again BMB has shown that WOR—and only WOR—has the largest single daytime and nighttime audience in America!

little wonder that WOR sells more, more often, for more people, to more people than any other station in the United States!

Ask us for more facts. Our address is

WOR—that power-full station at 1440 Broadway, in New York
Only actual service rendered brings letters like these to WLS

You Saved us Money—

“Larry McDonald broadcast a tip that saved me $4.01.”
Milton Perry, Route 1, Maple Park, Illinois

Best Entertainment—

“Thank you for providing the very best entertainment this hospital has ever had for its 60 clinic children.”
Mrs. Celia Payton, Women and Children’s Hospital, Chicago.

A Dog for a Boy—

“We wish to thank you for finding a dog for our little boy.”
Mr. and Mrs. Carl Willoughby, Paris, Illinois.

Really Care—

“You really make farmers feel you care about them.”
Mr. and Mrs. Allen Martin, Earlville, Illinois.

Family Programs—

“We do thank you so much for the WLS family programs.”
Mrs. Horace Hadley, Plainfield, Indiana.

555 letters greet a new program its first day on the air—97% of responding livestock producers mention WLS as a station they depend on—$000 boy and girl “School Time” listeners submit essays to WLS on “What Citizenship Means to Me”—

Only actual service rendered brings response like this—a response WLS advertisers translate into their most effective sales tool in the Chicago Midwest. Write or wire today to put this selling force to work for you.

Number 2 in a series showing the quantity and quality of response to WLS service and programming.

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 Kilocycles, 50,000 Watts, ABC Network—Represented by

JOHN BLAIR & COMPANY
WFMJ
Youngstown, Ohio

is now broadcasting on 1390 with

5,000 watts
(50,000 watts on 105.1 FM, duplicating AM programs)

Cover Youngstown, Ohio, the nation's fourth largest steel center and Ohio's third market, ranking next to Cleveland and Cincinnati because of the closely built up territory all around Youngstown, with . . .

WFMJ
Basic ABC Station

News of the Associated Press, United Press and the Youngstown Vindicator

Headley-Reed Co., National Representatives
Upcoming

Feb. 27: Color Television Hearing Resumes, Dept. of Commerce Auditorium, Washington.
Feb. 27-28: CBS Affiliates Advisory Board 9th District, Beverly Hills Hotel, Beverly Hills, Calif.
March 6-8: Second National Conference, Chicago Television Council, Palmer House, Chicago.
March 6-9: Institute of Radio Engineers national convention, Hotel Commodore, New York.

(Other Upcoming on page 77)

Business Briefly

RICHFIELD BUYS • Richfield Oil Co., New York, will sponsor Escape on 33 stations of CBS eastern network, Friday, 10-10:30 p.m., effective April 21. Agency, Morey, Humm & Johnstone, New York.
SPORTS RENEWAL • Mail Pouch Tobacco Co., Wheeling, W. Va., for fourth year renews Sports for All on MBS Thurs., 8:30-8:51 p.m. Agency, Charles W. Hoyt Co., New York.
AGENCY APPOINTMENT • A. S. Barn & Co., New York, names John Schrager in New York to handle radio and TV promotion of its current books. Spot and participation programs to start in early March.

PACIFIC REGIONAL PROJECT
PACIFIC Regional Network, with headquarters in Hollywood, being formed with 11 Cali- fornia AM stations already signed, accord- ing to Cliff Gill, KFMV (FM) Hollywood, wi heads group. Network will be fed by FM stations instead of telephone lines, he said, with goal of 30 California stations planned beef expansion to Washington and Oregon.

JOINS CALKINS & HOLDEN
PATRICIA SENNELL, timebuyer of Dube- Fitzgerald-Sample, joining Calkins & Hold New York, as timebuyer.

GEN. MARSHALL'S VIEWS ON FREE SPEECH
FREE speech provides first line of defense against war, according to Gen. George Marshall, president of American Red Cr. Gen. Marshall will express his views in Cb broadcast at 5 p.m. today (Monday) from House of Burgesses at Colonial Williamsburg in connection with Voice of Democracy activi ties (story page 21). His statement on subjec

The free expression of opinion today perhaps comes even a stronger implement for forging wo- peace and understanding than in the day of Peric. Five-hundred years before the birth of Chr Pericles could only be heard within the range of his own voice; nor did there exist methods for di- tributing his written words very widely.

Today the words we speak, as on this occa- sion today, are heard by millions not only in our own country but throughout the world. The great lin- of communications offering as well the avenues for spreading understanding represent, I believe, first line of defense against another world con- It is imperative that the implications of this f be understood thoroughly by all peoples in nations. It is through communications that distribute the information upon which the peo base their own decisions. This is as true in demagogic nations as in a free democracy. The difference between the two lies in the kind of organ- ization that is made available to the peop

BROADCASTING • Telec

Page 4 • February 27, 1950
500 pounds of necktie!

Here's response for you! In answer to Carl deSuze's requests for neckties for distribution overseas, WBZ listeners sent more than 500 pounds of colorful cravats directly to the station!

Another example of Mr. deSuze's persuasive power: two airplane-loads of Christmas toys for children overseas, in response to announcements for International Friendship League.

Yes, WBZ's "Carl deSuze Show" (7:05 AM, six days weekly) really gets action in New England homes, from the mountains of Maine to the beaches of Connecticut. Participation costs? Very reasonable! Check WBZ or Free & Peters.
Mister Plus goes to Washington...

A hearty welcome to WEAM, the new Mutual station for the nation's capital, effective February 20, 1950. And we do mean effective: 5kw, day & night.

Mutual Broadcasting System
Radio's bright comic, Robert Q. Lewis, made a brilliant move by assembling a rich parade of promising talent: clowns and torch singers, rhythm groups and acrobats, future Hamlets and Pagliaccis.

As they go through their acts for a solid hour every Friday night before the microphone,* they are watched closely by the nation's famous talent buyers looking for just the right people for the right spot in their shows. And they find them!

The next move is up to you. With The Show Goes On you can profitably "mate" one of radio's "most buzzed-about" comedians with a big and loyal audience.

*The Show Goes On is also broadcast every Thursday night on CBS Television.
<table>
<thead>
<tr>
<th>SUNDAY</th>
<th>MONDAY</th>
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<tr>
<td>6:00 PM</td>
<td>Metro, Life Int., Eric Saunder</td>
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<td>6:15</td>
<td>News Bob Warren</td>
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<td>6:20</td>
<td>Caddy Penny Nick Carter</td>
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<td>6:25</td>
<td>Honey Mayson Gray</td>
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<td>6:30</td>
<td>Official Headlines (100)</td>
<td>Official Headlines (100)</td>
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<td>6:35</td>
<td>Monday in Review</td>
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<td>6:40</td>
<td>Where There's Music</td>
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<td>6:45</td>
<td>Breakfast Drive</td>
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<td>7:00</td>
<td>Viewers' View</td>
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<td>A Date with the News</td>
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**SUNDAY**

- **9:00 AM**: Concert Hall: News
- **9:15**: Voice of the Prophet, V. P. Inc.
- **9:30**: Shouting in the Streets of Paradise
- **9:45**: Trinity Chair
- **10:00**: Message of Israel
- **10:15**: Summer in Paradise
- **10:30**: Summer in Paradise
- **10:45**: Summer in Paradise
- **11:00**: Foreign Mercury
- **11:15**: Dave Wille Stoklos, Frank & Edith
- **11:30**: How of Faith
- **11:45**: Fantasy la Mondy
- **12:00**: N
- **12:15 PM**: The Pharaoh's Children
- **12:30**: Pure Playhouse
- **12:45**: Fantasy la Mondy
- **1:00**: Flat Feet
- **1:15**: Flat Feet

**MONDAY**

- **9:00 AM**: Concert Hall: News
- **9:15**: Voice of the Prophet, V. P. Inc.
- **9:30**: Shouting in the Streets of Paradise
- **9:45**: Trinity Chair
- **10:00**: Message of Israel
- **10:15**: Summer in Paradise
- **10:30**: Summer in Paradise
- **10:45**: Summer in Paradise
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- **12:15 PM**: The Pharaoh's Children
- **12:30**: Pure Playhouse
- **12:45**: Fantasy la Mondy
- **1:00**: Flat Feet
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**TUESDAY**

- **9:00 AM**: Concert Hall: News
- **9:15**: Voice of the Prophet, V. P. Inc.
- **9:30**: Shouting in the Streets of Paradise
- **9:45**: Trinity Chair
- **10:00**: Message of Israel
- **10:15**: Summer in Paradise
- **10:30**: Summer in Paradise
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<tr>
<th>SUNDAY</th>
<th>MONDAY - FRIDAY</th>
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<tr>
<td><strong>ABC</strong></td>
<td><strong>CBS</strong></td>
<td><strong>NBC</strong></td>
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<td><strong>9:00 AM</strong></td>
<td><strong>Colin McCarthy</strong></td>
<td><strong>Dinner for Two</strong></td>
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<td><strong>9:30 AM</strong></td>
<td><strong>Chad's Divorce</strong></td>
<td><strong>Tobacco Inveslg.</strong></td>
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<td><strong>10:00 AM</strong></td>
<td><strong>Errol Lewis Jr.</strong></td>
<td><strong>Light Up the Night</strong></td>
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<td><strong>10:30 AM</strong></td>
<td><strong>Alyson Bonke</strong></td>
<td><strong>Pat Patterson</strong></td>
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<tr>
<td><strong>11:00 AM</strong></td>
<td><strong>Elvis Presley</strong></td>
<td><strong>Pat Patterson</strong></td>
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<td><strong>11:30 AM</strong></td>
<td><strong>Pinkie Lee</strong></td>
<td><strong>Pat Patterson</strong></td>
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<tr>
<td><strong>NOON</strong></td>
<td><strong>A Very Special Guest</strong></td>
<td><strong>Pat Patterson</strong></td>
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<td><strong>12:30 PM</strong></td>
<td><strong>A Very Special Guest</strong></td>
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<td><strong>A Very Special Guest</strong></td>
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<td><strong>5:00 PM</strong></td>
<td><strong>A Very Special Guest</strong></td>
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<td><strong>5:30 PM</strong></td>
<td><strong>A Very Special Guest</strong></td>
<td><strong>Pat Patterson</strong></td>
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*Note: All times are EDT.*

**Explanatory:** Listings in college: Sponsor, name of a certain, number of sections; xx represents unlisted or no information. TBA to be announced. Time in Red.
ALL THE NEWS that's fit to hear—including much heard nowhere else! WMT's news center regularly provides local news—in addition to AP, UP, & INS coverage—while it's still news. 100 newscasts and sports casts per week—over 17% of the station's total program schedule—bring Eastern Iowans complete coverage from the Iowa angle, including a Friday night rundown of high school basketball scores phoned in by WMT's regional correspondents.

News makes listeners—listeners make customers—WMT makes customers! Ask the Katz man to show you how WMT sells in Eastern Iowa.

JIM BORMANN—News Director Heads 7-man staff of experienced newsmen; designs news program to serve Iowa tastes and needs.

TAIT CUMMINS—Sports Director Brings programs to small-town listeners in person via "remotes"; authors weekly newspaper column.
RAY O'VINGTON, formerly radio and television director of Birmingham,
Castleman & Pierce, New York, joins Hi-Rashon-Garfield, New York, as radio
and television director. Prior to his association with BC&P he was with BS.

JOSSELY E. NEFF, radio and television director of Knox Reeves Adv. Inc.,
Minneapolis; Dr. A. R. ROOT, director of research; WILIAM C. SCHNEIDER,
director, and KENNETH P. TORGERSON, director of media, named vice
residents of firm.

AMES F. RYAN, formerly with L. E. McGivens & Co., New York, as copy-
writer and account representative, joins staff of Donahue & Co., New York,
executive capacity.

ARL HAMNER, formerly script writer at WLW Cincinnati, and FRED
ROST, formerly with Young & Rubicam, join radio and TV commercial copy
department of McCann-Erickson Inc., New York.

S. (Bud) SPENCER, acting West Coast radio and television director of
Cone & Belding since the death of Arnold Maguire, named director that post.

OBERT M. CLARK joins media department of Detroit division of Brooke,
with French & Dorrance.

UTH ROSS, formerly with Duane Jones Co., New York, joins L. H. Hartman
Co., New York, to establish and head new women's packaged products division.

HARLES J. EASTMAN Jr., formerly head of his own Hollywood agency, and
efore that copy chief of Elwood J. Robinson Adv., Los Angeles, joins Mayers
Co., that city, as account executive.

JARSHALL C. TAYLOR, formerly with Goodyear Tire & Rubber Co., joins
teldrum & Fensmith Inc., New York, as media director, replacing DON ELLIOT,
who has assumed new responsibilities on Dearthorn Motors account.

OUS E. TILDEN placed in charge of all television activities in Chicago office
f Sherman & Marquette Inc. CARL BROWN handles television contacts in
New York office.

ICHARD J. GLOVER, production manager of Dan B. Miner Co., Los Angeles,
lected vice president.

ERT M. MITCHELL, formerly with Compton Agency, New York, joins Lennen
Mitchell, New York, as copy supervisor.

JAVID CORY, formerly with Lamont, Corliss & Co., joins J. Walter Thompson
Co., New York.

ELMA SCHONFELD SOLMANN, formerly media director of Bristacher,
Vheeler & Staff, Los Angeles, joins Milton Weinberg Adv., that city, in
similar capacity.

JENNIE RATES, former vice president and copy director of Erwin, Wasey
& Co., in New York and Los Angeles offices, elected vice president and director
t Charles Dallas Reach Co., New York agency.

LARENCE DAVENPORT, copy chief and senior account executive of McC-
Cary Co., Los Angeles, named vice president.

WILLIAM H. EYNON, formerly with H. B. Humphrey Co., joins Van Diver &
rowe Inc., New York, as vice president and director of radio.

UNTER ADV., Los Angeles, moves to new offices at 5010 Sunset Blvd. Tele-
phone: Normandie 3-1178.

UEER-GUENTHER, Cincinnati, changes its name to GUENTHER, BROWN
& BERNE Inc., maintaining same address, 899 Enquirer Bldg., Cincinnati.
ALLAN MEYER, director of publicity and public relations: WILLIAM FOGUE,
researcher, and JACK BUNKER, copywriter, added to staff of agency.

RED E. BAXTER, treasurer of W. Earl Bothwell Inc., Pittsburgh, elected execu-
tive vice president and general manager of agency.

John L. ANDERSON, vice president and treasurer of McCann-Erickson, New
York, will serve as chairman of advertising and public relations division of
1950 heart campaign.

OM de PAOLO, formerly in traffic and production department of J. Walter
Thompson Co., Los Angeles, transfers to media staff. He replaces CHRIS
DUNKLE, resigned to form his own publishers representative firm in Los Angeles.

Washington Selects*-

JIM
GIBBONS

"Favorite Local Personality"
AND
"Favorite Sports Announcer"

WASHINGTON, D.C.

*TELEGUIDE MAGAZINE POLL, JAN. 1950
(Naturally—His popular Programs are Washington Favorite shows!)

The Town Clock (AM)
Mon. thru Sat. 6 to 9 am
Sports Review (AM)
Mon. thru Fri. 6:45-6:55 pm
Sports Reel (TV)
Mon. thru Fri. 7:15-7:30 pm
Boxing from Turner's (TV)
Mondays 9-11 pm
Sports Cartoon-A-Quiz (TV)
Wednesdays 7:30 pm
Wrestling from Turner's (TV)
Wednesdays 9-11 pm

Represented Nationally by ABC Spot Sales

WMAL & WMAL-TV
THE EVENING STAR STATIONS

February 27, 1950 * Page 11
**New Business**

**PHILLIPS PETROLEUM CO., Bartlesville, Okla. (petroleum products), March 17 starts for 82 weeks, Row Allen Show on regional network of 64 CBS stations, Friday, 10-10:30 p.m. (EST). Agency: Lambert & Feasley Inc., New York.**

**PILLSBURY MILLS, Minneapolis, signs for 15-minute newscast, Pillsbury World News Sunday over Alaska Broadcasting System. Agency is Irwin Vladimir, New York. BEST FOODS (Nucos margarine) begins series of spot announcements over ABC through Benton & Bowles, New York. ANHEUSER-BUSCH, St Louis (Budweiser beer), contracts for series of one-minute spot announcements on ABS through D'Army Adv., St. Louis.**

**AMERICAN SAFETY RAZOR Corp., New York, appoints McCann-Erickson, New York, to handle advertising campaign of its new camera and accessories line. Currently its development will be on test basis in few markets.**

**MONARCH WINE Co. (producer and distributor of Manischewitz Wines), spot radio user, appoints Donahue & Coe, New York, as its advertising counsel, effective March 1.**


**NEHI BEVERAGE Co., Los Angeles (Royal Crown Cola and Par-T-Pak Beverages), sponsors Movietown RSVP, half-hour quiz show on KTLA (TV) Los Angeles, through BBDO. Show is viewed Sunday, 9:15 p.m.**

**HI-V Corp., New York (citrus fruit concentrates), appoints Franklin Bruck Corp., same city, to handle its advertising. Television will be used.**

**COLOR TELEVISION Inc., San Francisco, appoints Di Marco-von Loewenfeldt Assoc., same city.**

**Network Accounts " " "**

**OMNIBOOK Inc. will sponsor special commentary by Robert St. John on 63 ABC stations, March 5, 3-3:15 p.m. EST. Agency is Huber Hoge & Sons, New York, which has been handling 6,000-spot schedule for book company. One-time broadcast, which will deal with books, reportedly is being aired as test for Omnibook Inc., similar to those aired by other book publishers handled by the agency.**

**MINUTE MAID Corp., New York (frozen orange juice), sponsor of This Is Bing Crosby, five-a-week daytime radio show, now heard in major cities, extends show on March 6 to eight additional CBS stations in California. Spot radio ads also are being considered for additional markets. Company sponsors daily television show, Handy Hints (6:45-7 p.m.) over KTLA (TV) Los Angeles. Agency: Doherty, Clifford & Shenfield Inc., New York.**

**PACKARD MOTOR Co. sponsors Holiday House, starring Edward Everett Horton, over ABC-TV, 9-9:30 p.m. (PST), Thursday. Contract, beginning April 6, is for 13 weeks. Agency: Young & Rubicam, New York.**

**GOOD & PLENTY CANDY Co., Philadelphia, will begin sponsorship of Wednesday telecasts of Lucky Pup, CBS-TV, Mon., Fri., 6:30-6:45 p.m., on March 8. Agency for candy manufacturer is Adrian Bauer, Philadelphia.**

**CALIFORNIA SPRAY CHEMICAL Co., San Francisco, expands its Ortho-Garden Guide show (KFRC San Francisco) to full Don Lee network thrice weekly. Agency: Cosby & Cooper, same city.**

**Adpeople " " "**

**ROBERT M. GANGER, former partner of Geyer, Newell & Ganger, New York, named executive vice president of P. Lorillard Co. (Old Gold Cigarettes) and elected to board of directors and executive committee.**

**ROBERT D. FIRESTONE, former senior sales promotion staffman in charge of mechanical goods advertising and sales promotion for Goodyear Tire & Rubber Co., Akron, Ohio, placed in charge of media in advertising department, replacing M. C. TAYLOR, resigned.**

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**Hines, (Complete story of that story, responsible d limelight, pany and salespeople. auto best Saturday night half Mr. medium. tell it quickly, story to more Hines wanted to SUPPLY. HINES Mrs. W. ing SUCCESS HOUSTON, k-nuz CALL, WIRE 9008 Humble Road, Houston's largest and and AUTO supply, North Houston's largest and most complete home and auto store, employs ten salespeople. Without KNUZ and our Hood program with Biff Collie, our company could never stand in the limelight, as it does to-day."

(Complete story of Mr. and Mrs. Hines on request or contact Mr. Hines, 9008 Humble Road, Houston, Telephone MU 5383.)

**CALLED WILE OR WRITE FORORE: NAT. REP. DAVE MORRIS, MGR. CE-8801**

**k-nuz (KAY-NEWS)**

9th Floor Scandan Bldg.

**HOUSTON, TEXAS**
It's impossible...

...you can't cover California's Bonanza Beeline without on-the-spot radio

The size of the Beeline is something to think about. It takes in all of inland California plus western Nevada — a 3 billion dollar market with more people than Los Angeles... higher total retail sales than Philadelphia.*

Bear this in mind, too: the Beeline is an independent market, well removed from the coast. And Beeliners naturally prefer their local stations to outside stations.

So there's just one way to radio-sell the Beeline. Tell your sales story on-the-spot... on the five BEELINE stations. Together, they blanket the whole market. And you choose best availabilities on each station without line costs or clearance problems. Combination rates.

Here's What You Should Know About

KOH... and RENO

The first station in Nevada. Reno's favorite for 22 years. 1000 watts, 630 kc, NBC. Blankets 18 counties surrounding Reno — whose wholesale grocery trading area ranks 2nd in entire country in per capita retail food sales, with a quality index 53% above U.S. average.

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., National Representative

KFBK
Sacramento (ABC)
50,000 watts 1550 kc.

KOH
Reno (NBC)
1000 watts 630 kc.

KERN
Bakersfield (CBS)
1000 watts 1410 kc.

KWG
Stockton (ABC)
250 watts 1280 kc.

KMJ
Fresno (NBC)
5000 watts 880 kc.
BOBO, I LOVE YOU!

So says the cute Siamese kitten in adoration of the bespangled French poodle.

There's something time buyers love in Baltimore radio, too. It's the way W·I·T·H produces low-cost results.

You see, W·I·T·H delivers more *home* listeners-per-dollar than any other station in town. And *in addition*, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in 'drug stores, 34.6% 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!
By ED JAMES

BUSINESS volume of the four major radio networks is continuing the upward trend that began last fall after the severe slump of summer, an analysis by Broadcasting showed last week.

The analysis was based on figures for the entire year of 1949 released last week by Publishers Information Bureau, as well as on additional information from the networks themselves.

A quarterly summary of 1949, used on PIB figures, plainly shows a progressive decline in gross billings from the high levels of the first quarter of the year to the dollars of the third quarter and the slyly in volume in the closing quarter of the year.

Indications are that although total gross billings of the four networks in January 1950, did not reach the record figures of January 1949, they did exceed total billings for the immediately preceding month of December.

Reasonably optimistic forecasts for the early part of 1950 were based on this pleasing fact.

Gross by Quarters

The four networks closed the year of 1949 with total gross billings of $187,800,829, according to PIB. By quarters, the gross billings for the four networks were:

First Quarter: $51,522,682
Second Quarter: $49,262,623
Third Quarter: $53,245,623
Fourth Quarter: $44,570,881

In January 1949, the four networks' gross billings were $17,704,986, the biggest month of the year. In December 1949, the billings were $16,408,186.

Although precise figures for January 1950 were not yet available last week, a reliable estimate indicated that the month would show billings below January 1949 but above December 1949. The figure for January 1950 will approximate $17,100,000, it was estimated.

By networks, the total gross billings for 1949 were divided as follows: ABC, $42,349,584; CBS, $63,400,583; MBS, $18,040,968; NBC, $64,013,966.

In January 1949 billings by networks were: ABC, $4,067,921; CBS, $5,883,828; MBS, $1,876,124; NBC, $5,787,213.

In December 1949 billings by networks were: ABC, $5,653,463; CBS, $5,876,213; MBS, $1,876,124; NBC, $5,787,213; Total, $17,704,986.

February: ABC, $3,845,658; CBS, $5,315,810; MBS, $1,677,258; NBC, $5,787,213; Total, $17,704,986.

March: ABC, $4,238,445; CBS, $5,387,746; MBS, $1,775,790; NBC, $5,764,577; Total, $17,699,938.

April: ABC, $3,888,784; CBS, $5,369,968; MBS, $1,763,432; NBC, $5,542,138; Total, $18,763,319.

May: ABC, $4,030,969; CBS, $5,569,592; MBS, $1,788,796; NBC, $5,557,166; Total, $17,073,877.

June: ABC, $3,827,884; CBS, $5,347,384; MBS, $1,403,868; NBC, (Continued on page 24)

BASEBALL COVERAGE

By JOHN OSBON

EXTENSIVE regional coverage of major league baseball games for 1950 was strongly indicated last week following announcement of plans by both the Liberty Broadcasting System and the New York Yankees' newly-created "Home of the Champions" network.

