sales Manager Robert Livingston.

BROADCASTING  Telecastin
Figures don't fib! Add this up. There are eight TV stations located in WLW-Television Land. Yet three microwave-linked stations—WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus—receive 50% of all viewing between 11 AM and 11 PM, seven days a week.*

Tack on these figures, too—they're important. In Dayton, 10.4% of the total viewing was to stations outside the city. Of this viewing, approximately three-fourths is to WLW-T.*

What about cost on WLW-Television? It's the 3RD LOWEST IN THE MIDWEST—as low as 25c per thousand-set owners. And look at the market! The WLW-Television area embraces over 3 million people . . . nearly 900,000 families . . . with set owners numbering 132,000 as of January 1, 1950.

It is the 4TH LARGEST TV MARKET IN THE MIDWEST . . . THE 8TH LARGEST IN THE NATION.

If ever there was a "time to get into television" . . . it's now . . . and through WLW-Television. Set ownership is increasing in breath-taking leaps . . . and by selecting WLW-Television today, you soon will have the lowest cost television, per potential viewer, in the Midwest . . . with rate protection for six months.

Any one of the sales offices in New York, Chicago, Hollywood, Cincinnati, Dayton or Columbus will be glad to give you further information about WLW-Television . . . where 462,700 people spend 5,091,000 hours weekly.**

* Videodex, January, 1950
** Based on January 1, 1950, Set Owner Estimates and Videodex, January, 1950

WLW- TELEVISION
WLW-T  WLW-D  WLW-C
Cincinnati  Dayton  Columbus

Television Service of the Nation's Station • Crosley Broadcasting Corporation
Some rooms accommodate grand pianos, the smaller spinet is right for others. Until recently, much the same rule held true for television receivers, and your choice was governed by room space.

Now the space problem has been whipped by RCA scientists, who have shortened the length of 16-inch television "picture tubes" more than 20%! All the complex inner works—such as the sensitive electron gun that "paints" pictures on the screen—have been redesigned to operate at shorter focus, wider angle. Even a new type of faceplate glass, Filterglass, has been developed for RCA's 16-inch picture tubes—on principles first investigated for television by RCA.

Filterglass, incorporating a light-absorbing material, improves picture quality by cutting down reflected room light...and by reducing reflections inside the glass faceplate of the kinescope. Result: richer, deeper black areas and greater contrast in the television picture!

See the newest advances in radio, television, and electronics at RCA Exhibition Hall, 36 West 49th Street, New York. Admission is free. Radio Corporation of America, Radio City, N. Y.