Gordon McLendon, president of the Liberty network, confirmed reports that he had signed contracts with American League President Will Harridge for non-exclusive rights to certain league games and with the eight individual owners of the National League, through President Ford Frick, for exclusive rights to certain NL games and for non-exclusive rights to others. MBS also holds rights to American League contests.

Last Year's Coverage

Mr. McLendon quoted figures, but he noted that Liberty would spend "50 times as much" as the outlay for such coverage last year. Liberty, which has pioneered major league broadcasts on a regional basis, last year beamed baseball to its affiliate stations in nine states, plus stations in five other states.

From 220 to 300 stations in cities from New Mexico to Virginia and embracing the whole Southeast, are expected to carry the broadcasts.

Most of the stations subscribe to the network on a regular or permanent basis, Mr. McLendon said.

They also will carry a minimum of three hours other programming from Liberty in addition to the baseball broadcasts.

Agreements call for a minimum of 210 National and American League games—an average of eight per week—with doubleheaders on Sundays.

Recreation Planned

Under the contract with the American League, a number of games will be re-created from Western Union facilities and fed out of Dallas. National League contests will be divided between "re-created contests" and those picked up "live" by Liberty's own staff. Mr. McLendon declined to elaborate on details involving direct coverage from NL parks.

A feature of the agreement is a provision which calls on Liberty Broadcasting System to air a minimum of 34 NL exhibition games beginning March 11, Mr. McLendon said.

He said that the network has had "numerous offers" from national advertisers for sponsorship of the games, but that Liberty would offer them to stations for local cooperative sponsorship.

Seventy percent of those stations signed by Liberty up to the present are independents, but the network hopes to sign affiliates of all the major networks in cities where independent outlets are not available.

The "Home of the Champions" network coverage will be sponsored by P. Ballantine & Sons and Atlantic Refining Co. under contracts signed last week in New York with the Yankees through J. Walter Thompson Co. and N. W. Ayer & Son.


Of the available total, actually only a minimum of 100 games probably will be carried by individual stations, it was explained. In the case of stations in territories of minor league clubs within the 50-mile radius, the maximum may be as low as 15 games, it was pointed out.

Stations will exercise the right of refusal of certain games, except (Continued on page 16)
PLANS for expansion of the Liberty Broadcasting System, and for scheduled opening of offices in New York by April 1, were revealed last week by Gordon McLendon, president of the company.

The network intends to enlarge its present baseball coverage to a number of additional major cities (see story page 11) and to increase its programming schedule appreciably in the coming year, Mr. McLendon told Broadcasting.

By April 18, Liberty hopes to have from 250 to 300 stations, most of them independents—in the fold, with a goal of 18 programming hours daily in all 48 states by 1961. About 150 stations already are signed or being signed, he indicated. Identity of stations will be disclosed later, he added.

Site Undetermined

No location has been selected for the New York Office, Mr. McLendon said, but he thought a site would be chosen shortly following current negotiations in New York City. The network operates regional offices in Charlotte, Atlanta, Denver, Los Angeles, Littie Rock, Ark., and in other cities.

The present 150 stations under contract, according to Mr. McLendon, will extend to major cities in 33 states. Last year 71 stations in major cities carried Liberty programs.

Mr. McLendon said full details on the network's expansion, along with appointment of a New York sales manager, will be revealed in the coming weeks pending conclusion of negotiations in New York.

Liberty Broadcasting System, under Mr. McLendon and James Foster, general manager, head-quarters in Dallas, Tex.

Programming Plans

Mr. McLendon said LBS would move into other selected markets throughout the country—that is, major cities—and sign other key stations when expansion is deemed advisable. He envisions no penetration of the New England or other major eastern territories this year.

Programming, much of it to be aired immediately following baseball broadcasts, will likewise be expanded. Plans are not yet fully developed but already include a projected 1-1/4-hour daily giveaway program with some $2,000 worth of prizes.

Mr. McLendon said he felt the Liberty Broadcasting System is the largest network of its kind in the country supplying baseball and other type programming. He pointed out that beginning in 1948 his network pioneered in regional baseball coverage with stations in five states. Further, he cited LBS expansion from some 40 stations early last year to 71 stations, and finally to the present 150.

Mr. McLendon was in New York last week conferring with the Brooklyn Dodgers and New York Dodubs, whose games along with other National League contests will be covered by LBS. He also was negotiating for office space.

ELIF Dallas is a key originating station of the network.

GENE KELLY (r) gets a few pointers on the national pastime from Benny Bengough, Phillies' coach, as the two meet at Philadelphia's Poor Richard Club.

GENE KELLY (r) gets a few pointers on the national pastime from Benny Bengough, Phillies' coach, as the two meet at Philadelphia's Poor Richard Club.

GENE KELLY (r) gets a few pointers on the national pastime from Benny Bengough, Phillies' coach, as the two meet at Philadelphia's Poor Richard Club.
FREQUENCY STUDY

Board May Affect Pending Legislation

GEORGE D. BAILEY (1), director of the Freedoms Foundation of Valley Forge, awards a foundation Freedom Medal to Harry Bannister, general manager of WWJ-JAM-FM-TV Detroit for the program 24 Hours Under Communism. First produced in 1948 and based on a series of Detroit News articles, the program was a dramatic-documentary depicting the changes to be expected in our way of life if Communism gained control. The medal was presented during a re-broadcast of the original program Feb. 6.

ARMY-AIR FORCE BUDGET

Radio Gets 40%

NEARLY 40% of the Army-Air Force recruiting program's advertising budget for next year is earmarked for radio and television, according to testimony before a House Appropriations subcommittee just realized.

Figures revealed that out of a total tally of $1,691,600 for the fiscal year beginning July 1, the Army-Air Force campaign calls for a national expenditure of $536,400 for radio-TV. The budget estimates were given the Congressional group by Col. N. F. McCurdy, deputy chief of Military Personnel.

Other media budget slices are $437,060, $385,740 and $159,160 for magazines, newspapers and car dealers, posters, sales aids, etc., respectively.

It was further revealed last week that the Army is readying a $100,000 spot campaign in 52 key cities to advertise its Reserve Program.

These revelations closely followed nationwide protests by stations against donations of free time to organizations conducting paid advertising campaigns in other media. Widespread action by stations on the abuse of radio's traditional offer to donate its time to public service causes has been indicated.

This subject was crystallized when the NAB Unaffiliated Stations Committee early this month [BROADCASTING, Feb. 6] adopted a resolution calling upon the NAB board to review the entire problem of free time.

Stations Informed

Broadcast Advertising Bureau and national station representatives had been keeping stations informed on the relation of the Army campaigns. The BAB has scheduled talks with the Army.

The figures presented to the House subcommittee include anticipated cost of radio-TV production and for time placement in the joint recruiting drives. While the breakdown on estimated expenditures to specify the division, a review of the past four years' spending for radio shows an average split of about 14% for time buying and a little more than 17% for production costs [BROADCASTING, Feb. 13].

It was understood that next year's budget would permit only network time purchase because of money limitations. Local and spot purchases usually are left to individual Army commands throughout the country. They have individual advertising budgets.

Col. McCurdy told the Congressional group that the recruiting program of the Army and the Air Force plans to meet the demands of procuring 253,800 voluntary enlistments. Of the entire program, he said, an approximate 27% chunk of the allocations would be used "at the grass-roots level by allocation to Army areas for direct advertising" as a matter of necessity. Agency handling the Army-Air Force account is Grant Advertising of Chicago. It received an 18-month contract last January. It's predecessor was Gardner Advertising. Will C. Grant, owner of the Grant agency, has recommended the use of radio by the Armies and has indicated that his agency has set up a package of radio ideas to be presented to Army commanders.

FREQUENCY STUDY

HE PRESIDENT's new Communications Policy Board was preparing last week to launch its overall study of U. S. frequency use and communications policy procedures [BROADCASTING, Feb. 20], while Capitol Hill leaders pondered its effect on pending legislative activities.

Observers felt appointment of the board, long contemplated, would be the death nail for the ending Sadowski Bill (HR 6949), which would set up a similar overall frequency allocations board on permanent basis [BROADCASTING, an. 30].

House radio authorities, however, said overlap in functions of the President's temporary board and the Sadowski measure's consolidated permanent board had not yet been canvassed, but would be studied at an early meeting of the House Interstate and Foreign Commerce Committee, where the adovakowski Bill is pending.

Rep. Robert Crosser (D-Ohio), chairman of the commerce committee, said he was wont to confer with Rep. George Sadowski (D.-fich.), chairman of the radio subcommittee and author of the bill, the current measure in Detroit but expects to return to his office about March 1.

McFarland's Views

Sen. E. W. McFarland (D-Ariz.), chairman of a Senate commerce subcommittee in charge of a broad communications study with goals comparable to those of the policy board, said he considered his appointment a step in the right direction.

It will not, he said, affect his principal desire of seeing passage of an FCC 'procedural bill' at this session of Congress. He is the author of the so-called McFarland Bill to reorganize FCC (March 13, 1948) which already has passed the Senate and is now pending before the House commerce committee.

The House radio subcommittee headed by Rep. Sadowski is scheduled to begin hearings March 13 not only on the Sadowski measure but also on the McFarland Bill and presumably the new Shepard Bill (HR 7310) to require licensing of networks [BROADCASTING, Feb. 20]. Plans for the hearings are to be released by Rep. Sadowski's return according to Rep. Crosser.

Sen. McFarland greeted appointment of the President's policy board as a welcome attempt by the government to improve its overall policy on communications. Such a policy, he said, has been particularly needed in the international field, wherein he felt that various governmental bodies have been "running off in different directions."

He discussed the subject with President Truman during a White House conference Thursday afternoon.

FCC authorities, who had been consulted on plans for establishment of the policy group, were hopeful it would provide a solution of some of their most difficult problems.

The board's assignments included a review of domestic use of frequencies—by both government and private users—and the development of recommendations looking to more effective use.

Such a study has long been sought by non-government licensees who feel that government agencies, particularly the military services, are permitting scarce frequencies to lie idle and therefore should give up some of their spectrum space to private users.

Whether any additional frequencies might be gained for broadcasting, however, was a matter of speculation. Authorities noted the special and safety services, which have mushroomed since the war, are making increasingly heavy demands for space. FCC Chairman Wayne Coy has suggested that broadcast services may eventually demand frequencies currently set aside for broadcasting [BROADCASTING, Feb. 20].

Broadcasting's best bet for additional channels, was felt, is in the UHF—in the area of the frequencies allocated for expansion of television. This currently is the 475-890 mc band.

The 'scarcity of radio frequencies in relation to the steadily growing demand' was seen by President Truman as "the most pressing communications problem at this particular time."

In a letter to Dr. Irvin L. Stewart, one-time FCC commissioner and now president of the U. of West Virginia, whom he named chairman of the policy board, Mr. Truman said:

Increasing difficulty is being experienced in meeting the demand for frequencies domestically, and even greater frequency shortage is encountered internationally in attempting to agree upon the allocation of available frequencies among the nations of the world. In the face of this growing shortage, the problem of assuring an equitable distribution of the available supply of frequencies among all claimants, both governmental and private, is rapidly assuming major prominence.

Board Hopes

President Truman felt the board would be able to "recommend possible means for conserving frequencies, as well as standards for determining the relative priority of governmental and commercial frequencies, and possible administrative arrangements within the government for assuring, on a continuing basis, a word and equitable allocation of the limited frequency supply."

Dr. Stewart told Broadcasting that he hoped the board could hold its first meeting March 1. At that time, he said, decisions should be reached as to
By JANE PINKERTON

IT'S NO COINCIDENCE that the sales volume of Allis-Chalmers Mfg. Co.'s Tractor Division, Milwaukee, zoomed fivefold in 10 years between 1939 and 1949.

Although the increase in business during the mid-40s was attributable to a pent-up demand and limited production during the war, radio stepped in to hold the line—and even further increased sales.

It was just five years ago that W. A. Roberts, executive vice president of A-C and head of the Tractor Division, decided to sponsor NBC's National Farm and Home Hour.

The reasons were manifold—to perform a service to agriculture, to back up efforts of national salesmen, to establish a brand name in minds of potential customers, to keep that name ahead of competition and to establish prestige.

Then and now, Mr. Roberts knows that "prestige can't be bought. You have to gain it."

The Tractor Division, a recent outgrowth of the General Machinery Division which dates back to 1847, retained a subordinate role nationally in farm machinery production until about 10 years ago.

At that time it was eighth in sales among farm equipment manufacturers.

Today it is third.

The Tractor Division which sponsors the oldest agricultural show on the air, pays about $500,000 yearly to gain Mr. Roberts' objectives.

The company declined to release any official figures, however.

National Farm and Home Hour, on Saturday, 1:10 p.m. (EST), adds up to an expensive package (on paper) for a half-hour weekly show because of heavy remote costs and time charges on the full NBC network. In addition, a live repeat broadcast is aired for 32 stations in Mountain and Pacific time zones.

Show talent includes an 18-piece orchestra and a male quartet—maintained even when remote broadcasts are canceled. Because the client wants complete coverage, any station joining the network will be bought.

The program's concept pre-dates sponsorship by Allis-Chalmers. In 1923, when the National Farm and Home Hour was originated at KDKA Pittsburgh by Frank Mullen, NBC conceived it as a service to agriculture and farmers.

It became a daily, noontime feature in October 1928 on the full network when it moved to Chicago.

Throughout the years, the show has been produced by the network in cooperation with the U. S. Dept. of Agriculture.

IT'S A BEAUTIFUL day in Chicago, National Farm and Home Hour M. C. Everett Mitchell (r) says, as agree Producer Herb Lateau (l) and Kenneth C. Gagen, chief of the radio and television section and assistant director of the information service, U. S. Dept. of Agriculture. Mr. Gagen bulleted USDA Headlines on each Allis-Chalmers show.

Agriculture. It had never been commercial until Allis-Chalmers picked up the tab in 1945.

Gaining momentum toward becoming a national institution, the Farm and Home Hour in one year broadcast 56 events from 25 different states and a foreign country, and was credited with lifting the National Corn Husking contest from a minor event to one of national importance.

In 1941, when NBC's Red and Blue networks were split, the show went to the Blue (ABC). William Drips, NBC's old-time agricultural director who resigned less than a year ago, went along with the show, where it was aired six times weekly.

With passing months the strip was cut to twice and then once weekly, and finally dropped because ABC lacked enough rural power stations for comprehensive coverage.

Returning to NBC, the program was sold to Allis-Chalmers Sept. 15, 1946. Although the network's policy had been to keep the Farm and Home Hour sustaining, most available network time had been sold during the war, and commercial shows took precedence in scheduling. To keep it on the air, network executives recommended sales of time.

One rural broadcaster, commenting on the program's uniqueness, terms it "the only radio show with a marriage between agriculture, work and government agency."

It is also the only known sponsored program which has the full cooperation of a government agency—the U. S. Dept. of Agriculture.

Each opening introduces it as a service of Allis-Chalmers, in cooperation with the USDA.

Flexibility Keynote

Throughout 27 years, the show has been geared to flexibility so that farm events of national interest can be covered news-wise on a moment's notice. Since Allis-Chalmers assumed sponsorship, the program has extended its role to serve agriculture (and serve it well) and to build goodwill for the Tractor Division. Holding the reins on these objectives are Gerald N. Seaman, radio executive at Bert S. Gittins Agency, Milwaukee, who spends 90% of his time on the account, and Paul Visser, of NBC Chicago's agricultural staff, who succeeded Bill Drips.

Mr. Gittins and Mr. Seaman back up the theories of Tractor Chief Roberts. Mr. Roberts is convinced that if the show is a good service to farm people and the farm industry, farmers will be honest enough to realize it and to realize who is doing it. Purchase of equipment, he believes, leans on the local salesman, bolstered by help from "someone else." In this case, some

... . . . . for Allis-Chalmers With It 'National Farm and Home Hour'...
BROADCASTING • Telecasting

COMPLETED promotion of the Farm and Home Hour is approved by W. A. Oberst (l), executive vice president of Allis-Chalmers Mfg. Co. and head of the Tractor Division, which sponsors the show on NBC. Charles N. Karr (r), sales promotion manager of the Tractor Division, and R. L. Smith, radio in- tester in the firm's advertising department, add their approval. Mr. Oberst believes his division has gained prestige in its five years of sponsorship.

his work in developing understanding between rural and urban sections through farm radio.

Ken Gapen, chief of the radio and television service and assistant director of information for the USDA, gives timely tips in USDA Home, which was launched last July. Mr. Gapen announces the weekly market roundup prepared by the USDA.

Although the show's permanent origination point is Chicago, about 40 of 52 programs yearly contain major remote segments. No hour ever originates entirely in Chicago, as Mr. Gapen is fed in usually from Washington, D. C. Subjects of typical segments: Methods of an Oklahoma conservationist who developed a system of soil judging; significance of an American Thanksgiving to a displaced Latvian family on a Michigan farm after years in a European DP camp; Texan pioneers in production of grain sorghum; feeding livestock for top quality meat; stubble mulch farming as an aid in reducing wind and water erosion.

Special Events

Special events have been carried as a secret of success from the sustaining to the commercial show, for they give the farmer a front seat to everything important in his business. Remote are basic to the concept of bringing farm news, history and events from the spot where they happen by the people who make them happen. Personalities interviewed are non-professionals, except for radio farm directors from NBC stations and agriculture college representatives.

Remote costs pyramid the budget, and can be justified as an extra expenditure only if the news is good and has a lot of human interest. Mr. Roberts, however, set the rule a long time ago that cost

should never be the deciding factor. For example, last Christmas Mr. Roberts took off to Boys Town, Neb., where the Boys Town Choir was featured. Total charges added up to about $1,000. "If it's worth doing an editorial feature, and worth reporting, then do it," says Mr. Roberts. Two foreign remotes were shortwaved from the World Poultry Congress in Copenhagen two years ago and from London last year, when a group of H exchange students visited there.

Repeat broadcasts, live from Chicago, began Jan. 7 for 32 stations in Mountain and Pacific time zones. Allis-Chalmers wants the show heard locally between 12 and 12:30. When only one live show and a few local repeats were used, some West Coast dealers complained that their customers were getting the show at 10 and 11 a.m.

Perhaps the most unique feature of this commercial show is the lack of hard-selling commercial messages, "Without any doubt, the Farm and Home Hour uses some of the best institutional commercials in radio," according to Paul Visser. Only two brief mentions of the farm are made, at show's open and close.

Standing orders have been issued for commercial copy to be cut whenever more time is needed for editorial matter. Any public service message requiring another minute or two for elaboration frequently gets extra time from commercials.

No spots are used on the Chicago show. (Continued on page 50)

FROM a pig show ring in Austin, Minn., a remote broadcast is handled by Paul Visser (front), NBC Chicago's agriculture department, who interviews Carroll Pleger (r), superintendent of the show. About 40 of 52 shows per year are complete remotes from various parts of the country.
THE YEAR 1949 was outstanding in RCA and NBC progress, marking a period of achievement for the parent corporation and its subsidiaries, according to the 30th annual report of Brig. Gen. David Sarnoff, RCA board chairman.

Net earnings of Radio Corp. of America in 1949 amounted to $25,144,279, equivalent to $1.58 per share of common stock. Gen. Sar- noff informed the board. This compares with $24,022,047 in 1948, when earnings after payment of preferred dividends were equivalent to $1.50 per share.

Net profit, after all deductions, was 6.5% of gross 1949 income compared to 6.7% in 1948. Total gross income from all sources amounted to $397,256,920, representing an increase of $39,641,789, compared to $357,617,231 in 1948.

RCA's dividend payments for 1949 amounted to $3,152,800 on preferred and $6,923,604 on common, a total of $10,081,404. Dividends paid during the last 10 years total $99,161,112.

NBC Covered

In discussing operations of its subsidiary, NBC, the report refers to 1949 as "a year of achievement in service to the public and a period of organization and expansion in television to meet the necessities of the new art and to maintain radio broadcasting at the highest possible levels." NBC's network lineup now totals 172 stations, with six owned and operated by the company, it was stated.

NBC's television network more than doubled in 1949, increasing from 22 to 56 TV stations of which five are NBC owned and operated. Coaxial cable or radio relay connects 26 stations and 30 non-interconnected outlets receive NBC network programs by kinescope-recorded film.

NBC made valuable contributions to the technical advance of TV, in addition to engineering improvements, according to the report, which adds: "A new experimental television station operating in the ultra-high frequency band was erected at Bridgeport, Conn., and was placed in operation at the beginning of 1950. This station will operate experimentally as a satellite to NBC's television station in New York City, receiving and retransmitting the latter's signals. This experiment is expected to make important contributions to the solution of technical problems in ultra-high-frequency telecasting."

In a joint statement for the RCA board, Chairman Sarnoff and President Frank M. Folsom declared: "RCA observed its 30th anniversary in 1949. It was an outstanding year of progress. Public acceptance of RCA products and services lifted sales to the highest peak in the history of the corporation. Television's spectacular rise as a new service of mass communication, in which RCA has played a leading role, is without precedent in the industrial development of the United States."

Video's Rapid Growth

"Television achieved the going rate of a billion-dollar-a-year industry, to become the first American industrial enterprise to move ahead so rapidly in so short a time."

"At no time in the history of the radio-electronic arts have conditions been more favorable for combined growth and expansion to public benefit. To the fulfillment of this promising outlook, RCA wholeheartedly dedicates its facilities and services in scientific research, manufacturing, broadcasting and communications."

"While the threshold of 1950 determined the progress service to the nation and to people everywhere. RCA since its formation in 1919 has contributed with the United States Government to matters of national security through research, engineering, communications and broadcasting." The可以在"Continuing these the nation, interest, RCA in 1949 cooperated with the Dept. of Defense in industrial mobilization planning."

Gen. Sarnoff and Mr. Folsom in their report to RCA's 199,24 stockholders list these achievements:

Expansion of television as a service to the public.

Development of the RCA all-electronic, sub-definition, complete color television system now being field tested.

Introduction of the RCA 45-rpm system of recorded music features the simplest and fastest phonograph record changer ever devised and provided the best quality of reproduction: also a new and improved 33 1/4 rpm long-play record.

Advanced development of radar and rapid increase of applied to national security and national security at sea and in air.

RCA reported it produced its millionth TV receiver in February of this year. Sales of radio sets and phonographs dropped in 1949 following the industry trend but picked up in the last quarter. TV set demand continues to exceed capacity, as it was stated, despite plant expansion.

Development of the new RCA color system (see TV comparative tests summary, page 53) was described as an outstanding scientific achievement.

'LIGHTNING' PLANS Waldorf Debut Cancelled

PLANS for a lavish presentation of "Lightning That Talks" at New York's Waldorf-Astoria Hotel before a thousand advertising executives were abandoned last week.

The New York subcommittee of the All-Radio Presentation Committee at a meeting last Tuesday voted instead to show the film at a luncheon meeting of the New York Radio Executives Club.

Last week's decision put an end to plans to spend $30,000 for a spectacular New York showing of the promotion film. Until a fortnight ago the event had been scheduled for March 1, with luminaries as Gen. Dwight D. Eisenhower in attendance.

The film was to have been shown after a dinner at the Waldorf. Additional entertainment was to have been provided by big-name talent.

The first alteration of that plan came after the NAB board expressed disappointment in the film at its Phoenix meeting [BROADCASTING, Feb. 13]. It was decided to postpone the New York premiere until late March or early April, but until the meeting last Tuesday the committee was still intending to stage a glittering show despite the change in date.

No Official Explanation

Although the subcommittee did not officially explain the reason for its decision last week to switch from the full-dress presentation to the much more modest showing before the Radio Executives Club, it was learned that the choice was motivated by several factors.

Not the least of them was the question, raised first by the NAB board and later by others, as to whether the film was worth a $30,000 presentation, it was said. It was compounded with other difficulties such as choosing an appropriate date.

The March 29 or 30 date that had been considered was rejected when it was learned that both the Assn. of National Advertisers and American Assn. of Advertising Agencies would be holding conventions in New York at that time.

Members of the subcommittee were doubtful that a later showing. "(Continued on page 77)
Radio Seen Ready In National Emergency

by Jan. 31, 1951. Study would include possible sites for a "substitute" government city and the administrative procedures to be followed.

Subsequent national defense peering into communications is probable by the temporary five-man Communications Policy Board named by President Truman. [BROADCASTING, Feb. 20; also see page 17]. A defense official said the board most likely would concern itself with an investigation of the utilization of communications at time of a national emergency.

Other Hearing Possible

A similar study may be forthcoming when hearings are held by the House Judiciary Committee on national defense. Rep. Holifield said his proposed "conference" would investigate the measures which can be taken to ensure the continuous operation of the government of the United States in the event of attack by a foreign power. "

Meanwhile, progress was indicated on certain electronic phases of civil defense with the revelation that a tentative schedule, subject to periodic change, has been set by the Munitions Board which lists equipment requirements in the communications field. The schedule will alter, officials said, with subsequent development of technical processes. The whole operation of a communications set-up as a measure of national defense, as seen in the light of the trend toward dispersal and decentralization of the physical and administrative functions of government, follows the original theme as detailed in the book, Stor Spangled Radio. Authors are Edward M. Kirby, former NAB public relations chief, and Jack W. Harris, general manager, KPRC Houston [BROADCASTING, Nov. 21, 1949]. Both served as executive officers in the War Dept., during World War II, formulating procedures and policies for vast radio networks here and abroad.

Still in the study stage is the possibility of making use of transit radio facilities in event of disaster. While applicable to situations created by flood or fire, radio-equipped buses also could be employed in a war emergency, defense officials believe.

Ben Strouse, general manager, WDRC-AM-FM Washington, capital franchise-holder of Transit Radio operations, said he had submitted a list of cities currently operating radio-equipped vehicles to Col. R. S. Stanford, civil defense communications officer. Mr. Strouse has reported both Col. Stanford and Lt. Col. Barnet W. Beers, assistant for civil defense liaison, as enthusiastic for wartime application of radio-installed vehicles. TRA's role would be conversion of such vehicles to two-way radio.

Civil defense planners emphasize that their present problem in masterplan defense does not so much concern the central organizational group but lies in "getting the story across to the state and local level that".
SAFFORD NAMED

Heads III. Broadcasters

MEMBERS of the Illinois Broadcasters Assn. unanimously elected Harold Safford, program director of WLS Chicago, president for the next year at the annual meeting in Springfield Thursday.

Leslie L. Johnson, general manager, WBHF Rock Island, is vice president, and J. Ray Livesay, president and general manager of WLBI Mattiorn, is secretary-treasurer.

Charles Caley, executive vice president of WMBD Peoria, was elected to the board of directors. Others are Charles Cook, general manager of WJFP Herrin; Arthur Harre, general manager, WJJD Chicago, and Merrill Lindsay, retiring president, and manager of WSOY De- catur.

FM broadcasters among the group attended an FM session Thursday morning, when Mr. Lindsay reported that he had been able to increase his rates 8% because of augmented coverage through FM in surrounding farm areas.

Richard D. Doherty, head of NAB's employe-employer relations, was a surprise speaker at the afternoon meeting, which followed a luncheon for 40 members. He an- swered questions on labor relations from the floor. Mr. Doherty was introduced by Mr. Johnson, who said all Illinois stations should be members of NAB "for other reason than to take advantage of the employer-employe relations department."

RRN MEET

Affiliates Map Future Plans, Hear Progress Report

PRESENT expansion moves, program scheduling and future plans of the Rural Radio (FM) Network were discussed at a meeting held a fortnight ago in Ithaca, N. Y. The RRN is made up of 11 Upstate New York FM stations covering primarily agricultural areas.

New affiliate representatives and other delegates gathered for the sessions. Attending was Elliott Sanger, New York Times executive vice president in charge of WQXR-AM-FM New York, outlets for United Fruit Co.'s Weather Roundup, led from RRN.

Michael R. Hanna, general man-ager of RRN as well as WHCU-AM-III Ithaca, presided along with R. Bruce Gervan, secretary, Rural Radio Foundation, and Donald K. Deren, assistant manager, East WWNY-AM-PM (FM). Affiliate repre- sentatives included Roderick C. Good- rich, manager, and Don Bidar, program director, WFLY (FM) Troy; Searle Rudd, program direc- tor, WVIN-FM Utica; Glen Sproage, manager, and Sheldon Davis, sales manager, WWGH-FM Hornell, and Earl C. Hull, Niagara Falls Gazette, vice president in charge of WHLAM-AM-FM Niagara Falls.

The rapid progress of the network since its foundation in June 1948, making 11 stations affiliated, was outlined at the meeting. Later additions, it was pointed out, intensi- fied network coverage of a 40,-

county, upstate area with a seven million population. Program schedules generally are scheduled from six hours to 13 hours daily since their affiliation also were stressed. It also was agreed to push the proposal of obtaining top- flight programs from member stations for network broadcast.

The network's sales staff fores- cast an increased use of time by producers of farm goods and services. At the same time members expressed great hopes for the future of FM. All stations reported increased distribution of FM re- ceivers in their coverage areas with one member offering survey fig- ures showing a 40% FM set-owner- ership for his community. Louis Saft, manager of Watertown Times station, WWNY-FM, did not get to the meeting because of the weather conditions barring his travel. Basic owned-and-operated RRN stations are: WPNN (FM) Wethersfield, WVBT (FM) Bristol Center, WCWN (FM) DelRuyter, WVCV (FM) Cherry Valley and key station, WHCU-PM.

REPEAT FEES

AFRA Complaint Hearing Set

HEARING of AFRA's complaint against McCann-Erickson Inc. for repeat actors' fees on MBS Straight Arrow is scheduled with the American Arbitration Assn. at Los Angeles, March 7. Judges will be Frank Mouritsen and David Smith for the agency, and Jerome Rosenthal for McCann-Erickson.

AFRA charges that the agency has not been paying $18.25 due each actor on the program for re- peat broadcasts, over the original payment, a rate agreed by all other agencies and stations. The MBS program is aired live from Hollywood to New York and taped for broadcast in the West. The agency has defended its stand on grounds that the Taft-Hartley Act clause on payment of fees for re-peat performances makes such payment illegal. The AFRA seeks $12,000 in back salaries for actors since February.

FCC Actions

GRANT made by FCC in 1947 to WHOL Allentown, Pa., set aside technically by Commission last week and comparative proceeding des- ignated for further hearing. Four stations granted ownership transfers. One AM and one FM authorization de-leted. Details may be found in Actions of the FCC, page 40 and FCC Roundup, page 76.
FACTS
About the Coal Crisis

For more than eight months, coal operators have been trying to make a contract with the mine workers' union. Before any new contract could be made, two union demands had to be eliminated:

1. Complete domination of coal production by the union, through its insistence on the "able and willing" and "memorial" clauses;

2. Insistence by the union on the power to exact enormous sums of money from employers to be spent as the union dictates on "welfare" for union members.

Federal Judge Richmond B. Keech upheld the view of the operators that these demands were not bargainable—were, indeed, illegal.

On "able and willing," Judge Keech said:
"Good faith does not permit such extraneous and unlawful provisions to be insisted upon by an employee group as a condition of wage agreement. To include such provisions would be tantamount to nullifying any agreement reached at its birth...

"The court concludes that insistence upon inclusion of the so-called 'able and willing' and 'memorial period' clauses in the negotiation of an agreement is a refusal to confer in good faith, and therefore a practice condemned by (the law)."

On union dictation and control of "welfare," Judge Keech declared:
"It is the opinion of the court that insistence that the welfare and retirement fund be administered so as to limit the benefits thereunder to union members and their dependents without compliance with the statutory requirements for a closed shop agreement, is in conflict with (the law)."

There can be no appeasement—no compromise—on these two fundamental issues.

AS TO THE SO-CALLED "MONEY ISSUES":

The ruthless power of the labor dictator is being used to "Kill the goose that lays the golden eggs."

Under the expired contract, wages, which the coal operators have offered to continue, are higher than those paid in any other major industry. The average hourly wage is $1.95 per hour, compared to $1.67 per hour in all manufacturing. This rate is also paid for lunch periods and "travel time," making the average underground earnings $2.40 per productive hour. In addition, vacation pay ($100.00 a year), social security, welfare and other payments increase labor costs to about $2.74 per productive hour.

Although the basic wage rate is $14.05 per day, on the basis of 6½ hours of actual work in underground mines, many rates are higher, so that the average daily pay amounts to $15.60.

If the additional labor costs are included, the figure is $17.81 per day.

Again and again, union monopoly in the coal industry has brought the country to the point of crisis to enforce its demands.

Since more than 60 per cent of the cost of mining coal is paid for labor, the price of coal to consumers has risen again and again.

Obviously, if this industry is to survive, there must be a stopping point.

Markets for coal are shrinking. It does not make sense to raise costs when markets are shrinking. That is the way to price the industry—operators—miners—railroads—retailers—out of the coal business.

The net effect is that union dictatorship is killing off the industry, is killing off jobs for miners. In the process, it is bringing suffering and hardship to all.

There can be no true security for the American worker, no steady progress for American industry, as long as UNION MONOPOLY can dictate when a man shall work and when industry shall produce. There can be no sure protection for the American public as long as UNION MONOPOLY is free to shake its fist in the face of all!

The Coal Operators Are Eager for a Working Contract with their Employees

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NATIONAL COAL ASSOCIATION

SOUTHERN BUILDING

WASHINGTON, D. C.
"HOW TO MAKE Advertising more effective" was the theme of the sixth annual advertising conference of the State U. A highlight of the session was a radio-TV seminar in which a retailer leader predicted increased use of radio and TV by retailers the nation over.

Howard Abrahams, manager of the sales promotion division of the National Retail Dry Goods Assn., predicted that while the amount spent for newspaper advertising and radio advertising will decrease slightly this year, the amounts spent on radio and TV will continue to increase as they have for two decades.

Mr. Abrahams said that while in 1939 5.1% of sales were spent for advertising, the percentage decreased through 1948 when it was 4.5%. The indications for 1949 and 1950, he said, are that the percentage increase will rise to 4.6% when 1949 statistics are gathered and 1950 should be higher. He believes this increasing expenditure of sales spent on advertising is essential for stores to maintain high volume and for our standard of living to surpass its present high level.

Check on Media

Since alert retailers check the results of all advertising ventures, and thus are able to check the effectiveness of all media, Mr. Abrahams believes radio and TV have a greater chance to earn more of the retail advertising budget as time passes. He said retailers are using radio more because of the personal appeal that radio can make. This helps the large stores overcome the "stigma" of bigness, and with the wide circulation radio can gain, it is the acme of mass, personalized selling that stores must have. Also, the use of named program "selling" in radio makes advertising economical when a store is promoting a single line or department, he explained.

Mr. Abrahams added that in recent years retailers are realizing radio can do a fine merchandising and promotional job for them and are utilizing it for those purposes rather than using radio for strictly institutional purposes. The flexibility of radio and the fact it can create quick acceptance are valuable to retailers, he pointed out. Along with these advantages is the important fact that radio creates store traffic and word of mouth publicity cheaply, which is an effective booster.

Mr. Abrahams added that many stores experimenting with TV are making the error of using it only for institutional purposes, as they had for radio, when actually TV has proved itself to be a potent merchandising medium. He stated experience to date indicates retailers using TV are setting up additional budgets for it rather than cutting down on other media.

Kendall Foster, television director of William Esty Co., in a discussion of "Effective Television Advertising," emphasized that while the actual dollar expenditure for television advertising is extremely high, the cost per thousand impressions is remarkably low, and is becoming lower every month.

In tests of his client's television programs, Mr. Foster reported that a boxing show in New York had a cost of $1.18 per 1,000 impressions per minute of commercial, while a Los Angeles program had a cost of 90 cents per 1,000 impressions per minute of commercial. However, the actual dollar outlay for TV advertising may appeal certain advertisers when an economical program is offered to a network of 60 stations 5,000 hours for a year, or three spot announcements per week on 58 stations cost $350,000 per year.

To illustrate the decreasing cost per 1,000 impressions of TV, Mr. Foster related how a program in a poor adjaceny had cost $60 per 1,000 in 1948, but the cost in 1949 for the same program had dropped to $5 per 1,000. Mr. Foster emphasized that the effectiveness of television advertising does not depend on the time or station, but on the program and the economy put into it by the advertiser.

Co-Sponsor Benefits

He warned all concerned with television that to maintain the effectiveness of the medium and the double, triple and quadruple placement of commercials must be eliminated. He said experience has shown that the co-sponsorship of sporting events, for example, where one concern takes the first half, results in poor exposure and identification for an economy for many limited budget advertisers.

Dr. Kenneth Baker, of BMB, reminded the advertising men not to lose sight of the great record of radio advertising, the fact that there are more sets, more listeners and more stations than ever before. This, combined with the fact more money is spent locally for radio advertising than nationally, indicates the wide fields open to the medium and the untapped business resources that are not yet radio users.

The director of research for the Biow Co., E. L. Deckinger, told the conference television viewing and the much publicized visiting of TV owners' homes by non TV owners will settle down to normal activities as TV ownership becomes more widespread.

Surveys conducted by his company and various universities, Mr. Deckinger found that TV owners of several years standing had virtually the same viewing habits as those who had had sets but a few months. This, he said, rules out the novelty aspect of TV and places it definitely into the scheme of American home life forever.

The surveys indicated that virtually no TV viewers have complaints on the commercials, with 66% feel TV programs are good, 33% feel they are fair and only 1% believe TV shows are poor. Of the question of whether TV programs are improving 90% answers yes, only 1% said no. Mr. Deckinger believes this indicates an extremely acceptable of the medium and an indication of future satisfaction with it.

Most surveys show that among TV-owning families, 23% less tinned is spent reading magazines, 29% less time reading books and TV less time attending movies. News paper reading time was down 5% in these homes. The upsurge in interest in drama is indicated that 17% of the respondents viewed drama programs again 11% in 1948.

The keynote sneaker of the conference, Donald Hobart, director of research for Curtis Publication, told the advertisers that constar research is necessary in our fluxuating, competitive economy in order to make our advertising an sales efforts more effective. Many facturers must keep an ever ever watch for test on product use, at advertising campaigns on who buy, what they buy, and how much they buy.

While selling and advertising is the key to our high standard of living and dynamic economy, Mr. Hobart emphasized that sales pro lems deal more with outlets an distribution, while advertis market control concerning in the home—where people live.

Mr. Hobart believes advertising is the only way the enthusiasm o the consumer for his produce or service can be carried to sales men, retailers, clerks and con sumers.

Network Business

(Continued from page 15)

5,286,179; total, $15,425,427.

July: ABC, $2,788,151; CBS, $3,779,469; MBS, $1,133,315; NBC $4,384,305; total, $12,685,240.

August: ABC, $2,544,096; CBS, $3,973,088; MBS, $1,085,384; NBC $4,523,117; total, $12,219,635.

September: ABC, $3,077,282 CBS, $4,997,289; MBS, $1,178,388 NBC, $4,829,768; total, $14,092,717

October: ABC, $3,406,989; CBS, $6,754,837; MBS, $1,814,392; NBC $5,597,183; total, $16,229,358.

November: ABC, $3,406,989; CBS, $5,575,015; MBS, $1,316,963 NBC, $5,855,193; total, $15,855,162.

December: ABC, $3,656,492; CBS, $7,174,959; MBS, $1,344,810 NBC, $6,531,643; total, $16,408,884.

Use Seen Expanding
THE NEW ERA IN Thesaurus BRINGS YOU A SENSATIONAL NEW SHOW
starring
8 of the biggest names in jazz!

JIMMY LYTELL and the “DELTA EIGHT”

OLD New Orleans
HAPPY DIXIELAND JAZZ AND BLUES!

Rockin’ Dixie rhythm, hot solo breaks, low-down blues and solid delta bounce are served up by eight top jazzmen in the new era Thesaurus show “Old New Orleans.”

Fronted by Jimmy Lytell, “Old New Orleans” is a showcase for the happiest Dixieland jazz and blues that ever captured an audience.

“Old New Orleans” is just one of your many big sales-builders in the new Thesaurus. New Thesaurus gives you more practical help than ever before.

You get more big-name stars, comprehensive programming and promotion, a steady flow of current material. Scripts by network-experienced writers ... lots of production “extras.”

Wire or write today for full details.

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago · Hollywood
HAYES FILE SUIT
Seek $25,000 From Crash
TOTAL of $25,000 damages is demanded by Sam Hayes, NBC Hollywood newscaster, and his wife, Sally, in suits filed in Los Angeles Superior Court as an aftermath of a plane crash last Oct. 1 in which they were injured and Buddy Clark, network singer, was killed [BROADCASTING, Oct. 10, 1949].

Mr. Hayes asked $10,000 and his wife $15,000. Defendants are James L. Hayter, plane owner, and D. W. Mercer, pilot. Seriously injured also were Frank (Red) Berend, NBC Western Division sales manager, and Jennings Pierce, NBC Western Division manager of public affairs, station and guest relations. The party was returning from the Stanford-Michigan football game at Palo Alto, Calif., when the plane crashed in a Los Angeles residential district.

WJR, WWJ
LICENSE RENEWAL hearings for both WJR and WWJ Detroit were requested last week by Emil Mazey, international secretary-treasurer of UAW-CIO, in a formal complaint filed with FCC. He charged the stations with refusing to sell or otherwise make available time for discussion of the issues in the strike at Chrysler Corp.

Harry Bannister, general manager of WWJ, denied the complaint and recited his earlier statement that in all disputes involving the public interest free time would be given provided both parties to the dispute mutually participated. He had outlined this policy earlier in the month in a letter to Luckoff, Wayburn & Frankel, advertising agency for UAW-CIO which sought commercial time [BROADCASTING, Feb. 6].

Similarly, WJR termed the complaint "groundless" and said it first heard of the request for time when newsman called to get WJR's reaction to the union's complaint to FCC.

Mr. Mazey, addressing his petition to FCC Chairman Wayne Coy, requested renewal hearings immediately so that "this matter can be gone into in detail." He said the actions of WJR and WWJ "in preventing the residents of Detroit from becoming informed on the issues in the Chrysler strike are in direct violation of the Commission's decision" revising its policy on broadcast editorializing, issued last summer [BROADCASTING, June 6, 1949].

Mr. Mazey related the union, through its agency, on Jan. 31 asked to purchase a daily 15-minute period on WJR but was advised only a single half-hour weekly was available. He said WJR was queried the same day with 6:15-6:30 p.m. Tuesdays and Thursdays and 7:45-8 p.m. Mondays, Wednesdays and Fridays being offered. But before arrangements could be completed the time was refused since Chrysler would not participate, the union spokesman said.

He observed that WJR refused time only because Chrysler declined and termed this a violation of FCC policy because "the Commission has never allowed one party to a controversy to veto public discussion of that controversy." Mr. Mazey said "fairness . . . might require no more than that the licensee make a reasonable effort to secure responsible representation of the particular position" and if it fails, to continue to make its facilities available for reply if so requested after the original broadcasts.

WJR explained that upon learning of the complaint it checked its sales traffic department "and found that a routine request by telephone had been made by the union's advertising agency." WJR said the specific time sought was not available and alternate times were turned down. The station said it "did not receive any other correspondence from the agency or the union requesting time or pressing the issue further."

WJR said its policy on controversial issues is clearly defined. "It provides equal opportunity for opposing sides to present their views . . . whether the time is on a commercial or sustaining public service basis," the station explained.

Mr. Bannister, in his earlier policy statement to the agency, guaranteed a minimum of one hour of Class A time weekly without charge for "joint" use of both parties in the controversy. He said additional use of WWJ's facilities would not be available to either party during the duration of the strike.

UAW Files Complaint With FCC

RTDG PACT
ABC, NBC, CBS, WOR To Sign AGREEMENT on a new contract covering members of the Radio and Television Directors Guild (AFL-CIO) employed by ABC, NBC, CBS and WOR-AM-TV. New York was reached in New York last week following a meeting of network officials and union representatives with the New York State Media tion Board.

According to terms of the new contract, which will be signed sometime this week, radio and television director will receive a top weekly minimum of $145 [BROADCASTING, Feb. 6] and associate directors a $100 to minimum. The contract, retroactive to Jan. 1, 1950, expires June 30, 1954. About 300 directors are involved.

Directors working on commercial shows will receive 80% of the prevailing free lance rate schedule governing AM network productions. No schedule of commercial fees was set up for TV directors to remain subject to individual negotiations.

It was learned, however, that the contract contains a clause which provides for reopening of negotiation before the expiration of the contract, Nov. 30, 1951—six months before expiration of the new contract.

RATES OF PAY
AGREEMENTS for a uniform system of pay schedules for TV directors was set up as well. The agreement followed a number of negotiation sessions during which it had appeared that the directors' guild would strike the networks before the latter submitted counter-proposals finally agreed upon.

The agreement tentatively had been set for midnight Jan. 31, a month after expiration of the old contract (which was extended), but was forestalled at the request of the New York State Mediation Board.

The guild originally demanded a $70 increase from $130 per week to $200 for radio directors and a $170 boost from $120 to $300 for television directors.

Hearing Designated

APPLICANTS for radio and television license to aid in the adjustment of directional antennas for standard stations, was designated for hearing by FCC last week to determine whether such authorization falls within the eligibility requirements of the Commission's special industrial radio service. FCC indicated it wished to determine if such use could be considered regarding production and construction of directional arrays.

RExON

FOR THE FACTS ON THE CINCINNATI MARKET
See Centersetop This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY
S.B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

Page 26 • February 27, 1950
The
PAUL H. RAYMER COMPANY
proudly announces
the appointment of
REYNOLD R. KRAFT
as Vice President and Manager of Television

For over 18 years Ren Kraft has been a leader in the sales and advertising field—13 of these years being spent as a specialist in Radio and Television.

During the past 5 years—as Sales Manager of NBC's network and local television sales—Mr. Kraft played a pioneering role in the development of the basic sales policies, rate structures, program approaches and other problems during Television's tender, formative years.

Today the Paul H. Raymer Company is proud to make his services...and his outstanding experience freely available to television stations...advertising agencies...and television advertisers.

We are happy to welcome Mr. Kraft to our organization. And we pledge that our Television Department will give to Television the same practical, efficient service that, for the past 17 years, has made the Paul H. Raymer Company a leader in radio station representation.

PAUL H. RAYMER COMPANY, Inc.
Radio and Television Advertising
New York Boston Detroit Chicago Hollywood San Francisco
Three years of new events and accomplishments are being incorporated in the revised edition, Mr. Church said. In addition, he stated, there are extensive editorial revisions to bring the book into line with existing conditions evolving out of broadcasting’s rapidly changing complexity of recent years.

AFRS Chief Engineer

JOHN E. DUNN, of the engineering staff of WNJR Newark, N. J., resigned last week to accept a post as chief engineer of the Armed Forces Radio Service in Germany, France and England. Mr. Dunn departs for Europe today (Feb. 27).

WFMJ CHANGES

Ups Power to 5 kw on 1390 kc

WFMJ Youngstown, Ohio, on Sunday, Feb. 18, began operating on a new frequency with increased power. Formerly on 1450 kc with 250 w, WFMJ now is assigned 1390 kc with power of 5 kw. The change took place two days after approval was received from FCC.

The move received heavy publicity in the Youngstown Vindicator and in papers in towns throughout the WFMJ coverage area, according to Leonard E. Nasman, sales manager.

Studies and offices will remain downtown in the three-story WFMJ Bldg. at 191 W. Boardman St., Mr. Nasman stated. By arrangement with WHHH Warren, Ohio, formerly operating with 250 w, both stations will be enabled to broadcast with increased power. WHHH having given up its present frequency—1400 kc—to permit WFMJ to go to 1390 kc. Simultaneously, WFMJ, by giving up its 1450 kc frequency, enables WHHH to go to 1440 kc with 5 kw power.

Mr. Nasman said WFMJ had been trying to get 5 kw since 1941. WFMJ and its FM affiliate are owned and operated by The WFMJ Broadcasting Co.

Associated Signs 18

SIGNING of 18 new radio and television station clients for its transcribed library and program service has been announced by Associated Program Service, New York. Additional stations are:

<table>
<thead>
<tr>
<th>Radio Station</th>
<th>City/State</th>
</tr>
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<tbody>
<tr>
<td>WERS</td>
<td>Boston, WHUC Hudson, N. Y.</td>
</tr>
<tr>
<td>WHAL</td>
<td>Baltimore, WLW Cincinnati, OH; WDAY</td>
</tr>
</tbody>
</table>
$500.00 SALES...in ONE WEEK!

and

204 MORE LIVE PROSPECTS!

An Amazing Vote of Confidence in WOW!

Here's The Story...

WOW's "Third Annual Farm Study Trip" was announced on January 11 on the "Farm Service Reporter" Program, (6:30 to 7 a.m. weekdays).*

Farm Director Mal Hansen simply said that the tour would be to the "New South"; would last 15 days, and would cost about $500.00 per person.

On that information ALONE, within one week 64 farmers responded—WITH CASH! 204 others in the same period wrote for information and application blanks.

So large and instant a response PROVES that the great WOW-LAND farm market is solidly behind WOW—and WOW's farm listeners are today the WORLD'S FINEST CUSTOMERS for any goods or services.

For availabilities call the nearest John Blair Office or telephone Johnny Gillin at Webster 3400, Omaha.

*Co-sponsored by:
Garst & Thomas, Coon Rapids, Iowa, Pioneer Hybrid Corn; Handled by the Compton Agency; and the Walnut Grove Products Company of Atlantic, Iowa; Ross Wallace Agency.

John J. Gillin, Jr., President & General Manager
John Blair & Company, Representatives
**In the Public Interest**

... Pilot help of road depot and the help of the trapper's plight, and the help of a bush-pilot was enlisted in bringing the wounded man to medical aid. The pilot was unable to land in darkness, so KPAB aired messages to citizens to place lanterns on a smooth place and mark out a landing strip. Enough lanterns were set out to enable the pilot to reach the patient and bring him to safety.

* * *

Shirley Krieger Day

THROUGH an announcement by Wynn Hubler Speece on her Neighbor Lady show over WNAV Yankton, S. D., an 11-year-old victim of tubercular meningitis has a radio-phonograph, records and a bank account. After the announcement was read by Mrs. Speece, 703 letters were received, plus $207.75 in cash. All local programs on WNAV, a few days after the initial announcement, were dedicated to the little girl, and the day was designated “Shirley Mae Krieger Day.”

* * *

Forum For Living

AN OPPORTUNITY for all high school seniors to win valuable scholarships to schools of their choice is given by a state-wide public service campaign entitled “Forum for Living.” Forum is aimed at safety in the home, on the highway and at work. Students enter essays on safety topics in the contest and compete in a series of 14 weekly radio quiz shows concerning safety. Shows are being aired over WEHI Boston, WSBT Fall River, WLLH Lawrence, WOCT West Yarmouth, WNAS Springfield, WHAI Greenfield, WTAG Worcester and WBBK Pittsfield, all Massachusetts. Final winners will receive scholarships varying from $500 to $2,000.

* * *

Radio Rescue Mink

WHEN a forgetful motorist in Edinburg, Tex., placed a $2,000 mink coat on the top of his car and took off for San Antonio, he discovered his loss a mile later and called KURV Edinburg. The station aired an announcement asking the finder of the coat to return it. A taxi driver had seen it along the highway and picked it up. After hearing the announcement, he returned the coat to the motorist and received a reward.

* * *

News From Children

KSyc Yreka, Calif., was able to bring comfort to listeners who suffered from the effects of a snowstorm which isolated communities by road. Reports of stranded children were received by KSyc-relayed information of their whereabouts to worried parents. In one case, the special events crew of the station broadcast an interview with a group of stranded students.

* * *

Record Reported

WCCO Minneapolis claims a record during a recent Blizzard in that area. Between 5:30 and 8:30 a.m. one morning, the station aired 18 announcements from different schools which would not be open. The station’s news department maintains contact with more than 250 school officials in the Northwest each winter for this and similar purposes.

* * *

Juice Coming Up!

WATERMELON juice is considered as a result of snow this year in Philadelphia, but WIP is that city aired with success a request for the liquid to aid a 17-year-old boy who was suffering from a kidney ailment. John Facenda broadcast the appeal upon request from the hospital. Within six minutes, a listener in Salem N. J., called the station and offered to the family. It had bottled and frozen the preceding summer. Next morning three more watermelon juice fan-ciers called WIP.

* * *

Radio Alds Scientists

VITAL experiments and other work in laboratories of Massachusetts Institute of Technology, Cambridge, Mass., were in grave peril when a power failure occurred there early this month. It was imperative that researchers get to their projects before damage was done by lack of light, heat and timing devices. Officials immediately called upon Boston stations to air appeals to workers at the institute to return there. Within half an hour, 150 researchers had reported. Most of the damage done can be remedied due to the prompt action.

* * *

Philco Dividend

PHILCO Corp. board of directors has announced a regular quarterly dividend of 50¢ per share on the firm’s common stock, payable March 11 to holders of record Feb. 27. Board also declared a quarterly dividend of 3½¢ per share on preferred, 3 3/4% Series A, payable April 1 to holders of record March 15.
When a city has 300 sawmills harvesting in an adjacent timber supply of 2 1/2 million acres (larger than the State of Delaware) then it can call itself the World's Lumber Capital... as Eugene does. And in a capital there's a market... in this case a rich expanding market you can tap through KGW's COMPREHENSIVE COVERAGE.

Lumber isn't the only prop to Eugene's economy. Agriculture alone yields 16 million dollars annually. Eugene's population has increased 35 per cent since 1940, helping Oregon during his period attain the greatest population growth in the nation. THROUGH COMPREHENSIVE COVERAGE, KGW DELIVERS EUGENE... as it delivers the rest of the fastest-growing market in the nation.
THE LATEST WCKY STORY

HIGH RATINGS and LOW CARD RATE MAKE WCKY THE OUTSTANDING BUY IN CINCINNATI.

Look at some typical ratings* produced by WCKY programs of news and music throughout the day:

11.30-11.45 AM SEGMENT OF MAKEBELIEVE BALLROOM:

<table>
<thead>
<tr>
<th>WCKY</th>
<th>NET STA A</th>
<th>NET STA B</th>
<th>NET STA C</th>
<th>NET STA D</th>
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<tbody>
<tr>
<td>6.9</td>
<td>4.3</td>
<td>6.3</td>
<td>5.1</td>
<td>4.0</td>
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</tbody>
</table>

1.15-1.30 PM SEGMENT OF WALTZ TIME:

<table>
<thead>
<tr>
<th>WCKY</th>
<th>NET STA A</th>
<th>NET STA B</th>
<th>NET STA C</th>
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<tr>
<td>5.6</td>
<td>3.9</td>
<td>5.4</td>
<td>6.9</td>
<td>4.4</td>
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4.15-4.30 PM SEGMENT OF MAKEBELIEVE BALLROOM:

<table>
<thead>
<tr>
<th>WCKY</th>
<th>NET STA A</th>
<th>NET STA B</th>
<th>NET STA C</th>
<th>NET STA D</th>
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<tr>
<td>6.3</td>
<td>4.3</td>
<td>4.0</td>
<td>8.3</td>
<td>4.5</td>
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</tbody>
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5.30-5.45 PM SEGMENT OF SUPPER SURPRISE:

<table>
<thead>
<tr>
<th>WCKY</th>
<th>NET STA A</th>
<th>NET STA B</th>
<th>NET STA C</th>
<th>NET STA D</th>
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<tr>
<td>7.5</td>
<td>6.1</td>
<td>4.3</td>
<td>6.8</td>
<td>4.7</td>
</tr>
</tbody>
</table>

WCKY IS ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

* - Nov.-Dec. Pulse 8AM-8PM Mon.-Fri.
** - Standard Rate & Data Jan. 1950

INVEST YOUR AD DOLLAR WCKY'S-LY
IN CINCINNATI

YOUR BEST BUY

IS WCKY

6.00-6.15 PM WCKY NEWS:

<table>
<thead>
<tr>
<th>WCKY 7.7</th>
<th>NET STA A</th>
<th>NET STA B</th>
<th>NET STA C</th>
<th>NET STA D</th>
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<tr>
<td>6.0</td>
<td>6.7</td>
<td>5.6</td>
<td>5.1</td>
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</table>

6.30-6.45 PM SEGMENT OF DAILY HIT PARADE:

<table>
<thead>
<tr>
<th>WCKY 5.8</th>
<th>NET STA A</th>
<th>NET STA B</th>
<th>NET STA C</th>
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<tr>
<td>4.3</td>
<td>4.3</td>
<td>4.6</td>
<td>5.8</td>
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</table>

WCKY HAS A RATE AS LOW AS ANY CINCINNATI STATION.

Open ¼ Hr. Daytime Cost**

<table>
<thead>
<tr>
<th>WCKY</th>
<th>NET STA A</th>
<th>NET STA B</th>
<th>NET STA C</th>
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<tr>
<td>60.00</td>
<td>70.00</td>
<td>68.00</td>
<td>239.50</td>
<td>60.00</td>
</tr>
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</table>

WCKY IS AS POWERFUL AS ANY STATION IN THE UNITED STATES.

<table>
<thead>
<tr>
<th>WCKY 50,000 W</th>
<th>NET STA A</th>
<th>NET STA B</th>
<th>NET STA C</th>
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<tbody>
<tr>
<td>250 W</td>
<td>5,000/1,000 W</td>
<td>50,000 W</td>
<td>5,000 W</td>
<td></td>
</tr>
</tbody>
</table>

AND WCKY, WITH 50,000 WATTS, GIVES YOU A PLUS AUDIENCE OUTSIDE CINCINNATI EVEN GREATER THAN CINCINNATI.

MAKE WCKY YOUR FIRST CHOICE IN THE CINCINNATI MARKET

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. “Top” Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Ci 281

FIFTY THOUSAND WATTS OF SELLING POWER
Democracy's Spokesmen

FOUR young Americans with very definite views on the operation of radio in a democracy are winding up a week's visit in Washington and Colonial Williamsburg as guests of broadcasters, set makers and the U. S. Junior Chamber of Commerce. They go back to their home towns with a new knowledge of government and of broadcasting.

In the third annual Voice of Democracy contest these four young people competed with a million other high school students in the industry's annual radio script contest. They won the four national awards by clear thinking and clear speaking on a subject close to the core of American freedom. Throughout the nation, young folk studied the basic elements of freedom and stated the facts in 25,000 high schools as they competed for the contest scholarships.

High praise goes to all who have taken part in this important force for freedom. To the million alert students who competed. To the associations that worked together in a cause close to their very existence. To the U. S. Office of Education for its participation. And to the joint contest committee headed by Robert K. Richards, NAB public affairs director.

Who Said That?

IT IS HARD to beat the FCC, even when you win.

Thinking back, we can recall no occasion when, in a competitive proceeding, an applicant has won, still got a grant when the case was remanded to the Commission. Applicants who are able to have an FCC decision set aside in court just aren't seen to prove as well qualified as their rivals, in FCC's eyes.

Comr. Jones must have had something of this sort in mind in writing his dissent in the current Easton-Allentown case (story page 43). FCC's decision to grant an Allentown applicant and deny his competitors had been reversed in court last May. Last week, over Comr. Jones' dissent, four of his colleagues voted to reopen the case, which is already some four years old.

Comr. Jones protested that the court's decision "did not even suggest that more evidence be taken," much less require such procedure. The majority's decision, he continued, "may indicate a lack of facts to support a grant of the facilities to the earlier successful applicant, but that is not a sufficient ground for a de novo proceeding in this case."

So now, three years and nine months after the hearing, the applicants find themselves back where they started-facing a hearing. That is a long time to wait for nothing. The undesirability of the Commission's action is not difficult to justify because it came in full nine months after the court's decision in the case.

Comr. Jones' dissent suggests the delay may be attributed at least partially to the law bureau. He speaks of the "grave responsibility of "the Commission or its general counsel" in such matters. We quite agree.

This journal has long opposed the power which the law bureau seems to exert over the Commission and the dispatch of its business. Whether it is exerted consciously or unconsciously does not affect the fact that such power exists. And so long as it does exist, it will be impossible to say whether the Commission speaks with its own voice or that of ventriloquists in its law bureau.

Our Respects To—

ELIAS ISIDOR GODOFSKY

"THE VOICE OF LONG ISLAND," not only WHLI Hempstead, N. Y., is the voice of Elias Isidor Godofsky. Mr. Godofsky at 38 is president, general manager and major stockholder of his second radio station, WHLI and its companion FM outlet. He was formerly president and general manager of WLIR New York.

When Elias Godofsky threw the switch that put WHLI on the air less than three years ago veteran radioans were convinced that he was factoring in the wrong numbers. Within only 20 miles from New York, Hempstead was well covered by the big city's major network and independent outlets. A local station could never hope to compete against such odds, and would never secure more than a nominal audience and very few commercial accounts, they thought. The past few years have proved them wrong.

In his early radio years at WLIR, Mr. Godofsky developed a theory that an independent station competing in a great metropolitan market can only be successful if it gives its listeners something they want and are unable to get from the networks. Adhering to this theory, WHLI concentrates on the "local angle," not only in news broadcasts, but in all of its program format.

Mr. Godofsky's policies have paid off. WHLI has gained the respect of local understand in the strongly competitive Long Island market. It presents stirring documentaries with editorial point of view, but never deals with political matters or any level except in straight interviews, or what it calls "straightface" political parties on their own allocated time discuss issues. Ever attuned to the undercurrent of public opinion, Mr. Godofsky insists that his newsmen devote 90% of all news broadcasts to Long Island stories.

Elias Godofsky is no stranger to what the public wants. He had his first taste in New York's "Newspaper Row." Between the years of 1930 and 1933 he worked as a reporter for the New York Evening Graphic, the New York Journal and the Standard News Assn. He worked up from a reporter's beat to owner of several weekly newspapers in Brooklyn.

It was the spoken word rather than the printed that eventually captured the imagination of Mr. Godofsky. In 1939 he sold the Brooklyn newspapers and began his radio career.

In association with Arthur Faske, a pioneer in commercial broadcasting, Mr. Godofsky devoted fulltime to WCNW (now WLIR). Until 1944 he acted as president and general manager of the station, at which time he and his (Continued on page 44)
NEW YORK HAS MORE IRISH THAN DUBLIN

and WOV has a brand new radio show for everyone

who loves Irish music and folksongs

A RAMBLE IN ERIN

WITH

Pat Stanton

Distingushed by its genuine and traditional Irish atmosphere, "A Ramble in Erin" is a brand new WOV program written, produced and broadcast by Pat Stanton, beloved sponsor of Irish activities in America. Born in County Cork, Stanton makes frequent visits to Ireland. He owns one of the finest Irish record libraries in America, personally selected and brought here. These recordings of old world Irish songs, and new tunes equally charming, are the basis of this new Irish program. In addition, Stanton's show will feature celebrated Irish personalities as guest stars. Here is a great new audience available for smart sponsorship. Write, phone or wire for details.

Ralph N. Weil, General Manager

MONDAY thru FRIDAY . . .
11:00 P.M. TO MIDNIGHT

WOV
NEW YORK
Open Mike

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

Believe it or not, that little item... saved one of our men's reason. His name is Bill Bohack and we had all been eyeing him rather suspiciously ever since he blurted out one day: "Look, the paper is climbing the wall."

Actually it was... when Mr. Bohack came up with HJS invention... he... placed a "thing" around the roller-bar of the paper... and... the paper got down off the wall and marched neatly along in the usual bulletin fashion... .

... Mr. Bohack's "secret" is... nothing more or less than a nice piece of Christmas TINSEL-

just long enough to wind around the bar and stick its spiny ends against the paper...

Joe Commiskey
WPAT Paterson, N. J.

Mathematician

EDITOR, Broadcasting:

Please check me on Mitch's Pitch formula.

Time cost = cost per 1,000 Program Audience impressions

Wouldn't this be cost per listen-

(Continued on page 39)

NBC ADDITIONS

8 Alaska Outlets Affiliate

AFFILIATION agreement between NBC and eight additional Alaska stations went into effect Feb. 15. The new affiliates are KFQD Anchorage, KFPR Fairbanks, KIBH Seward, KINY Juneau, KTKN Ketchikan and KFIP Sitka, all owned by William J. Wagner, trading as the Alaska Broadcasting Co.

Effective the same date, KFAR Fairbanks and KENI Anchorage, owned and operated by the Midnight Sun Broadcasting Co., also joined the network [Broadcasting, Feb. 29].

Facilities of the two groups have been made available to network advertisers on either a recorded basis or by shortwave broadcast transmission. All NBC programs will be broadcast by Magnarecorded tape made in Seattle and air-expressed to Alaska and via shortwave through the Alaskan Communication System.

The proposed rate schedule for affiliation with the Alaska Broadcasting Co. covers six stations which are available only as a group at a total package rate of $375 per evening hour, subject to network discounts and agency commission. Also available only as a group are the two Midnight Sun Broadcasting Co. stations with a rate set at $175 per evening hour. Both rates include all costs of delivering the programs and there are no cuts in announcement charges in either case, it was stated.

FOR THE FACTS ON THE CINCINNATI MARKET

► See Centerspread This Issue ◄

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

BROADCASTING • Telecasting
Over 400 concise pages of up-to-the-minute specifications and application data.

1,068 clear illustrations, easy-to-read curves, and valuable diagrams.

1,060 different equipment items covering every broadcast service—audio, AM, FM and TV.

Just off the press—the most complete and authoritative equipment reference ever published for station men.

Containing more than 400 large-size pages of descriptive material, application data, and performance specifications in a single volume, the RCA 1950 Broadcast Equipment Catalog covers the entire line of RCA Broadcast Equipment—from Audio, AM, FM and TV equipment to test units.

Each item is described clearly and concisely. Each description includes easy-to-find features, equipment uses, and complete specifications. There are over 40 equipment groupings in all—indexed for quick reference.

If you work with broadcast equipment, here is the book you can put to work the minute you get it.

STATION OWNERS, MANAGERS, CHIEF ENGINEERS!
If you have not yet received your complimentary copy, write us on station letterhead.

For additional copies, mail a coupon with your check or money order for $2.00.

DEPT. 19-A, RCA Engineering Products
Camden, N. J.
Send me ___ new RCA 1950 Broadcast Equipment Catalog(s). I enclose $________ (check or money order).

Name __________________________
Title __________________________
Address _________________________
City __________ State ______

DEPT. 19-A, RCA Engineering Products
Camden, N. J.
Send me ___ new RCA 1950 Broadcast Equipment Catalog(s). I enclose $________ (check or money order).

Name __________________________
Title __________________________
Address _________________________
City __________ State ______
how are your station coverage figures being filed?

...this way?

The way your station coverage information arrives on a time buyer's desk makes a big difference in the way it is used...and if it is used at all. No matter how impressive your story might be, a poor presentation of these important facts can often mean a lost sale.

The correct interpretation and presentation of station coverage figures is just one of the reasons more and more stations of all sizes are turning to O'Brien & Dorrance. With a staff of experienced radio and TV promotion experts, O'Brien & Dorrance, Inc. is equipped to handle all phases of station promotion and advertising...from the design and production of direct mail folders, rate cards and trade magazine ads...to the dramatic, salesmanlike presentation of BMB, half-millivolt or mail-count coverage figures.

When you're ready for searchlight promotion at candlelight costs, think of...write to...

O'BRIEN & DORRANCE, Inc.

ADVERTISING - SALES PROMOTION
160 East 56th Street, New York 22, N. Y., Plaza 9-5120
ARRIVAL of survivors of crashed B-30 at McChord Field, Seattle, Wash., covered by KOMO that city. Interviews, lasting 30 seconds with each survivor, were tape recorded by station's news editor, Millard Ire-land. Records were fed via NBC closed circuit to its World News Round-up next morning.

Spillway Opening
OPENING of Bonnet Carre Spillway, 36 miles from New Orleans, covered by WWL that city. Local celebrities, including Army engineer officers and deLesseps S. Morrison, mayor of New Orleans, were interviewed on remote broadcast by WWL. Spillway was opened to divert excess flood waters of Mississippi. It had been opened only twice before.

Series With Troopers
STATE Police of Maryland send representative trooper every Wednesday to WAAM Sportscrom, aired daily over WAAM (TV) Baltimore, 3-5 p.m. Trooper is interviewed concerning ac-cident case histories drawn from police files. Hints concerning traffic safety, theme of above, are given by policeman. Station is donating time-signal daily to State Police's "Slogan of the Month" campaign. Announcer emphasizes safety theme while screen shows special slide made up by sta-tion's art staff.

Trial Coverage
TRIAL of Dr. Herman Sander, mercy- killing physician in Manchester, N. H., given on-the-scene coverage by WCPG Boston. Fulltime telephone line be-tween courthouse and WCPG provides station with three reports daily from News Director Ron Cochran, who is in Manchester for trial. Three shows daily used to air material, with station interrupting any shows for important bulletins.

Cahman Speaks
SPEECH titled "The Right of the People to Know," delivered by Erwin D. Cahman, editor of Christian Science Monitor, aired by WSBS Cleveland. Speech was given at Cleveland Adver-tising Club luncheon. Among those at-tending were Nat Howard, editor of Cleveland News; Paul Bellamy, editor of Cleveland Plain Dealer, and Louis Selzer, editor of the Cleveland Press.

Long-Range Telecast
FIRST six daily races at Hialeah Park, Miami, Fla., including feature event, are telecast nightly by WABD (TV) New York. Films are developed in truck which carries them to Interna-tional Airport, Miami, and flown in four hour non-stop flight to New York where they are met and sped to sta-tion's studios. Races are described by Glenn McCarthy, who does the voice live from studio. Features, human in-terest coverage and interviews with prominent track personalities are pro-vided in films by Bill Corum, sports columnist for Hearst Publications.

TV Tests
AUDIENCE reactions to its current weekly telecasts on CBS-TV, Tuesday, 8 to 9 p.m., solicited by the Dept. of De-fense in connection with its eight-week series designed to instruct its Organized Reserve Corps personnel. CBS is donating time for series, launched Feb. 14, which Army is using to test television as training medium for reserve components looking toward its use on regular basis. Series is supervised by Gen. Mark W. Clark, chief, Army Field Forces. Control groups of ORC personnel are established within 40-mile radius of each city to which programs are being, and each group is given set of ques-tions relating to value of television as training vehicle.

Cancer Series
THIRTEEN-week series of programs, titled For the Living, made available to stations by American Cancer Society which is using broadcasts as part of its nationwide education program in fight against the disease. Series dramatizes known facts about cancer its danger signals and methods used to combat it. Shows are 18-minutes long and feature Edward G. Robinson as narrator, and other Hollywood and radio personalities, all of whom have volunteered their talents.

Looking Back and Ahead
TWO forum type programs, one con-cerning last 50 years, and other specu-lating on possible developments during next 50, aired by WYBC Yale U., New Haven, Conn. Both forums were one hour long and moderated by Cleckt Brooks, English professor at univer-sity. Panels for forums made up of members of Yale faculty.

Canadian Purchase

WEQUALTER schedule of Cisco Kid, Frederic W. Ziv package, will be ex- panded to Mon., Tues., Thurs., 8-8:30 p.m. on WOR New York.

If ole Mac formed or ranched in Montana, he made money, $265 million to be exact for Jan.-Sept. 1948. Farming is just one of 4 major industries which together totaled up retail sales of over $100 million in 1948. A good portion of Montana's rich area sit in the KGVO-CBS signal. And the best portion of sales in the area are KGVO-mode sales. Yours?

Smith Davis

Page 38 • February 27, 1950

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BAR ASSN. MEET

GUARDS JAMESON, past president of the Federal Communications Bar Assn., is to attend the mid-year meeting of the House of Delegates of the American Bar Assn., beginning today (Monday) in Chicago. He will be the first delegate to represent FCBA, now an affiliated national legal organization of the ABA.

Among matters to come before the House of Delegates of interest to radio will be reports by the ABA Section on Taxation and the Committee on Patent, Trademark and Copyright law. The tax section will consider a revision of Sec. 102 of the Internal Revenue Code which imposes additional taxes upon corporations declared to be unreasonably withholding distribution of earnings for the purpose of evading payment of surtaxes by their stockholders.

Mr. Jameson, member of the '46 Delegates, committee, explained that the December 1949 decision of the U.S. Tax Court in the KOMA-Dahoma City-KTUL Tulsa case, where the stations had withheld distribution of earnings on the ground that additional funds would be needed for FM and TV expansion, the court upheld the additional assessment levied by the tax commissioner. The latter had ruled that the stations failed to sustain the burden of proof imposed upon them to establish an immediate need for the use of additional funds.

The Sec. 102 committee, Mr. Jameson said, is to recommend that the statute be amended so as to lift the burden of proof to the taxpayer, except in the most flagrant cases, and that additional taxes shall not apply if the corporation can show the funds are needed in connection with long-range planning, as distinguished from immediate needs.

1930-1950
20th Anniversary Year

46.0

"HOOPER"* (average 5 periods winter, 1950)
proves the best buy in
DANVILLE, VA.
is

WBTM
5kw (d) A B C 1kw (n)

Rep: HOLLINSBERY

BROADCASTING • Telecasting

UN Documentary

ONE-HOUR documentary, produced by the United Nations Radio Division after nearly two years of preparation, will pay tribute to the international Refugee Organization in a broadcast to be aired on MBS, Friday, 8 p.m. EST. Titled Eleven Memory Street, the documentary is based on 18 hours of tape-recorded interviews in Europe with 30 people of 17 nationalities. Program will describe functions of the IRO's child-search bureau.

P A T FLANAGAN, formerly with WJLK (FM) and WCAP Asbury Park, N. J., WBBZ Vineland, N. J., and WWIN Washington, appointed manager of WOXO Oxford, N. C.

VERL BRATTON, vice president and general manager of WKTY La Cross, Wis., received into Radio Pioneers organization. He will complete his 24th consecutive year in radio this spring.

KENNETH B. CARNEY, former executive for NBC on West Coast, elected vice president of KHON Honolulu.

J. W. KIRKPATRICK appointed general manager of WORD and WDXY (FM) Spartanburg, S. C., effective March 1. He entered radio in late '30s and was manager of WGTG Greenville, N. C., until 1941 when he joined Spartanburg Adv. Co., which then owned both WSFA and WORD. He was named station manager of WORD in 1947 when it was purchased by Spartan Radiocasting Co., headed by WALTER J. BROWN. Mr. Kirkpatrick resigned as manager of WORD and WDXY a year ago to become manager of WV-GV Montgomery, Ala. JOHN CARRINGTON continues as WORD-WDXY station manager.

RICHARD L. FYLES, formerly manager of WCMN Ashland, Ky., appointed manager of WCSI (FM) Columbus, Ind., succeeding GRAEME ZIMMER, resigned [Broadcasting, Feb. 13].

AL MAFFIN, program director for WLNH Laconia, N. H., appointed assistant manager of station. He will continue as program manager.

MAURICE E. Purnell, member of Locke, Locke & Purnell, Dallas law firm, elected a director and general counsel of A. H. Belo Corp., publisher of Dallas Morning News and owner of WFAA Dallas.

JACK RATHBUN, general manager of WNSR Penacola, Fla., resigns to join Le Blanc Corp., Lafayette, La., as advertising manager, effective March 6.

CHARLES H. CRUTCHFIELD, vice president and general manager of WBT Charlotte, N. C., is recuperating from a gall bladder operation he underwent Feb. 10.

JAMES D. HOUSE, chairman of Croley Broadcasting Corp. and executive committee member of Ace Mfg. Corp., is subject of article in next issue of Look magazine.

FIELD ENTERPRISES Inc., Chicago, moves its general offices to Rm. 1400, 211 W. Wacker Dr. Telephone: Randolph 6-8804. C. Howard Lane is director of broadcasting, and Carl J. Weitsel vice president and treasurer.

DAVID ADAMS, manager of KCSB San Bernardino, Calif., is the father of a boy, Richard Vance.

TED MILLS, program manager at NBC-TV Chicago, is the father of a girl, Hilary.

Open Mike
(Continued from page 86)

er-home impression?
Wouldn't the readership cost be
cost per reader impression—net
1,000 impressions?

Gerry Boyd
WPAY Portsmouth, Ohio.

Applauds P. I. Stand

EDITOR, BROADCASTING:

We have been silently applauding your comments regarding P. I. deals. Your latest editorial "P. I. Plunder" [Broadcasting, Feb. 20, page 40] merits a loud "Amen" from us as well as a cheer for KRNT.

W. Claude Mayo
Press & Gen. Mgr.
WANN Annapolis, Md.

Dominant radio coverage in central Ohio is
WBNS plus WLFD-FM. This rich market has
toll sales of $785,533,000. And most of
that is spent by WBNS families. That is why
WBNS does the most profitable selling job in
central Ohio. The tremendous selling power
of this station has been proven again and
again by local and national advertisers.

ASK JOHN BLAIR

February 27, 1950 • Page 39
February 17 Decisions . . .

**BY COMMISSION EN BANC**

**Request Granted**

WJKR Div., Ohio-Granted request to delete cond. (attached to CP) which now reads: "That applicant will not commence operation until WMJF Youngstown, Ohio ceases operation on 1550 kc and is licensed to operate on 1530 kc," and substitute in lieu the following: "That permittee will not commence operation until WMJF, Youngstown, Ohio ceases operation on 1550 kc, nor be licensed to operate on its authorized frequency and purpose of which operation on 1550 kc will be commenced prior to March 15, 1956, and to operate on 1530 kc.

**February 17 Applications . . .

**ACCEPTED FOR FILING**

**AM-1010 kc**

Nebraska Rural Radio Assn., Lexington, Neb.-CP new AM station 1010 kc 1 kw D-AMENDED to request 1010 kc 25 kw D. 4

**AM-1530 kc**

Midwest Broad., Corp., Montevideo, Minn.-CP new AM station 1240 kc 250 w unli. AMENDED to request 1530 kc and omit contingency of KWAT relinquishing 1240 kc.

**February 20 Applications . . .

**ACCEPTED FOR FILING**

**AM-1550 kc**

WBCS Benningtonville, N. C.-CP change from 1400 kc 250 w unli. to 1550 kc 15 kw D-5 kw D-N. 1

**February 21 Decisions . . .

**BY COMMISSION EN BANC**

**Extension Granted**

WRXO Roxboro, N. C.-Extended granted to operate with reduction of power for period of 16 days from Feb. 18, pending receipt and installation of replacement coil in final amplifier.

**By the SECRETARY**

KWYN Fort Smith, Ark.-Granted license new AM station 1230 kc 5 kw unli. 1

WHIM-TV Lansing, Mich.-Granted CP to extend completion date to 10-15-56.

WAVE-TV Louisville, Ky.-Granted CP to extend completion date to 10-15-56.

WITW-TV Long Island, N. Y.-Granted CP to extend completion date to 10-15-56.

WHY Plattsburg, N. Y.-Granted license new AM station 1340 kc 250 w.

Lafayette, La.-Granted license new AM station 1340 kc 250 w.

WHLD Niagara Falls, N. Y.-Granted license change freq. and power to 1575 kc 6 kw D.

WEAR Pensacola, Fla.-Granted license change freq. to 1520 kc.

WILC Sioux City, Iowa.-Granted license change to 1410 kc.

**February 21 Applications . . .

**ACCEPTED FOR FILING**

**License for CP**

WPMI-FM Pittsburg, Pa.-License for CP new FM station 1500 kc 19 kw.

**TENDERED FOR FILING**

**AM-1310 kc**

KNPT Newport, Ore.-CP AM station 1310 kc 10 kw D 1210 kc 1 kw unli. 1

5302 ft. ant. 1

21 kw, 1300 kc 2 kw D.

430 kc 1 kw D.

9 kc 2 kw D.

1240 kc 1 kw D.

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Respects
(Continued from page 8)

which stands out clearly, Mr. Godofsky says, was his great reluctance to practice the piano. "I regret my many youthful efforts to avoid practicing because now I would really enjoy being able to play the darn thing well, and of course can't," he says.

Radio is a few steps removed from his original intent to become a doctor or perhaps a lawyer. He attended New York University's medical school in 1929, but later decided to give up the scalpel for the gavel and engaged in U.S. law School in 1932 where his sideline newspaper work began to interfere with his college studies. He quit law school and started on a full-time newspaper career which eventually led him to radio.

Photography Hobby
Elias Godofsky and Miriam E. Newman of Brooklyn were married in 1937. They have two daughters—Laura, 7, and Marylin, 4. Mr. Godofsky's hobbies are photography, with emphasis on motion pictures, and golfing and boating. All three hobbies are beautifully served by working and living on Long Island.

Looking to the future, when the FCC gives the go-ahead sign, Elias Godofsky plans to boost the power of WHLI from its present 250 w to 1,000 w and expand into television and facsimile broadcasting. These increased operations are part of a large scale building program that will result in a "Radio City" for Long Island.

KWBW Hutchinson
Wyse Widow To Operate

MRS. BESS MARSH WYSE, widow of William Wyse, owner and operator of KWBW-AM-FM Hutchinson, Kan., will continue to operate the NBC outlet with R. E. Rives, assistant manager, it was announced last week.

Mr. Wyse, operator of KWBW for the past 10 years, died last month in Hutchinson. A native of Austin, Tex., Mr. Wyse had been associated with radio and newspapers for many years. He was well known in NAB circles. He leaves, in addition to his wife, two children.
ALLENTOWN

THREE-YEAR-old grant which established WHOL, Allentown, Pa. (1230 kc, 250 w), was technically set aside by FCC last week and further hearing was ordered in the lengthy Allentown-Easton case to meet requirements of a ruling by the U. S. Court of Appeals for the District of Columbia. The action drew sharp rebuke from Comr. Robert F. Jones in his dissenting opinion.

Effective of FCC's order was set aside insofar as it related to WHOL, however. The Commission indicated the station may continue operating pending the further hearing and presentation of a final decision. Others involved in the proceeding are WEST Easton and Easton Publishing Co., licensee of WEEX (FM) Easton.

The Court of Appeals remanded the case to the Commission for further consideration upon complaint of Easton Publishing, losing bidder for a new outlet on 1290 kc at Easton [BROADCASTING, May 9, 1949]. The court stated it could not determine from the findings how FCC concluded the needs of Allentown were better served by a fourth outlet (third full-timer) than Easton's for a second station.

The Commission majority, in calling for further hearing, declared the existing record is insufficient to allow the extent of comparison required by the court between the two communities as to relative service needs, existing programs, proposals of the applicants and their ability to carry out the proposals. Major changes in ownership and officers of Easton Publishing and WHOL also were cited by FCC as requiring further hearing to establish their qualifications.

Denied Motions

The Commission denied motions of the parties to stipulate to the accuracy of the various changes from the time of the 1947 decision to date and that no changes in original proposals of the applicants have or would occur. FCC said the facts were too substantial to allow mere stipulation, even though it recognized the proceeding has been long and it’s “desirable to bring it to an end.”

FCC allowed 20 days for the applicants to amend their applications to bring them up to date. The Commission indicated it must reconsider the situation as it exists today after further hearing in view of the policy set by the 1946 Postville Broadcasting Co. decision.

In his dissent, Comr. Jones charged the Commission is unnecessarily calling for a further de novo hearing. He particularly attacked the majority's call for extreme detail of the program proposals of the applicants and the program services now available.

"For the first time in its history," Comr. Jones said, "the Commission, in a 307(b) case, calls upon the parties to furnish evidence not only of their own programs (which is in the record) but also evidence of the programs of others. . . ."

FCC Orders Rehearing; WHOL Set Aside

The Commission reported that Chester Snyder, formerly president and 46.65% owner of Easton Publishing, is now deceased and that Anna M. Snyder and Daniel W. Snyder, "strangers to this proceeding, in their individual capacities and as trustees under the will of Chester Snyder, now own the stock formerly owned by him."

Concerning ownership of Allentown Broadcasting Corp., WHOL licensee, FCC noted that Lewis and Coral G. Windmuller, who formerly held 74% interest, have transferred part of their shares and other stockholder changes have occurred with the result that 61.21% of the station is now owned by strangers to this proceeding.

Dameron Honored

INSTALLATION of a new chapter of Alpha Delta Sigma, professional advertising fraternity, named for Dr. Kenneth Dameron of Ohio State U., took place last Wednesday in Columbus. James W. Egan Jr., former vice president and advertising director of the Toledo Blade, was in charge of the ceremonies. The chapter, with more than 100 charter members, is claimed to be the largest in Alpha Delta Sigma’s 37-year history. Dr. Dameron, Ohio State faculty member for 18 years, served as sponsor of Gamma Alpha Chi, which preceded Alpha Delta Sigma at Ohio State.

FOOD PEDDLER...

DULUTH, MINN.—“Like their food in the Duluth-Superior Market? Why, they’d die without it,” quips Otto Mattick as he glides along on his pedalmower. But he’s not running when he says they like their food hereabouts. Matter of fact, this is America’s 51st Food Market. And KDAL is the dominant advertising medium in this market. We’ve led the Hooper parade for a long time. Which means KDAL can help you get your share of the gravy in America’s 51st Food Market. Let us start with your very next campaign.

Avery-Knodel have the details of the retail food story in KDAL’s market. And of KDAL’s outstanding selling job. Ask for it.
FEATURE OF THE WEEK

William Burnham

ILLIAM BURNHAM named vice president in charge of sales of Transfilm Inc. He has been with Transfilm since last year, and formerly was with RKO Pathe and Cascade Pictures of California.

GILFORD-SCHLICHTER PROD. Inc., new Hollywood firm, at 8748 Sunset Blvd., re-formed under name of Pegasa Inc. to produce TV programs and motion pictures. CARL SCHLICHTER is president, with LOU HOLZER vice president. MAX GILFORD is secretary and general counsel. Initial production is March of Genghis Pass, sponsored by Kern Foods Products on KECA-TV Los Angeles.


NORMAN SKIER, for three years assistant sales manager of Pilot Radio Co., named administrative assistant to Ernest A. Marx, general manager of receiver sales, Allen B. Daumont Labs. He will be charged with duties concerning administration of expanding receiver sales division, having supervisory responsibility in television sales, merchandising, retailing and business administration.

RALPH T. REED, president of American Express Co., and WILLIAM D. GAILLARD Jr., member of Milbank, Tweed, Hope & Hadley law firm, elected to board of directors of Western Union Telegraph Co.

Cole To Erwin, Wasey

APPOINTMENT of M. John Cole as radio director of the Minneapolis offices of Erwin, Wasey & Co., was announced last week by Ray C. Jenkins, executive vice president in Minneapolis. Mr. Cole's duties will include supervision of radio and television planning for clients of that office, Mr. Jenkins said. A native of Connecticut, Mr. Cole was formerly with WBRY Waterbury, Conn., and KWDM Des Moines.

EQUIPMENT

EDUCATION

AUTHORITIES in the fields of public service and educational radio will participate in the third annual Western Radio-Television Conference, scheduled for this weekend (March 3-4) in Seattle. Program details were released last week by the 1950 conference chairman, Prof. Edwin H. Adams, director of radio for the U. of Washington [BROADCASTING, Feb. 13].

The opening general session Friday morning, to be chaired by James M. Morris, program manager of KOAC Corvallis and executive secretary of the Oregon State Broadcasters Assn., will start with a welcoming address by John C. Crabbe, chairman of the executive committee of the Western Radio-Television Conference.

Morning Session

The morning panel, entitled "Let the Public Know About Your Programs," will include Robert S. Nichols, head of his own agency in Seattle; Donald K. Anderson, director of public information for the U. of Washington, and Milo Ryan, associate professor of radio journalism at the university.

George Jennings, director of the Chicago Radio Council and president of the Assn. for Education by Radio, will address the afternoon general session. Chairman will be Marjorie J. McGlyvrey of Mountain View High School, Mountain View, Calif. Following Mr. Jennings' address there will be a panel discussion on "Helping Teachers Utilize Radio and Television." Participants will include Don S. Somerville, school specialist in radio at Oregon State College, and Frances Gilbert, program director of KRVM Eugene, Ore.

Group meetings of the Intercollegiate Broadcasting System and AER will follow.

The evening program, to be presided over by William Sener, head of the radio department at the U. of Southern California, will start with a film, "Four Ways to Drama," with comment by Walter K. King, head of the radio division at UCLA. This will be followed by a panel on "The Art of Listening," with the following participants: Patricia L. Green, assistant supervisor of radio for KBSF Portland Ore.; Carroll Foster, public affairs director of KIRO Seattle; Mr. Kingson, and Mrs. Raymond B. Allen, radio chairman for Seattle Junior Programs.

Hansen Chairman

On Saturday the program will start with a general session under the chairmanship of Dr. John E. Hansen, consultant on instructional materials service of the Washington State Dept. of Public Instruction. Panel participants on the subject of "Creating the Successful Public Service Program" will be William H. Ewing of the U. of Oregon; Allen Miller, manager of KWSC Pullman, Wash., and Ton Herbert, public relations manager for the Seattle Chamber of Commerce.

"What Gives a Program Interest" will be the topic of a Saturday afternoon general session, with J. Archie Morton, manager of KJII Seattle, serving as chairman. Panel participants will include Lee Schuman, program director of KING TV Seattle; Gloria Chandler; Gloria Chandler Productions, New York, and Luke Roberts, director of education for KOIN Portland Ore.

At 4 p.m. Saturday a business meeting is scheduled for the Intercollegiate Broadcasting System.

Feature of the Week

L. to r: Mr. Locan, winners Miss Bredlow and Miss Willard, Mr. Roberts.

POINTED up by radio and television, Dallas' first Advertising Week, Feb. 10-17, proved an unqualified success, according to reports from the Texas metropolis.

Theme of the campaign was centered on selling the public on the thought: "If it weren't for advertising, you'd pay more for most things. Advertising creates mass markets."

WFAA, KRLD-AM-FM-TV and WRR cooperated with the Dallas Advertising League for a series of special programs tying in with the drive. Highlighting the radio-TV effort was a show on KRLD-TV on which winners in a high school editorial contest on "How Advertisers Serves," were interviewed by W. A. Roberts, KRLD commercial manager and Ernest S. Lovan, vice president of Tracy-Locke Co., Dallas agency, general chairman of the week. Contest winners were Jo Ann Bredlow and Ann Willard.

Simultaneously, broadcasting's big role in advertising was emphasized by a Dallas Morning News (WFAA) article on the $50,000-$600 Dallas advertising industry which estimated Dallas radio business as $2,000,000 yearly, seventeighths for time and one-eighth for talent.

At the Ad League's windup luncheon, Feb. 17, George Wever, Life magazine promotion director, proclaimed that "now, in 1950, advertising is on the threshold of its greatest potential."
On All Accounts

WHEN Ruthrauff & Ryan's St. Louis office notices a client acting curious about radio, a few hours' exposure to Dave Mars usually wins him over. Dave, who formerly headed up the promotion departments at both KXOK and KMOX St. Louis, is one of broadcasting's best salesmen in the Missouri metropolis.

The R & A account executive had radio forced on him—but that didn't make him mad. He was promotion manager of the St. Louis Star-Times when that newspaper put KXOK on the air. The management told him that henceforth he would be in charge of promotion for both paper and station. Soon Merle Jones, then general manager of KMOX, lured him to the Columbia station, and from there Dave branched out into advertising. The Mars Advertising Agency, which he headed for four years, at one time had 38 strong radio accounts in the 'ood, automobile, and industrial field.

A native of Kirkwood, Mo., David Richardson Mars is one of two sons of a local banker. His brother pursued a banking career, but Dave took up commercial art at Washington U. His first contact with advertising people came shortly after he left school to open his own art studio. Within a few months he had landed contracts to handle the advertising campaigns for two chains of ice cream stores (286 shops in all), and he eventually wound up as advertising manager for both concerns.

Equally as good a salesman as he is an advertising man, Dave prospered as sales manager of a St. Louis publishing house just prior to joining the Star-Times. One of his present clients at R & A thinks so much of his sales ability that he often imposes on Dave's good nature by asking him to coach new members of his sales staff.

Dave's accounts include the St. Louis Dodge Dealers Co. (AM and TV); Sidney Weber Inc. (also Dodge); Krey Packing Co.; Dempsey-Tegler & Co. (investments); Tower Grove Bank & Trust Co.; and American Mothproofing Co. He also keeps a finger on advertising promotion for WIL St. Louis and KOMO Hannibal, Mo.

Dave married Eleonore Seifert of Webster Grove, Mo., in 1933. They have two sons—David Jr., 12, who is showing promise as an ice skater, and Jon, 6. The family lives in Richmond Heights, a St. Louis suburb.

A collector and refinisher of old firearms, Dave also likes walking as a hobby. He must have a trial basis; he often imposes on Dave's good nature by asking him to coach new members of his sales staff.

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NAB SPOT FORM
Bratton Urges Change

A CHANGE in NAB's standard spot contract form to give a better break to long-term advertisers is advocated by Verl Bratton, executive vice president and general manager of WKTY La Crosse, Wis.

Mr. Bratton points out that radio's most coveted advertisers are those who buy on a full-year basis; but the standard contract gives him no additional advantage. He suggests that renewal discounts for advertisers who buy for 13 weeks and then renew in 13-week cycles should not be retroactive to cycles already concluded.

To bring about the change, he proposes that rates and time rates be amended by dropping the phrase "and then such lower time rate shall apply to the whole contract." He wants advertisers to sign long-term contracts and he thinks they should be given some rate consideration for so doing," Mr. Bratton said.

"WO special broadcasts were dedicated to National Future Farmers of America Week, Feb. 20-27, by KDKA Pittsburgh."
Also high-impedance circuits.

WG-290, and types, metal viewing

SYLVANIA ELECTRIC

ENGINEERING

BILLY FENDER

he engineering department

Before joining

Sylvania Electric Prod., New York, announces development of TV metal viewing tube, type 16AP4, five inches shorter than type 16AP, a

Sylvania Electric Prod., New York, announces development of TV metal viewing tube, type 16AP4, five inches shorter than type 16AP. A
two additional sub-miniature tube types, medium-sized F125, a high-mu triode (type 6H64), now available from Sylvania.

Two new probes, Types WG-289 and WG-290, designed for RCA Victor for use with popular current voltmeters for measuring high-voltage

GENERAL ELECTRIC Co., Syracuse, N. Y., is putting its diode and triode circuits, 6AS6, 6SQ5-G and 28SQ5-GT, mainly for use in television receivers. Also being produced are scanning tubes, 6AV5-GT and 25AV5-GT, for magnetically deflected television sets.

PROTECT YOURSELF, your STAFF, your CLIENTS from the daily hazard of LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Airing from Editorializing, Speeches, Newscasts, Ad Ilia, Financial

Many-known, Man-on-the-street Announcements, Man-on-the-street

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER! IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION Insurance Exchange Bldg. Kansas City, Mo.

BRITISH ELECTIONS

IN EXCESS OF $50,000 in time, talent and facilities costs were borne by the major radio and television networks last week in comprehensive reports on the British elections held Thursday.

While the British Conservative, Labor and Liberal parties last week abstained, by mutual agreement, from using the airwaves to reach the people, U.S. radio and television went out all to apprise the American people of pertinent campaign addresses, and informing J. Q. Public of the election returns—all as a public service and, for the most part, without direct sponsorship.

The $50,000 figure is not all-embracing since the networks actually began their election coverage, in some cases, as early as late January. Television's role necessarily was limited to film and live commentary pending that international dream—the transatlantic cable. Even so, the costs of film editing, commentators, etc., presumably made the venture a relatively expensive one.

Following is a summary of network coverage, before and after the election, but not necessarily in the order of time allotted or expenses sustained:

Churchill Talk

NBC's coverage, which actually got underway Jan. 21, with portions of a Winston Churchill speech, dealt with a variety of subject. On three successive Saturdays, beginning Feb. 4, from 5:50 to 6:30 p.m., the network quoted additional speech excerpts, reported on British political attitudes and on press reactions. NBC also aired half a dozen interviews with England's "Man-in-the-Pub."

In addition, its weekly Voice of Events included election material. With election fervor reaching its peak last Wednesday and Thursday, NBC blanketed its various news shows (Morgan Beatty's News of the World, World News Roundup, H. V. Kaltenborn's program) with reports. On Thursday morning Beatty and Bob Trout gave Washington and New York reactions, respectively, with prime time spots from London, Manchester and Edinburgh. Final pickups were aired Friday after reports became conclusive.

Radio coverage was handled by Merrill Mueller, Ed Haaker and Henry Cassidy. Network radio costs reportedly approximated between $15,000 and $20,000, according to NBC.

Exchanges for NBC television activities were between $1,500 and $1,500, covering purchase of extra film, editing, use of shortwave circuits.

NBC-TV Thursday telecast a special program, 10:30-11 p.m., featuring Mr. Cassidy and Mr. Mueller overseas and New York specialist John Cameron Swayze from New York. Program comprised live commentaries, films and background charts.

ABC's total radio coverage amounted to the exclusion of television, with costs running between $7,500 and $10,000. Total of 30 air spots (each less than 10 minutes) from England accounted for roughly $4,000 alone, according to Thomas Velotta, ABC vice president. Event was handled by ABC's London Chief Frederick Oppler, Paris Chief Robert Sturdevant, Commentators Paul Harvey and William Hetherington.

ABC carried election data on its English Foreign Reporter, 11:15-11:30 a.m., and also on News of Tomorrow, This Week Around the World and Headline Edition. Excerpts from speeches by Clement Attlee and Mr. Churchill also were included.

Last Wednesday, Robert Montgomery, ABC commentator, coordinated special show, calling in ABC political experts. On Thursday, the network's top news analysts—Martin Agronsky, Baulchage, Edwin C. Hill—reviewed the British elections from the various news programs. Again, that night, Mr. Montgomery touched on the subject. Friday special bulletins were aired.

No CBS Figure

CBS gave no figure for its radio coverage, but it was estimated to be appreciable—as much as for any of the other networks—in view of its extensive coverage.

With Wells Church, CBS news editor-in-chief, supervising network overseas activities, the network called on its crack staff comprising Commentators Howard K. Smith, Bill Downs, Edward R. Murrow and Winston Burdette. CBS gave early returns and special interviews Thursday on all news shows. It commenced election coverage before 7 a.m. from London. Mr. Murrow spoke directly from London last week. Network also aired two tape shows Friday.

Television-wise, CBS-TV conducted a special show Thursday, 10:10-10:30 p.m., with the English Speaking Union taking part. Program featured interviews with British Americans in the U.S., election returns, and utilized visual background.

Highlight of MBS' radio coverage was Thursday's two-round roundtable program featuring Cedric Foster, William Stringer and David Wills from London; Cecil Brown and John Boasman from New York; and William Hillman, Pulitzer Prize winner and Bill Henry from Washington. Mr. Boasman was coordinator.

Other coverage was included on the Mutual Newsreel, Mr. Foster's commentary from London (Monday through Friday) and on Mutual's Wednesday three-hour preview prior to the elections.

MBC declined to give any figures as a matter of policy covering special events, but the cost figure was said to be "as much as is practicable with such coverage, according to a new spokesman."

While British politicians took to the air in the week preceding the election in increasing numbers, compared to previous campaigns, it was believed that American listeners generally were accorded greater coverage of the political event than Britons themselves.

Absent last week from the British airwaves were any political reports during newscasts—the result of a ban by the BBC. Only 17 broadcasts involving statements by any supporters of the political parties were scheduled by BBC.

PORT AUTHORITY

Aids Fisherman With Spot

OPERATING on a limited advertising budget, the tax-supported Port of Seattle is concentrating on its role as a "great port" in its new campaign on The Old Boat-Puller, a participat- ing sponsorship of KOMO Seattle (6:30-8 a.m. daily). Instead of airing out-and-out commercials on the show, however, the Port, through the Wallace Mackay Co., Seattle, is using its year-long series of spots to pass on some of its most important to fishermen.

During the recent Seattle blizzard and cold spell, the Port used its air time to warn the fishermen to take certain safety precautions with their boats in winter mouseing to prevent damage, sinkings and fires. Beaming the message twice weekly over "Dr. Hell's early morning program, the Port Commission alerted owners of boats tied up at the publicly-operated Salmon Bay Terminal to the emergency conditions.

In Altoona, Pa., It's ROY F. THOMPSON and WVRRA

A prime radio combination in the rich industrial market of Central Pennsylvania.

Represented by ROBERT AMMAN ASSOCIATES
COUNSEL for G. A. (Dick) Richards told FCC last week that law requires it to provide him “detailed notice” of the laws or rules he has allegedly violated and to give him an opportunity “to demonstrate and achieve compliance with all lawful requirements.” Their petition asked FCC to provide such notice and opportunity as required by the Administrative Procedure Act before proceeding with its investigation of his news policies, which currently are slated for hearing starting March 13 in Los Angeles.

Mr. Richards, accused of instructing KMPC Los Angeles staff members to slant news against members of the late President Roosevelt’s family and against certain minority groups, owns KMPC, WJR Detroit and WGAR Cleveland. The scheduled hearing is on the three stations’ license renewal applications and on Mr. Richards’ proposal to transfer control of the outlets to a voting trust [BROADCASTING, Aug. 1, 1949]. FCC Examiner J. Fred Johnson Jr. has been named to preside.

The petition was accompanied by a series of alternative requests which would be withdrawn if the basic petition is granted. These ask FCC to issue a bill of particulars including dates, names, places and other details involved in the charges against Mr. Richards; to specify that the Commission will present its case first at the hearing and to call a pre-hearing conference to discuss procedures.

One of the subjects suggested for discussion at a pre-hearing conference is “the possibility of stipulating with respect to facts.”

The petitions were filed by the Washington law firm of Fulton, Walter & Halley, which has been retained by Mr. Richards in addition to his regular counsel [CLOSED CIRCUIT, Feb. 29]. Hugh Fulton of that firm is slated to handle the Richards presentation at the hearing. He was chief counsel of the former Senate War Investigating Committee headed by then-Sen. Harry S. Truman.

Other counsel include Louis G. Caldwell for WJR and WGAR, Horace L. Lohnes for KMPC, and former Sen. Burton K. Wheeler, overall consulting counsel.

Expresses Confidence

Announcing his appointment of Fulton, Walter & Halley as trial counsel, Mr. Richards said:

I am confident that a review of the facts will demonstrate beyond question that these stations have operated consistently in the public interest in the three cities which they have served for many years.

Their record of constructive performance and community service in all broadcasts will speak for itself. I also expect to show that I have zealously advocated the principles of Americanism and of the Constitution, including the basic principle of tolerance.

The petition for an opportunity to show that the stations do or will comply with all lawful requirements” said FCC has not provided any statement or details of the charges other than a copy of the accusations filed by the Radio

BUNYAN AWARDS

Seattle C. of C. Cites ‘Broadcasting’ Market Study

BROADCASTING Publications Inc. received first place Award of Merit in the sixth annual Paul Bunyan Trophy awards competition “for a constructive contribution toward focusing favorable national attention upon the city of Seattle during the year 1949” [BROADCASTING, Feb. 20]. The presentation, in recognition of the Seattle-Tacoma radio market survey [BROADCASTING, July 11, 1949], was made by the Seattle Chamber of Commerce at its members’ council luncheon, Feb. 17.

In addition to the citation received by the publication, an award of “Special Recognition” was presented to Leopold Lippman, Broadcasting correspondent in the Pacific Northwest and author of the special survey, which was fourteenth in the series entitled “Continuing Study of Major Radio Markets.”

The award was the highest presented in its classification—“Books, Articles, Stories, Radio Promotion.”

In the category of “Commercial Advertising Campaigns,” the top award went to the Standard Oil Co. of California, particularly for its origination of two Standard Hour network broadcasts from Seattle during 1949. The programs featured the Seattle Symphony Orchestra.

The Paul Bunyan Trophy, highest recognition in all categories, went to the Project of Promotions which also captured first place in the classification for its entry: “Major Promotion Campaigns.”

Joe Albi, president of the Spokane Athletic Roundtable, was chairman of the committee of judges for the Bunyan Awards this year. Serving with him were Gordon Quarnstrom, city editor of the Spokane Daily News, and C. W. Thornberry, manager of the Everett Chamber of Commerce.

The annual Paul Bunyan Trophy awards competition is a project of the Seattle Chamber’s publicity division, of which Harry S. Pearson is chairman. The Bunyan awards committee includes the following men, all Seattle advertising executives: Ray W. Felton, chairman; John E. Keene, Gene Holze and Arthur G. Neitz.

New Petitions Filed with FCC

Although FCC made an investigation of its own, the petition continued, the Commission has not been apprised of the “facts obtained from such examinations and documents upon which the Commission is relying. . . .

"It is clear from Sec. 9(b) of the Administrative Procedure Act, however, that the applicants are entitled to have such facts or conduct called to their attention prior to any hearing," the petition asserted. It continued:

Applicants are aware that the Commission has in the past held Sec. 9(b) of the Administrative Procedure Act to be inapplicable to a proceeding involving renewal of license. Applicants respectfully except to such a ruling and maintain that in this case of this type where the procedure is tantamount to a proceeding for revocation, Sec. 9(b) of the Administrative Procedure Act is clearly applicable. . . .

The licensees . . . allege that they have at all times complied with all lawful requirements of the Communications Act of 1934, other applicable statutes, and the rules and regulations of the FCC.

‘Herald-Tribune’ Spots

DONAHUE & COE, New York, is planning a spot campaign on eight or nine New York stations for its client the New York Herald Tribune to introduce the newspaper’s “Early Bird Edition.” Schedule will start about March 1.
VALIDITY of FCC’s rules banning the reservation of broadcast time as part of the sales price of a station was upheld by a three-judge district court in Chicago Tuesday.

The ruling came in the denial of an appeal taken by Alfred A. Pate, former owner of WJOL Joliet, Ill., who has a contract for 45 minutes a day to advertise his department store. Under the contract, which was part of the sales price when he sold the station, he would have 45 minutes daily on WJOL.

Mr. Pate’s suit sought to have the Commission’s time-reservation ban set aside on the grounds that it is unreasonable. His attorney, Samuel Hirsh of Chicago, indicated he may appeal direct to the Supreme Court.

Richard A. Solomon, chief of the FCC Law Bureau’s Litigation Branch, and William J. Hickey of the Justice Department, argued in support of FCC’s position. Mr. Hirsh argued on behalf of Mr. Pate.

Under the rules existing contracts providing for the reservation of time as part of a station sale price must be renegotiated with provision for termination not later than 1864 and with provision also for cancellation with compensation for the unexpired portion of the contract.

FCC meanwhile last week denied a petition of WJOL, seeking regular renewal before the Felman contract is modified.

**CROP CAMPAIGN**

**Shows, Spots Set for Release**

CHRISTIAN Rural Overseas Program (CROP) plans to release between 200 and 300 sets of two 15-minute dramatic transactions to stations before the 1950 campaign begins this fall. In addition, CROP is preparing numerous five-minute programs, and 30- and 60-second spots. For the second year, a 16mm motion picture film is being made for telecasting. Foreign footage is being shot now, and will be combined with domestic footage before May.

**HEADLEY-REED**

**Staff Additions Set**

ADDITIONS to the New York and Chicago sales staffs of Headley-Reed Co., New York, were announced last Tuesday by Sterling Beeson, vice president in charge of radio and television sales, and Frank Miller, president of its radio-television station representative firm.

New appointments to Headley-Reed Co.’s AM staff include William Kost, formerly with NBC; Jack Hardingham, formerly of WOY New York, and Dan Ferris, formerly with Joseph Hershey McGilvra Inc. In addition, Don Sewell, previously with Young & Rubicam and Kenyon & Eckhardt, has joined the Headley-Reed television division.

The company also announced the appointment of Ira Morton and Frank Rice, who have a wide background in Chicago spot sales, to work under John Wrath, Chicago office manager.

Headley-Reed Co. now has eight New York AM salesmen and four in its Chicago office. Frank W. Miller is president of the firm following formation earlier of H-R Inc., new station representative, comprising Frank M. Headley president and treasurer and Dwight S. Reed, executive vice president [BROADCASTING, Feb. 20].

**KMED TRANSFER**

Alfred Carpenter Buys

KMED Medford, Ore., center of one of the most hotly contested and drawn out transfer cases before FCC under the now defunct Avco policy, has been sold by Mrs. W. J. Virgin for $290,000 to Alfred Carpenter, retired local orchardist, and associates.

The deal was to be consummated over the weekend, subject to Commission approval. KMED, an NBC affiliate, has been in operation 5 kw day, 1 kw night on 1440 kc.

Buyers in addition to Mr. Carpenter are his son, Harlow Carpenter, a Harvard student, and Garland Jones, his son-in-law and local lumberman. It was further announced that Pete Watts, general manager of KYJC Medford, has rescheduled the time to head KMED in similar capacity.

Mrs. Virgin originally had sold KMED to Luther Gibson, licensee of KHUB Watsonville, Calif., and KSIL (PM) Salinas, Calif., for $69,600. Under Commission’s Avco policy the transfer was thrown open to public bidding and FCC subsequently approved assignment not to Gibson Broadcasting Co. but to Medford Radio Corp., a local firm which had filed a competitive bid [BROADCASTING, Nov. 3, 1947]. Mrs. Virgin and Medford Radio were unable to agree on terms and the latter withdrew.

Gibson Broadcasting and Mrs. Virgin then asked FCC to reinstate and grant their original application. FCC reinstated it but ruled it not a new bid and would be subject to Avco again. KMED was then taken off the “for sale” market [BROADCASTING, Jan. 31, 1949].

**National Nielsen-Ratings Top Programs (TOTAL U., S., INCL. SMALL-TOWN, FARM AND URBAN HOMES—and Including TELEPHONE AND NON-TELEPHONE HOMES)**

<table>
<thead>
<tr>
<th>Current Rank</th>
<th>Previous Rank</th>
<th>Program</th>
<th>Current Rating</th>
<th>Homes (000)</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>Low Radio Theatre (CBS)</td>
<td>10,016</td>
<td>55.6</td>
<td>+2.6</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>Jack Benny (CBS)</td>
<td>9,113</td>
<td>53.3</td>
<td>+1.3</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td>Adventures in Paradise (CBS)</td>
<td>7,974</td>
<td>38.3</td>
<td>+3.8</td>
</tr>
<tr>
<td>4</td>
<td>5</td>
<td>Amos &amp; Andy (CBS)</td>
<td>7,762</td>
<td>19.7</td>
<td>+2.7</td>
</tr>
<tr>
<td>5</td>
<td>12</td>
<td>Mr. Keen (CBS)</td>
<td>7,728</td>
<td>19.7</td>
<td>-2.7</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>My Friend Irma (CBS)</td>
<td>7,662</td>
<td>19.0</td>
<td>+0.2</td>
</tr>
<tr>
<td>7</td>
<td>8</td>
<td>Crime Photographer (CBS)</td>
<td>7,432</td>
<td>18.2</td>
<td>+0.2</td>
</tr>
<tr>
<td>8</td>
<td>9</td>
<td>F.B.I. in Peace and War (CBS)</td>
<td>7,346</td>
<td>18.0</td>
<td>+1.0</td>
</tr>
<tr>
<td>9</td>
<td>10</td>
<td>Suspense (CBS)</td>
<td>7,277</td>
<td>18.2</td>
<td>+1.2</td>
</tr>
<tr>
<td>10</td>
<td>7</td>
<td>Mystery Theatre (CBS)</td>
<td>7,207</td>
<td>18.0</td>
<td>+1.4</td>
</tr>
<tr>
<td>11</td>
<td>14</td>
<td>Fibber McGee's Am. (NBC)</td>
<td>6,971</td>
<td>16.5</td>
<td>+1.4</td>
</tr>
<tr>
<td>12</td>
<td>16</td>
<td>Blue Ribbon (CBS)</td>
<td>6,949</td>
<td>16.8</td>
<td>+1.0</td>
</tr>
<tr>
<td>13</td>
<td>17</td>
<td>Benny (CBS)</td>
<td>6,946</td>
<td>11.5</td>
<td>+0.2</td>
</tr>
<tr>
<td>14</td>
<td>13</td>
<td>Bing Crosby (CBS)</td>
<td>6,403</td>
<td>16.3</td>
<td>-0.8</td>
</tr>
<tr>
<td>15</td>
<td>11</td>
<td>Day in Life of Dennis Day (NBC)</td>
<td>6,342</td>
<td>14.8</td>
<td>+0.2</td>
</tr>
<tr>
<td>16</td>
<td>12</td>
<td>Your Show Time (CBS)</td>
<td>6,256</td>
<td>15.8</td>
<td>-0.2</td>
</tr>
<tr>
<td>17</td>
<td>15</td>
<td>Big Town (NBC)</td>
<td>6,206</td>
<td>15.8</td>
<td>-0.2</td>
</tr>
<tr>
<td>18</td>
<td>18</td>
<td>Mr. Chalmers (CBS)</td>
<td>6,195</td>
<td>15.4</td>
<td>-1.4</td>
</tr>
</tbody>
</table>

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 38,291,000—1949 Census of United States Homes. Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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**THOS. LEE WILL**

Validity Fight Begins

AUTHENTICITY and meaning of the purported will of the late Thomas S. Lee, owner of Don Lee Broadcasting System and other West Coast properties, were challenged in Los Angeles Superior Court Thursday by his maternal aunt, Mrs. Nora S. Patee of San Marino, Calif.

With a long court battle threatened, Superior Judge Newcomon completed a preliminary ruling to the effect that the dispute will probate after attorneys Alfred Wright and Ernest J. Zack announced that Mrs. Patee would contest Lee’s probate probate as well as the meaning of the will.

Hearing on a question of the will’s validity was designated for March 30. Mr. Lee died in a fall or plunge from a Los Angeles office building Jan. 13 [BROADCASTING Jan. 16, 23].

The charge was also made that alterations had been made in the will of the initials of R. D. Merrill, Seattle lumberman and Mr. Lee’s uncle by marriage, to whom he left his entire estate “to be divided among his issue.” It was contended that the alleged alteration was made by Thomas Lee did not know Mr. Merrill well and intended only to name him as executor.

Counsel Argument

The attorneys claimed that Mr. Lee acted in public annunciation of his will, $9,500,000 fortune to Mrs. Patee Curier Lee, an uncle, and Mr. Merrill’s wife, sister of the late Don Lee, father of Thomas. Of the three, only Mrs. Patee is living. L. G. Patee, husband of Mrs. Patee was the only witness to sign the will, it was said.

Mr. Merrill had filed a petition through public annunciation in the name of H. Brown, seeking special letter of administration pending appointment of an executor for the estate. Mr. Brown, as special administrator, has been placed on the Don Lee Broadcasting board of directors [BROADCASTING, Jan. 20].

Although they have not yet filed a contest of the will, two adoptive daughters of the late Don Lee have petitioned the court to be informed of all matters pertaining to settlement of the estate. The adoptive daughters, Mrs. Elizabeth Boyce Lee Fry and Mrs. Christine Boyce Lee Witherspoon, were each left $3 in the will of Don Lee.

DISCUSSION forum concerning proposed Mississippi Valley Internations. Exposition in 1903 was heard over WWL New Orleans recently.

Burger Beer...

DOUBLES SALES in 3 weeks

with "directed" advertising on...

GRAD NAPLES, MICH.

BROADCASTING • Telecasting
L. A. CITATIONS
Radio, TV Shows Selected

NDC Theatre was named "outstanding radio program of 1949" among Hollywood-originating programs by the Southern California Assn. for Better Radio and Television, Los Angeles last week. Named outstanding television show was ECA-TV's "The Ruggles." Total of 18 programs, both radio and television, were named "outstanding" awards in various categories by the group. Included are:

For outstanding entertainment in drama—radio, NBC Theatre; television, "The Ruggles;" for comedy and variety programs, Jack Benny Show; television, CBS Ed Wynne Show; educational and informational program, radio-KNX University; television, KFI-TV Meet Your World; music program, radio—KTLA Symphonies for Youth (live), KCAC Evening Concert recorded; television, KFI-TV Music Theatre; children's program, radio—CFI Jump Jump; television, KTLA "Teenage Town;" radio—KPAB Symphony, and television, KFI and KFI-TV Tom Terrific. Also, the FCC ordered KPAB to suspend operation for ten days for violation of FCC's "Frost Warnings as outstanding agricultural program;" KFI Herbert J. Zarin honored for "outstanding" program; CNX Chet Huntley, outstanding reporting and interpretation of the news.

SALES DEVICE
Outlets Mull BMB Report Use

METHODS of using the No. 2 broadcast Measurement Bureau reports as a station sales promotion device are being worked out by stimulists, according to the latest report of the BMB. The report indicates that the new coverage figures at WOW Omaha, Bill Wiseman, promotions manager, is preparing a package of these reports for use in selling. The first page will include a large map of total weekly daytime audience, showing coverage percentages by counties. Page 2 will include high, small, and medium maps. These will show percentage of radio families listening in the daytime to WOW six to seven days per week, three to four days, and two to five days. The three-to-seven figure is a WOW deduction from the official BMB figures.

Third and fourth pages will give the same information for nighttime. Page 4 also will include a summary of WOW coverage by states, both day and night, along with farm vs. town coverage for the whole area. Pages 1 and 2 and pages 3 and 4 are laid out so they can be torn part and used separately. The circular can be punchd on the left side and included in a presentation, r used separately. Mr. Wiseman believes the circular "will give the inquirer all of the information he can possibly want."

KPAB CASE
FCC Court Injunction Denied; Outlet Seeks Stay Order

WHAT is believed to be FCC's first attempt to put a station off the air by court injunction pending completion of revocation proceedings was denied last week. KPAB Laredo, Tex., the station involved, meanwhile has filed an injunction to halt the revocation hearing itself on grounds it is premature and violates the Administrative Procedure Act.

The Commission's unique and unannounced move came to light through full-page advertisements run in the Washington (D. C.) Newsday by William Prescott Allen, publisher of the Laredo Times and a defendant in the proceeding, who charged FCC with seeking "to control all radio by destroying anyone who fails to get on their knees and kiss the hand of these FCC bureaucrats." The ad stated certain Congressmen had been asked "to look into this rotten situation."

FCC ordered the revocation of KPAB in early January on grounds that Mark Perkins, sole owner of Laredo Broadcasting Co., licensee of KPAB, transferred KPAB to Allen K. Tish, William Prescott Allen and others, without Commission approval, and that KPAB is operated by these persons without a license [BROADCASTING, Jan. 9]. KPAB is assigned 250 w on 1490 kc.

The Commission's request for interim injunction to stay KPAB's revocation was denied on Monday in the U. S. District Court for the Southern District of Texas, Laredo Division, by Judge James V. Allred, former Governor of Texas. Judge Allred stated that since KPAB alleged that Mr. Perkins had resumed operating control of the station the Commission's request was in effect moot. FCC held KPAB had not been operating under the control of the party authorized in the license.

FCC told the court that Messrs. Allen and Tish, K. H. Smith, James Kazan, J. G. Hornberger and William Prescott Allen Jr., whom it cited as defendants along with Mr. Perkins and Laredo Broadcasting Co., were "financially interested in or actually engaged in the control and operation" of KPAB "contrary to the provisions of the Communications Act."

Affidavit Filed

An affidavit dated Jan. 14 was filed with the Commission by month that affirmed that Mr. Perkins has "an interest in Laredo Broadcasting Co., and is connected therewith at this time, but that the affairs of such company require reorganization."

KPAB's request for injunction to stay the revocation hearing, designated to commence March 6, in Laredo before Comm. Paul A. Walker, was filed Thursday with the U. S. District Court in Washington and is scheduled for hearing Monday, KPAB contended that the law of Congress has precedence over FCC's rules and regulations and this act prescribes that the accused be fully apprised of alleged error and given opportunity to correct the error before such drastic action as revocation be taken.

Publisher Allen's advertisement in the Washington News indicated that complaint about the proceeding had been directed to Sen. Tom Connally (D-Tex.), Rep. Lloyd M. Bentsen Jr. (D-Tex.), Sen. Eugene

Millikin (R-Col.), Sen. Edwin C. Johnson (D-Col.), Rep. Wayne N. Aspinall (D-Col.) and Sen. Robert A. Taft (R-Ohio). Spokesmen for most of the group stated they had received correspondence or telegrams but no action was taken other than routine acknowledgment or securing factual details.

Mr. Allen's advertisement in the News last Monday follows:

The Federal Communications Commission is heading towards this U. S. into a country ruled by a bureaucracy dictatorship.

This agency seeks to control all radio by destroying anyone who fails to get on their knees and kiss the hand of these FCC bureaucrats.

The only radio station in Laredo, Webb County, Texas, with a population of 75,000 today has seven FCC Washington bureaucracy lawyers asking the Federal courts to close this only station. This case is being heard today in Laredo, Tex.

Early in January 1980, we asked Sen. Tom Connally, Congressman Lloyd Benson (sic), Sen. Eugene Millikin (sic), Sen. Ed Johnson, Congressman Aspinwall (sic) and Sen. Taft to look into this rotten situation for the sake of saving the U. S. from the same fate which was brought about in Argentina by Stalin, in Germany by Hitler.

We are asking the Congress of these United States to investigate this bureaucracy which threatens the freedom of our U. S.

Yes, if we would bow or get on our knees, we could get along with the FCC. But we choose to lose the $80,000 which is invested in this only radio station, and continue to see material live in a democracy.

Now who makes these charges against the FCC asking you to watch this attempt to destroy the only radio station which serves 75,000 people? One of President Harry S. Truman's electors of 1948.

Wake up, America! When Ambassador Patrick Hurley was trying to save China from the Communists, the bureaucrats in Washington were helping them. Stalin, China and some of the same bureaucrats are now serving the U. S. in Washington unfailingly. It is time to act. The FCC, if it can destroy what was intended to be a free radio, can next destroy the free press.

WILLIAM PRESCOTT ALLEN, Publisher, Laredo Times, Laredo, Tex.
mas show, and only about five a year can be classed as actual commercials, in the opinion of Mr. Seaman. Even then, he explains, it is not a direct sales pitch, but announcement of a new equipment. The Tractor Division has never used a card sell, and has no plans for instructions on home freezing of fruits and vegetables, all after only one mention. That farm women are loyal listeners was proved last week, when 8,600 wrote in for a baking bulletin mentioned once.

Client, agency and network promotion staffs work closely together. The publicity department sends out a weekly farm radio news bulletin to between 150 and 200 stations.

Aids Dealers
Allis-Chalmers dealers show an increasing interest in radio. The Tractor Division pays for the National Farm and Home Hour, and individual dealers throughout the country are allocated to 

Day after day, mechanics in the shop of your Allis-Chalmers dealer use these tools to check and overhaul tractors, All-Crop harvesters, Roto-Balers—every conceivable type of farm equipment in the community. The experience of these men, their knowledge of tools, their ability to ferret out trouble you might have with your equipment during the 1950 crop season can be of great value to you. We urge you to take advantage of the specialized service your dealer offers.

Although it is impossible to determine the exact number of listeners because there are no national ratings taken among farm families, it is believed that most farm families with radios (estimated 80% of six million farm homes) listen frequently to the National Farm and Home Hour. In addition, there is a growing city audience.

Various independent surveys show the program is popular in both urban and rural areas. In an audience survey, conducted by Research Institute, it was found that in a town of 950, and one of 1,600, listening is highest among those over 60.

Show Popularity

Have you visited the service shop of your Allis-Chalmers dealer recently? If you have, you probably noticed many specialized tools—valve refacers, rod aligners, compression testers and other hand and power tools for every work requirement that the mechanic is interested in. In the mechanics the use of tools, especially the specialized ones, is nearing completion.

In rural areas, farm people are always interested in the show each week to keep in touch with the latest developments in farm friendly. The show is the only one in the country that is devoted solely to farm families, and it is the only one that has a permanent radio company.

Auctioneer's job is to give value to the community. The specialist in the show, the farm auctioneer, is the only one in the country that is devoted solely to farm families, and it is the only one that has a permanent radio company.

Philadelphia CITIES OF THE WILD GOOSE

Another BMI "Pin Up" Hit—Published by American

CRY OF THE WILD GOOSE


On Transcription: Jubilaires—Standard.

Page 50 • February 27, 1950

Sales Crops Grow

(Continued from page 19)

LED by WBAP Fort Worth's Farm Editor Loyne Booty (third from left, front), this group of 21 Texas cattlemen and their wives are about to take off for a three-week stock-raising study tour arranged by the Star-Telegram's WBAP. [Broadcasting, Feb. 20].

example, A-C received 1,300 requests for a bulletin on formula feeds; 5,000 for a pamphlet on how to buy the right logs, and 300 for instructions on home freezing of fruits and vegetables, all after only one mention. That farm women are loyal listeners was proved last week, when 8,600 wrote in for a baking bulletin mentioned once.

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

Low-time costs!
Low-talent costs!
Big sales results!

America's Window on the World
515 Madison Avenue, New York 22, N.Y.
ORIGINALLY a feature on WPTZ's Wednesday Matinee, "The Whirligig Show" now is a bright spot in the Philadelphia television spectrum every afternoon, Monday through Friday at 4:30. George Skinner is still the easy-going emcee; Bob Courtleigh is still vice president in charge of nonsense, and the special effect that translates music into visual patterns still plays the title role.

At first, we thought "Whirligig" was a teen-age show, probably because it featured guest appearances and informal chats with the up-and-coming as well as the great in pop music...a gallery of teen-age cheer leaders...and music with a beat.

Looking over the mail, however, turns up such fans as a Greek Orthodox priest, fireman, housewives by the thousands—and teen-agers! Here in the office, for instance, secretarial work seems to come to a grinding halt every day at 4:30 while the girls find reason to "check up" on the Skinner show.

All in all, we have come to the conclusion that "The Whirligig Show" is strictly for the young in spirit, regardless of age. And, contrary to some opinion, that includes most everybody in the Philadelphia area.

"The Whirligig Show" is now available for sponsorship by days or time segments. For details on the program and how you can use it to reach the second largest television audience in the country, drop us a line or call your nearest NBC Spot Sales Representative.

PHILCO TELEVISION BROADCASTING CORPORATION 1800 Architects Building Philadelphia 3, Penna. Telephone: LOCust 4-2244
THE COLOR TRIANGLE

By J. FRANK BEATY

Three tri-color television systems net in a battle royal Thursday morning, with government and top industry executives serving as judges and observers.

The long-awaited showing of all three color systems in one room was staged at the FCC's laboratory, located 25 miles northeast of Washington near Laurel, Md. In the confines of a bare-bones building, RCA, CBS and Color Television Inc. submitted the fruit of their costly experiments to the probing gaze of a hundred critical observers.

And who won?

• RCA emerged smiling, satisfied it had successfully demonstrated a superior all-electronic system having complete color stability, with one-tube system in flying.

• CBS contended the tests clearly demonstrated superiority of its system and removed any doubts that it is better than the others.

• CTI suffered equipment breakdowns ascribed to line-voltage hanges and asked for another demonstration.

The interested viewers who ratcheted this history-making battle included some members of the Con- on Committee, formed under Bureau of Standards auspices to report to Chairman Edwin C. Johnson (D-Col.), of the Senate Interstate & Foreign Commerce Committee, on color's progress.

Sen. Johnson attended, accompanied by Sen. Ernest W. McFarland (D-Ariz.) of the committee and Edward Cooper, committee communications advisor, Kurt forehand, of the House Interstate & Foreign Commerce Committee staff, represented that group.

Banks of receivers were placed in the laboratory so viewers could observe all three systems in operation simultaneously. The room was crowded, and most viewers who re- mained seated found it difficult to see three sets at a time because they were too close. Soon they started milling around from one set to another as the tests pro- gressed.

Simultaneous Operation

All receivers were operated si- multaneously from antenna systems provided by the three exhibitors. RCA received signals from the NBC Washington TV outlet, WNBW, operating on Channel 4. CBS picked up from its Washington TV affiliate, WOIC, on Channel 9. CTI was fed on Channel 7 by WMAL-TV Washington.

Programs originated in separate studios, with sample materials available for purposes of compari- son. Monochrome receivers permitted comparison with the color pictures. FCC engineers made readings of picture definition. These figures are to be inserted in the television hearing record this morning.

The demonstration opened with wedge test patterns moving horizon- tally and vertically, simulating usual camera movements. In com- parison with the sample pattern in the room, CBS appeared to show more faithful color reproduction, though a bluish hue was noted in the wedges of some receivers.

On some of the RCA sets a black- ish hue was apparent to observers in portions of the green and yellow segments, with the yellow veering toward orange. RCA showed uni- formity across the pictures, and colors appeared to remain constant. The lack of uniformity as between receivers, and across individual pictures, that marred RCA's pictures last autumn appeared to have been corrected as a result of recent progress.

CTI Results

Several CTI sets were in operation, with best results apparent on a set in the balcony. The pictures lacked the brightness of CBS and RCA receivers, and were difficult to watch even in the half-darkened surroundings. Registration of the three separate images on the CTI projection screens was lacking much of the time when test patterns were shown.

Technical observers were keenly interested in a moving test pattern with rotating paddles of various colors, operating at varying speeds. As the speed increased there were stroboscopic effects. Some observers declared they saw color breakup in the CBS black-and-white as well as color pictures.

RCA's phosphor and black-and-white test patterns were shown, followed by a pattern in which fairly fine lines of different hue but uniform thickness were shown. Several viewers felt CBS was superior with some of the RCA colors appearing to differ from the sample chart.

Both systems were impressive in depicting canned goods, cigarettes, cereal boxes, tiling and other familiar articles of a type that would be used by color TV sponsors.

A quarter-hour of live programming included Jeanne Warner, of WNBW, and Gloria Muddell, of the Fred Waring organization, in si- multaneous songs. The color effects were pleasing but the jumbled sounds were noticeable from adjoining sets were disconcerting. Dancers and models appeared before the cameras in bright costumes.

Ends With Monochrome

First half of the program concluded with reception of standard monochromes on color receivers, operated from a Channel 4 signal supplied by the laboratory and originating at WNBW.

Frieda Hennek, FCC Commis- sioner, provided coffee at intermission.

Second series of tests dealt with fringe, interference and ghost problems. Desired signals origin- ated from the same stations with the laboratory supplying interferer. Live talent and colored ar- ticles were used for programming. Co-channel and in-channel interfer- ence of varying degrees was introduced until pictures became unusable.

To demonstrate fringe area re- ception, signals were reduced. Ghost problems were studied by means of test patterns of varying phase supplied by the laboratory. Final tests found receivers back on their

RCA, CBS, CTI Comparative Showings

Three-Day Week Set For Resumption

FCC's color television hearings which resume today (Feb. 27) after a recess since Nov. 22, will be held on a three-day-week basis through March, according to a schedule released by the Commission last Thurs- day.

The schedule:

Feb. 27, 28, March 1; March 15, 16, 17; March 22, 23, 24; March 29, 30 31.

Sessions scheduled for March 2- 11 were cancelled to avoid conflict with the Institute of Radio Engi- neers' 1950 convention and radio engineering show in New York March 8-9.

FCC meanwhile notified Theo- dore A. Wetsel of Milwaukee, who had petitioned for consideration of a color system which he said he had developed [TELECASTING, Jan. 9], that he could not be permitted to participate in the hearings on the basis of the information he had submitted.

The Commission said it felt that its prima facie showing has not been made that your proposed system can be used as a basis for the promulgation of color television standards." FCC left the way open for Mr. Wetsel to submit addi- tional support of his petition or to offer a demonstration of his sys- tem, but held:

... it appears from your petition that your proposed system has not progressed beyond the theoretical stage; that the amount of research and development which your system has undergone does not appear to be sufficient to permit you to determine fundamendals and to explore basic problems; and that so transparent or receiving apparatus has been con- structed by you which would be suit- able for either laboratory or field testing.

Mr. Wetsel claimed to have de- veloped a color TV system which is completely compatible with exist- ing black-and-white standards and which would permit conversion of existing receivers and camera equipment at "very low cost."
SOME DAY when industrial historians sit down to trace the development of television, chances are that they will salute WABD (TV) New York, flagship for the DuMont Television Network, for its earnest endeavor to destroy the shibboleth that "big city television is strictly for the million-dollar advertiser." WABD's goal has not been to produce the most lavish video entertainment but rather to develop the most effective TV advertising at a cost within reach of low as well as high-budget accounts.

"And that," says Commr. Mortimer W. Loewi, its chief and director of the DuMont Television Network, "is just what we intend that WABD shall continue doing.

"Here, during the last year or two, with a small, hardworking, knowledgeable staff, we have pioneered daytime and Saturday night programming as well as low-cost program production and techniques which we believe are, in part, responsible for the encouraging turn that experts are noting in the industry's affairs and prospects.

"WABD's direction is in the hands of the DuMont Television Network executives, but its well-being stems to a large degree from the fact that each and every one is as zealous for the station's welfare as for any responsibility that he carries. Chris J. Witting, our new network general manager, for example, while leading the organization in consolidating and solidifying our position nationally during the year, likewise has so operated WABD that, if it were disassociated from network origination and such service, the station itself would be in the black.

"So, too, James J. Caddigan, network program production director, created several shows for WABD which proved so attractive that, at affiliate request, we moved them on the network. At the same time his production crews achieved such efficiency that from Studio D alone we telecast 16 or 18 programs back-to-back every day. Several station operators have told us that they utilized WABD as an object lesson for their production staffs who are faced with the necessity of doing a good job economically. At the same time the sales staff under Tom Gallery and his assistant, Trevor Adams, in tripling network billing for the year, has placed WABD in the forefront among stations utilized by TV sponsors.

* * *

If it's true that the proof of the program is in the selling, WABD has ample evidence that its ideas are right. Premier Food Products Co., after five weeks of advertising its Sauce Arturo on Johnny Olson's Room Room, WABD daytimer, was so gratified with the results that it renewed its 13-week contract eight weeks in advance. Each week's sales exceeded those of the week before and the company reported mail requests for its proffered recipes were the greatest in its 30-year history.

A premium offer made by Koly-nos on the children's program, Small Fry, produced 25,000 box tops from 12 announcements. Each reply was accompanied by a 25-cent piece. A survey made by Advertex showed this dentifrice holding first preference in 25% of the homes regularly viewing Small Fry—compared to 3.2% firsts in homes where other programs were watched during that time.

Participating plus on WABD's morning Your Television Shopper With Kathi Norris reportedly increased the sale of A & P's Jane Parker bread by 5,000 to 6,000 loaves a week in the New York area. One announcement on this program by another firm drew 156 orders for a $2.39 hand stitching machine and in two days the program sold more than 300 of these Jiffy stitchers, worth over $885. The agency said that this response was the greatest result per dollar from any radio or TV campaign used by the sponsor anywhere in the country.

Ludwig-Baumann, retailer, in cooperation with Selbra China Co., made a special offer of a $19.95 dinner set on WABD—exclusively for mail and phone orders. Within five minutes after the announcement the store received six orders and the overall volume made the campaign completely self-liquidating.

A New York furniture retailer, who insists on anonymity, used a one-minute Sunday night spot on WABD with such success that he found it necessary to increase his staff from three to seven people and to take over the building next door. After stepping up his WABD schedule to five spots a week he attributed 70% of his sales directly to this campaign.

WABD New York Lives Up to DuMont Tradition of Pioneering

IT was away back in 1939 that Dr. DuMont filed an application for an experimental television station in New York City. At the same time, he authorized Commr. Loewi, then executive vice president of Allen B. DuMont Labs, to rent a Manhattan office and thence Commander found a $500-a-month room at 515 Madison Ave., the present home of WABD.

Outside this office window Commr. Loewi erected a simple dipole antenna—one of the first in New York. Inside he installed two TV receivers for the benefit of two sighted, imaginative viewers. Meanwhile, scouting for a suitable transmitter and equipment site Commr. Loewi found that the 42nd floor of the Madison Ave. skyscraper was soon to be available. To this location Dr. DuMont moved a 50W transmitter with which DuMont engineers had been experimenting at the Press, N. Y.

Shortly thereafter Dr. DuMont named Will Baltin, now secretary treasurer of Television Broadcasters Assn., as program manager of his station, and Charles Hoffman of Montclair, N. J., as chief engineer.

In April 1940 an experiments license was granted to the station with the call letters W2XWV. Early field tests were started. The first telecast from the new station was a test pattern, aired from mid-night to 9 a.m.

Although there were fewer than 6,000 receivers in the country, Mr. Baltin busily started setting up broadcast schedule. In August
1940, under special authority granted by the FCC, a DuMont crew set up a field TV transmitter at Canton, N. Y., and put a remote camera chain and a group of receivers into the field. This provided the first video coverage of the First Army war games in northern New York, largest peacetime military exercise ever undertaken in the U. S. to that time.

Another ambitious W2XWV program attempt during its experimental first year was to reconstruct a professional football game between the Chicago Bears and the Washington Redskins. By moving figures on a magnetic board set up in front of a camera, Mr. Baltin and his staff followed the progress of the game from play-by-play reports received by wire from Chicago. A vaillant attempt to reproduce a 1940 election night teletype bulletin via Trans-Lux projectors fell short of success due to lack of sensitivity of the camera tubes of that era.

Installation of permanent equipment was started early in 1941, and by the fall of that year extensive testing of the transmitter and field strength measurements were underway in the spring of 1942, the young DuMont organization was deep in plans for instituting a regular series of planned programs. Robert Jamieson, new traffic manager for the network, had joined the station staff as stage manager; Dorothy Wootten as program announcer, and Walter Swenick as chief engineer, with Salvatore Patremo, now network maintenance engineer, as his assistant.

About that time Dr. DuMont decided to launch a full-fledged weekly series of variety programs and shows supporting the war effort. A formal production schedule was inaugurated on Sunday, June 22, 1942. Within six months the station went on a twice-a-week schedule, and early in 1943 added a third day to its operating week. Late in 1943, having been granted full commercial license, W2XWV became officially, WABD.

WHEN this country went to war all of the DuMont manufacturing facilities were turned over to the production of war, oran and other electronic equipment for the armed forces. But WABD remained on the air thanks to a rule that Dr. DuMont had laid down. Anyone wishing to be associated with telecasting experiments must first work eight hours a day producing war equipment in the Passaic plant. Then, on their own time, those who wished to do so might go over to Manhattan and put the station on the air during the evening—so long as they were back at the factory in time for their next eight-hour shift on the production line. (Frank Bunett, the director whose work is doing so much to free TV of the inhibitions imposed by movie approaches, was one of those who took advantage of the opportunity to get into TV early.)

WABD in this manner supported the war effort—bond drives, the Red Cross, air raid warden service, and recruiting campaigns. It made time available to all branches of the civilian and military effort.

During this period, Samuel Cuff, WABD’s general manager, introduced top advertising agencies to a day producing war equipment and studio facilities available at no charge to far-sighted and imaginative executives who wanted to experiment with the new medium. Among those early pioneers courageous enough to get their feet in the new door were Benton & Bowles, who conceived a series of 10-minute dramatic sketches for Post Tans, a variety of General Foods breakfast cereals packaged in a multiple container; Canada Dry came up with one-minute spot films on behalf of Spur Cola, and Chesterton sent over Fred Waring with his vocal group (instrumentalists not yet being allowed to play in the new medium).

Durex Plastics regularly and currently placed Jessica Dragonette before the WABD cameras; President Mending Tape offered The Hobby Hall of Fame, a program which enthusiastic hobbyists arrived at the studio to talk about and demonstrate their hobbies on television. Also among the early uncharged-commercial users were Lever Bros. Co., with a show called Wednesday at Nine is Lever Time for Rinso, and later Spyro. The program featured a pretty blonde who sang and played the piano and was known as Roberta Hollywood, more famous now as Roberta Quinlan.

About that time Commr. Loewi, who had been keeping his eye on telecasting operations in his capacity as executive vice president of the parent organization, donned a naval uniform and went off to war. Leonard P. Cramer, now vice president of the corporation, moved over from Passaic and started to lay the groundwork for network operations.

Mr. Cramer immediately set about expanding WABD’s facilities, opening in Wanaque’s “New York Department Store what was then the world’s largest and finest television studios. Utilizing more than half a million cubic feet of space, the new facilities included three studios, a balcony which could seat an audience of 500 persons, and many other features.

Thither Mr. Cuff moved all of WABD’s production and all of DuMont’s telecasting was done from those studios until daytime programming was launched in the fall of 1948, utilizing Studio D at 615 Madison Ave. for most originations.

WITH the step-up in national interest in television that marked 1944, Mr. Cramer was called back to Passaic to take executive direction of the entire corporation and Lawrence Phillips joined DuMont to develop the Cramer-initiated network. With Leonard Hole, now with NBC-TV, in charge of operations at WABD, Mr. Phillips served as network director until the spring of 1949 when Commr. Loewi assumed that position.

Mr. Cramer joined DuMont in June 1947 and, working closely with Commr. Loewi, built up a “team" that has pioneered in the development of low-cost TV programs for low-budget advertisers.

The same era also saw the arrival at DuMont of Mr. Caddigan. Under his direction DuMont could book more “house" programs, created and produced by its own staff, than any other network. The record shows that the DuMont production staff has come up with better than one new program a month since he has headed the operation. The DuMont programming department operates what amounts to a continuous production research laboratory in devising and seeking new technical advances, cameras and exposition effects, lighting and other improvements in technique.

Sensing a need for a new type of adventure serial for modern-minded youngsters, Mr. Caddigan created Captain Video, which integrates into a live studio program of futuristic and scientific development film sequences of cowboy adventure, providing a story within a story. This combination has paid off in audience, Captain Video outranking with New York nappets the

(Continued on Telecasting 19)
THE DESIRE of television set owners to see the top comedy stars of radio on TV is revealed in a report released last week by Advertest Research.

The respondents were asked to name the radio programs they were looking forward to seeing on television. Six of the 10 programs named most often were either comedy- or situation comedy shows. "Toast of the Town" is the only dramatic show which appears on the list. In the field of musical offerings Bing Crosby and "The Hollywood Palace" were named most often.

Only one daytime show, "Breakfast Club," appears in the top 10. Although no single soap opera is listed, survey data points out that the total for all the various programs named in this classification was 4.6%, "showing a desire by set owners for this type of daytime entertainment."

The survey covered over 500 television homes in the New York-New Jersey area.

The Advertest list of the first 10 programs, and the percentage of set owners listing each, follows:

1. Jack Benny
2. Bing Crosby
3. Bob Hope
4. "Toast of the Town"
5. Fred Allen
6. "Amos 'n' Andy"
7. Groucho Marx
8. "Breakfast Club"
10. Burns & Allen

WGN-TV Chicago Issues Rate Card No. 5

WGN-TV Chicago rates will jump $100 per hour for live and film shows in Class A time starting March 1. Sales Manager George Harvey announced last week. Station's basic hourly rate for live shows was $700, $600 for film. This is the first rate card WGN-TV has issued since it took the air in April 1948.

Saturday and Sunday time, previously all Class A, has been reclassified. Mornings until 1 p.m. each day is now Class C; Saturday afternoon from 1 to 6 p.m. Class B; and Sunday afternoon from 1 to 6 Class A.

American Research
February TV Ratings


The "Tavern" continued its hold on second place and the Arthur Godfrey Talent Scouts show remained third. In New York, "The Children's Hour," an hour-long program telecast at 10:30 a.m. Sunday, barely missed the top 10 with a rating of 35.1, according to ARB. The survey covers the week of Feb. 17. Information is secured from "viewer diaries" placed in a cross-section of 800 homes in each city.

American Research Bureau February ratings for New York and Philadelphia, with January ratings shown in parentheses for comparison, are as follows:

**NEW YORK**

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<td>2. Top of Town</td>
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<td>3. Talent Scouts</td>
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<td>3. TV Talk Show</td>
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<td>4. Cabot's</td>
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<td>5. Godfrey &amp; Francis</td>
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<td>6. &quot;Texaco Star Theatre&quot;</td>
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<td>7. Radio Music</td>
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<td>8. Boxing (Fri., Wash.)</td>
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<td>9. Children's Hour</td>
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**Survey Source Changed For S. F. Count**

THERE WERE 38,517 television sets in the San Francisco coverage area as of Feb. 1, according to the city's Television Stations Committee. The increase of approximately 5,000 sets from the figure previously reported in TELECASTING'S Weekly Television Summary is said to reflect ownership in areas not covered before.

Northern California Electrical Bureau information which had been used in the San Francisco coverage area but also distributors for an estimate for the sets released by them at wholesale to viewers.

**January Teleratings Released by Hooper**

MILTON BERLE'S "Texaco Star Theatre" led the top 10 TV-Network Teleratings for January according to a report released last week by C. E. Hooper Inc.

The top ten ranking program was followed by:

1. Talent Scouts (CBS TV series)
2. Godfrey & Friends (CBS TV series)
3. Toast of Town (CBS TV series)
4. Stop the Music (ABC TV series)
5. Lowman (ABC TV series)
6. Cavalcade of Sports (NBC TV series)
7. Cavalcade of Stars (DuMont TV series)
8. Lowman (DuMont TV series)
9. Lights Out (CBS TV series)
10. Our Miss Brooks (NBC TV series)

**U. of Miami Surveys Local TV Preferences**

ED SULLIVAN'S weekly variety show, "Toast of the Town," is the most-watched program broadcast by WTVJ-TV (Miami), according to a survey conducted last month by the radio and television department of the U. of Miami.

A thousand pairs of postcards listing one local programming, the other network or national film shows, were included in WTVJ's weekly program log mailing for the week of Jan. Respondents were asked to rate programs as very good, good, fair or poor, with replies rated according to a scale that assigned the index of 100 to very good, 75 to good, 50 to fair, 25 to poor and 0 to very poor.

Results showed the kinescope of network TV shows and the motion picture film shows were more popular than the station's local live programs. Only one local telecast, a U. of Miami basketball game, got into the 10 most popular programs; only one non-local program, "Kukla, Fran & Ollie."
WSB-TV is not broadcasting color television

BUT WE CAN!

as a matter of record—we have!

We are interested and concerned with promoting the art of television in all its aspects—both present and eventual.

Within a few short months this station has become known as an accurate testing ground for new ideas, and for a reliable reflection of audience attitudes.

The production and technical personnel of WSB-TV is capable of handling any program idea. These capacities, the television public recognizes—and rewards.

And that is another reason why WSB-TV can and does sell MORE merchandise for sponsors in the great Atlanta market.

WSB-TV is the first station in the South to broadcast color television.

Owned and operated by The Atlanta Journal Co.
Represented by Edward Petry & Company, Inc.
By FLORENCE SMALL

"WE SIMPLY took a problem and turned it into a profit."

With that deceptive simplicity, Ely Landau, director of television for moss assoc., New York, defined what is one of the most interesting and successful local television ventures in the New York area.

The problem was actually double fold. Two separate automobile firms, the Jackson Motor Co., Jackson Heights, L. I., and nat Paterson motors Inc., Ozene Park, L. I., both DeSoto-Plymouth dealers, sought individual service from the agency on their respective accounts. Both were considering television.

The medium, however, proved too expensive for each of the firms to tackle at great length individually. Moreover, even if the agency had been able to accede to its clients' desires, it would have placed moss assoc. in the untenable position of selling competitive services at the same time in a somewhat similar area.

Mr. Landau answered the first part of the problem by joining the two in a common campaign, splitting the costs between them. But that left yet a greater problem to solve. How could the agency direct sales exclusively to Jackson and Paterson without confusing the benefits of their advertising among DeSoto-Plymouth dealers who were not participating in the campaign? And what about the business of competitive services?

Moss assoc. answered both problems in one stroke. The firm struck on the idea of creating a "theme" to be used by both clients, but by them alone. To do this the agency coined and copyrighted a word, "Road-erizing," and built the campaign around that word. Aware that automobile sales grow out of automobile servicing, they defined "Road-erizing" in the commercials as a complete servicing job by highly skilled, factory-trained mechanics, including complete lubrication, check of battery, steering post and lights, etc., front-end check, adjustment of brakes, setting and adjusting ignition timing and carburetor, tightening of body bolts and a road test on which the car is critically tested for noises, handling ease, smooth riding, performance and response.

Price of the service was set at $7.95.

On the Monday following the first Saturday evening on which the "Road-erizing" commercial broke, one of the dealers got 19 calls for this service. The other received 28 such calls during the week. Inasmuch as "Road-erizing" was not advertised elsewhere, all of these calls could be attributed directly and solely to the TV advertising.

Growing Response

Since the inception of the theme and TV campaign, both dealers report a steadily mounting number of "Road-erizing" jobs sold and a sharp upturn in their servicing business in relation to the corresponding period of the previous year. The number of cars sold has increased proportionally. The Nat Paterson Co.—as a result of this and a previous brief solo invasion of TV with moss assoc.—has risen from one of the smallest DeSoto distributors to the second largest dealer in Long Island, Nassau and Suffolk Counties.

The show which the two firms sponsor—at a joint annual cost of $50,000—is an hour long presentation of the wrestling matches on WABD (TV) New York, 10 p.m., Saturday. The matches originate in Chicago. The program has the second highest rating of any Saturday night TV program in the New York Metropolitan area. The time cost is extremely low in relation to the size of audience reached. Mr. Landau told telecasting. He estimates it at about 20 cents per 1,000 messages delivered.

The commercials consist of four one-minute silent animated cartoons that cost less than $1,500 and promote both clients. Commercial costs were kept down by using only eight basic pieces of art work with moving panoramic backgrounds for all four commercials, intermixing them and reversing the direction of the action for variety.

The program is introduced by a one-minute jingle with cartoon picturization utilizing stop motion, animation and other visual effects. A portion of the jingle goes as follows:

When your car is limping badly
When your motor's on the blink
Call on Jackson Motor Company
Or Nat Paterson Motors Inc.

If it's new with hydraulic
Or it's old and has a kloan
And it needs expert attention
Call on Paterson or on Jackson

Jackson's town is Jackson Heights
He gives you service there
Paterson is in Ozone Park
And he treats you just as square
They're De Soto-Plymouth Dealers

And for service you should think
WAR against Hollywood "talent sharks" assumed greater proportions last week as Federal authorities joined state, county and city officials in the investigation. The racketeers, posing as legitimate television or movie producers, have been extracting up to $20,000 weekly from ambitious victims by holding out the lure of a television or screen career for them or their children [TELECASTING, Feb. 20].

The Federal Grand Jury opened its investigations last Tuesday, seeking to indict offenders on charges of mail fraud. Called in as a witness by Assistant U. S. Attorney Ray Kimman was James Carney, actor and former president of the Screen Actors' Guild, who told jurors of the workings of legitimate talent agencies as opposed to recently formed "phoney" guilds. Other Witnesses

Other witnesses were Buck Harris, public relations director of SAG, and Ken Thompson, assistant executive secretary of the guild, who turned over hundreds of letters received by SAG from people complaining against unfulfilled promises made by so-called guilds. Meanwhile, the state was continuing action against the groups on grounds of alleged violation of the Corporate Securities Act. To date, seven of the alleged "talent schools" have been ordered closed and officials of another "school" are scheduled for a March 16 hearing by the State Division of Corporations. The charge is that "schools" promised clients a share of the profits from stars under contract with them, thus placing the contract under the heading of security, permission for which must be obtained from the state. No such permission had been acquired by the groups. Ordered to suspend operations

CBS Signs Lahr

CBS last week signed Bert Lahr, comedian, to an exclusive three-year television contract. A half-hour weekly comedy program built around him is planned but starting date has not been selected. Mr. Lahr has appeared frequently as guest on the groups. CBS series will be produced by Irving Mansfield, CBS executive producer. Closed circuit tryout is planned within a month.

"No opportunity is overlooked to reinforce the impact of the television program in making the public 'Road-erizing' conscious," Mr. Landau said.

In discussing the agency's approach to automotive advertisers, generally, Mr. Landau observed, "We here at Moss, as exponents of the theory that low-cost television can and does pay off, feel we can justifiably say that this use of the medium of television by individual automotive dealers has and is proving very conclusively that TV can pay off as handsomely at the local level as it has done for some of the national advertisers in the automotive field.

EMERSON DENIED

Color Hearing Appearance

EMERSON Radio and Photophon Corp., New York, was denied permission by FCC last week to intervene in the Commission's color television proceeding. FCC indicated Emerson had conducted no color tests and had no evidence relative to a specific TV system. Emerson had requested the opportunity to present its executive vice president, Dormon D. Israel, who is in charge of its engineering and manufacturing operations, "and who has followed the development of color television in its various aspects." The firm said it has been making and selling TV sets since before the war with some one-quarter million sets now in use. In denying the Emerson petition, FCC wrote, "the uninterested interested parties are prepared to make substantial scientific data to the record ... the Commission is not disposed to entertain favorably late requests to participate in the above hearing." The letter stated further:

From your petition it appears that the proposed testimony of Mr. Israel will not relate to a specific color television system with which the Commission can use as the basis for the promulgation of rules, regulations, and standards, nor will any testimony by Mr. Israel cover other systems be based upon any tests conducted by your company. In substance, that testimony will deal with your individual views concerning policy matters to be determined by the Commission, and with a review of your experience in the production and selling of monochrome television sets. In view of the facts set forth above, the Commission is of the opinion that Emerson's request is not timely and should not be granted. Accordingly, your petition is denied.

CONTRACT to air 35 Tiger home games on WWJ-TV Detroit is completed by television and radio stations of ABC's east coast TV network.

ARRANGING for the Blind Date TV show on ABC, starting March 16, are (1 to r): Stelcum Chapin, ABC's eastern TV sales mgr.; Charles L. Rothchild, v. p., Emil Mogul Co., agency; John Reed King, star of show; Isadore Greenspan, treasurer, Flagstaff Foods, and Max Geller, Weiss & Geller Agency.

SILENT film star Buster Keaton (l) produces "heavy artillery" to make sure Dana Jones (seated), press, Dana Jones Co., completes contract that will make Los Angeles studiobaker dealers sponsors of Mr. Keaton's show on KTTV (TV) Los Angeles.

On the dotted line . . . .

WJBK-TV Detroit's new quiz, So You Know Sports, is set by (1 to r): Seated — Louis DeHayes Jr., Sterling Cool; Jack Rose, Louis Rose Co. DeSoto-Plymouth, co-sponsors; standing — Dick Jones, WJBK-TV; Bob Murphy, Detroit Times; Van Patrick, moderator; Edgard Hayes, Detroit Times; Bob Powell, Powell-Grant Inc.

On the dotted line . . . .
He's got to like what he sees, or he'll turn you off.

With advertisers, too, programs come first.

In the seven cities where more than half the television audience is, CBS programs are first*...with 6 of the 10 most popular shows—all CBS-created—winning for advertisers television's largest average audiences.

Turn first to CBS...because CBS has most of the programs most of your customers want.


CBS·TV
—first in programs
NBC-TV LAST WEEK launched its Saturday Night Revue after altering the program's original concept to overcome objections of the FCC [TELECASTING, Feb. 20].

The first presentation of the program was scheduled for last Saturday day, Feb. 25, and as of the time TELECASTING went to press there seemed little doubt that the schedule would be kept.

Meanwhile, however, the National Assn. of Radio Station Representatives Inc. sent a letter to all television stations not owned by networks, charging that networks were encroaching on spot business and pointedly advising stations that their best revenue could be derived from spots.

The NARSIR letter was the first direct action taken by the association with regard to the NBC Saturday night plan, but individual members were known to have urged their stations to shun the program since the plan was first announced.

As modified last week, the NBC plan was believed by network executives to be within FCC regulations.

Originally the network placed an order with stations for the two-and-a-half hour time, with the qualifying suggestion that stations could take only parts of it if they chose. The network did not identify advertisers in its order to the stations, for the good reason that at the time the order was placed, no sponsors had been acquired.

Under the original plan, the program would be sold to 16 different products, whose one-minute commercials would be rotated in the 13-week cycle throughout the full two-and-a-half hour show.

In revising its plan last week, NBC withdrew its order for commercial time from stations and announced it would sell the program in a different way. Although 16 different products would be sought, the program will be sold in half-hour segments, in each of which can be put three one-minute commercials. As soon as a half hour (or one commercial) is sold, the network will then place a commercial order for that with its stations.

Stations were asked to carry un-sponsored portions of the program as sustaining network time.

The first presentation last Saturday was entirely sustaining. Three advertisers were reported to have signed for sponsorship of the show, but it could not be learned when their schedules would begin.

The advertisers reportedly were United Fruit Co., which had been announced as a sponsor before the FCC threw a monkey wrench into the original plan, Swift & Co. and RCA.

The premiere telecast of the Saturday Night Revue last Saturday was to feature Jack Carter as star in a Chicago origination 8-9 p.m., and Sid Caesar as star of a New York origination 9-10 p.m. Appearance also in the Chicago portion of the program were to be George Raft and Cass Daley. And in the New York portion, Burgess Meredith, Imogene Coca and Gertrude Lawrence were to perform.

In an official statement, Joseph H. McConnell, NBC president, said:

"While we are making this show available to NBC affiliates on a sustaining basis, it is our plan to make it so good that it will be quickly sold to sponsors. This two-and-a-half hour show is available for the advertising of 16 different products.

Advertisers will be offered the opportunity to purchase complete announcements. A maximum of three announcements will be placed in a half-hour portion of the program. As three announcements are sold, the stations will be informed of the identity of the advertisers and will be offered a half hour of commercial time. The announcements will be rotated within that half-hour period. As additional announcements are sold, offers will be made to the stations for the time required for the additional announcements adjacent to that half-hour slot, and all the announcements will then be rotated within the time sold. Thus, when 15 announcements have been sold, the announcements will be rotated throughout the two-and-one-half hour period.

NBC is gratified by the considerable interest which advertisers have already shown in this new approach which makes prime time network television available at a price which can be afforded by a greater number of advertisers."

Flanagan's Letter

The letter sent to independently owned television stations by T. F. Flanagan, managing director of NARSIR, read in part:

"The DuMont complaint against monopolistic practices by networks in television broadcasting brings up the whole question of national spot advertising in television.

"We were founded and have remained in business on the basis of their ability to provide programs which would attract audiences and be salable to advertisers.

The FCC has repeatedly stated its determination to see to it that the national advertisers must keep in position to compete with the network for the business of the national advertisers.

The only way in which the independently owned station can compete for national business is through the sale of time on station breaks, or half hour announcements, and other short time units, on the sale of time to national advertisers in participation shows, on the sale of local news program time and service, and the sale of station produced programs to national advertisers, and the sales of otherwise produced programs to national advertisers in station time.

The above conditions are part of the history of AM broadcasting. We have in television some conditions that parallel to AM, and some that intensify the need for direct sale of station time.

(Continued on Telecasting 14)"

Excise Tax

STRONG case for the TV manufacturer, distributor, retailer and the television industry as a whole was presented to the House Ways and Means Committee. The Congressional group is considering the administration's proposal to change the 15% excise tax on television receivers at the manufacturing level [TELECASTING, Feb. 20, 13].

At the hearing's close, it was indicated that at least a number of the committee members had been made cognizant of the industry's problems. Some committee members said the protest was effective.

A decision as to the committee's recommendation on the administration's proposal is not expected until, at least, the Congressional group has heard detailed phases on the entire question of tax revision. Hearings may continue into April.

Excise levy for TV sets would hamper seriously the growth of the television industry and expansion of television broadcasting by increasing the price of sets sold to the public. Moreover, it would hamper the growth in the retailing or TV sets.

Although the administration proposes the repeal or revision of most "luxury taxes," it has discriminated against "an infant industry" by singling it out for taxation.

This "discriminatory" tax would endanger the industry's high employment record.

Since the TV manufacturing industry is a potential supplier of electronic equipment for weapons to be used in time of war, it must be kept healthy.

Under coordination of Radii Mersens, a file of industry witnesses appeared before Chairman Robert L. Doiughton (D-N. C.), and his committee. They included:

David B. Smith, Philo vice president in charge of engineering and research, and Richard A. Graver, vice president in charge of electronics. Admiral Corp., for the large manufacturer; R. W. Durst, Hallcrafters executive vice president, for the small manufacturer; P. T. Hines, general manager, Greenahoe News Co., owner and operator of WFMY-FM-TV, a small broadcaster; Lee B. Wailes, vice president in charge of operations, Fort Industry Co. Stations, representing Fort Industry Co. Stations, representing Fort Industry Co. Stations, representing Fort Industry Co. Stations, representing Fort (Continued on Telecasting 18)
ON the air approximately 76 hours a week, of which about 5 are taken with local originations, including 12 hours of test attempts, WABD airs 20 hours of women's programs, 8 of children's hours, 8 of sports, 7 of variety, 6 of film, 4 of news, 3% of drama and of discussion in the major programes classifications.

Approximately 41 hours per week of the station's air time are given to network transmission and hours to network receiving (from Chicago). Approximately 16 hours a week are commercial and 48 sustaining.

High on the WABD public service program roster is Court of Current Issues, holder of five awards and the oldest program in the nation of consecutive telecasts in succession. The station's sports coverage this year will include telecasting all home games of the New York Yankees under the sponsorship of P. Ballantine & Sons beer and ale. Last fall WABD loyed from its coverage of baseball's world champions to their rendition equivalent by covering the Adelphi Theatre (a TV network) the major games of Notre Dame, with Chevrolet dealers as sponsors. Mr. gallery, former business manager of the Yankees, left that organization to join DuMont in January 849.

Steady development of WABD's facilities has been under the direction of Scott Helt, Rodney D. Chipp and Julian Armstrong. Mr. Helt supervised the expansion from mid-1946 to September 1948, when Dr. Chipp, now director of network engineering, succeeded him as chief engineer at WABD.

Mr. CHIPP supervised work involved in the re-activation of studio D to provide daytime programming, as well as the conversion of the Adelphi Theatre into a television studio to accommodate Cabaret of Stars, Cavalcade of Bands, The Morey Amsterdam Show and a number of other productions. He also supervised the complete construction of a new ramp and control booth which have made the Adelphi a thoroughly modern theatre-type studio. At the same time, Mr. Armstrong, director of promotion, planning and development, has supervised development of headquarters offices, notably the research divisions on the 20th floor of 515 Madison Ave.

Currently the organization that started in one 500 square foot room, with 200 sq. feet of space, occupies 21,000 sq. feet on nine floors. Concurrently, from its original 50 w experimental days, WABD's equipment has expanded to include three studio locations equipped with 20 DuMont cameras, 14 mounted on pedestal dollies, one on a crane dolly, and five on tripod mountings; 19 microphone channels, 190 microphone booms, 2 Dynabeam spotlights, 5 video circuits, 6 audio circuits, 3 oscilloscope film chains, 2 35mm and 1 16mm channels, 2 35mm and 1 16mm film projectors, 3 slide projectors, a Baldumicon, a sound truck equipped with dual turntables and 4 microphone channels, a jeep monitor, 2 off-the-air receivers, 2 microwave transmitters and receivers, and one video and one audio channel line out, among its mobile equipment. Of course, facilities of the full DuMont manufacturing organization are at WABD's disposal at all time, enabling the station to add to its equipment whenever that seems desirable. The station now operates on Channel 5 (76-82 mc) with 9.4 kw aerial, 14.5 kw visual. Details of operations at WABD's three studio locations at 515 Madison Ave. the Adelphi Theatre and the Wannamaker studios are supervised by Roy Passman, New York operations manager.

Base rate of WABD for an hour of Class A time (6:30 p.m. to sign-off, Monday through Friday, noon to sign-off Saturday and Sunday) is $1,500. For Class B time (2:00-6:30 p.m. Monday through Friday) the base rate is $75 per hour, dropping to $500 per hour for all other time. A one-minute or less announcement is $200 in Class A time, $100 in Class B time, and $75 in Class C time. Frequency discounts run from 25% for 13 times a year to 25% for 20 or more times a year.

Studio facilities for camera rehearsals of live programs are available at $200 per hour. Charges for film studio usage are $125 per hour, with a $75 minimum, and charges for film, when combined with live studio or mobile unit, are $75 per hour or any portion thereof.

Mr. CHIPP is supervising a major new television station in Chicago, Channel 9, to be known as WGN-TV, which is the first television station to be operated by a radio network in the United States. The station will be affiliated with the ABC network and will be located at 515 Madison Ave. in the former DuMont building. WGN-TV will begin operations on November 2, 1950.

The station will be equipped with 20 television cameras, 14 mounted on pedestal dollies, one on a crane dolly, and five on tripod mountings; 19 microphone channels, 190 microphone booms, 2 Dynabeam spotlights, 5 video circuits, 6 audio circuits, 3 oscilloscope film chains, 2 35mm and 1 16mm channels, 2 35mm and 1 16mm film projectors, 3 slide projectors, a Baldumicon, a sound truck equipped with dual turntables and 4 microphone channels, a jeep monitor, 2 off-the-air receivers, 2 microwave transmitters and receivers, and one video and one audio channel line out, among its mobile equipment. Of course, facilities of the full DuMont manufacturing organization are at WGN-TV's disposal at all time, enabling the station to add to its equipment whenever that seems desirable. The station now operates on Channel 5 (76-82 mc) with 9.4 kw aerial, 14.5 kw visual. Details of operations at WGN-TV's three studio locations at 515 Madison Ave. the Adelphi Theatre and the Wannamaker studios are supervised by Roy Passman, New York operations manager.

Base rate of WGN-TV for an hour of Class A time (6:30 p.m. to sign-off, Monday through Friday, noon to sign-off Saturday and Sunday) is $1,500. For Class B time (2:00-6:30 p.m. Monday through Friday) the base rate is $75 per hour, dropping to $500 per hour for all other time. A one-minute or less announcement is $200 in Class A time, $100 in Class B time, and $75 in Class C time. Frequency discounts run from 25% for 13 times a year to 25% for 20 or more times a year.

Studio facilities for camera rehearsals of live programs are available at $200 per hour. Charges for film studio usage are $125 per hour, with a $75 minimum, and charges for film, when combined with live studio or mobile unit, are $75 per hour or any portion thereof.

In the recent TV Forecast survey on the most popular shows from Chicago, WGN-TV ran off with 31% of 49 possible winners. The remaining places were divided between the other three stations. Amazingly enough, four of WGN-TV's winning Chicago originations are available to sponsors.

They are:

- They Stand Accused .... Best Chicago Drama
- Spell with Isbell ....... Best Chicago Quiz
- Best Chicago Woman's Show
- 2nd Best Education Show
- 2nd Best News Show
- 3rd Best News Show
- Why speculate? Here's an opportunity to sponsor programs of proven popularity—thousands of viewers' votes are evidence. Contact your WGN-TV representative for facts and figures on any or all of these Chicago favorites.

Canadian TV
CBC Building First Unit

CONSTRUCTION of the first Canadian television studios and transmitter has started at the Canadian Broadcasting Corp.'s national program and commercial center in Toronto, according to Donald Manson, acting general manager of CBC.

It was also announced that S. W. Griffiths, from CBC international service, Montreal, will be program director at Toronto; Reg Horton, technical director, and Charles Harris, assistant supervisor.
'Howdy Doody' Does It
NEARLY a quarter million responses have been received from the two premium offers on the Howdy Doody show on NBC-TV, the network has announced. Youthful viewers were asked in announcements televised on Jan. 25 and 30, to send 10c and a wrapper from a bar of Three Musketeers candy to receive a cardboard model of Howdy Doody. As of Feb. 6, Grant Advertising, which has the account of Mars Inc., maker of the candy bar, reported it had received 240,000 requests.

QUIZ SHOW
ABC-TV Takes 20 Questions
ABC-TV and 12 affiliated stations will carry a special radio quiz, as a regular TV feature beginning March 31 as the result of a 26-week contract signed last week by the network and Ronson Art Mfg. Works Inc. through Grey Advertising Agency Inc., New York.

The program, to be telecast from 8:30 to 9:30 p.m. EST, on behalf of Ronson lighters, will be carried by four of ABC-TV's owned and operated outlets—WENR-TV Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles, and KFRC-TV San Francisco—and eight affiliated stations.

In New York, Twenty Questions, which features Bill Slater as m.c. and a regular panel, as well as guest stars, will continue over WOR-TV, but will move to the Friday evening spot. Show currently is heard and seen as a simulcast on WOR, WOR-TV on Saturday.

Coincident with Ronson's sponsorship on ABC-TV next month, the station is able to present as its outgrowth the ABC-TV network telecast the preceding night, ABC reported.

WOI-TV BEGINS
Is Nation's 100th TV Outlet
THE 100TH television station in the nation, and the first licensed college television station, WOI-TV Iowa State College, Ames, took the air Feb. 21. Stores in cities of central Iowa held open house last week, with line-ups of television sets demonstrating the station's programs to many persons who had never before witnessed the new media.

WOI-TV is the outgrowth of a decision by officials at Iowa State to modernize the equipment of WOI and include provision for both FM and TV while doing so. The transmitter building and antenna, completed last spring, are located three and one-half miles southwest of Ames. The building is of brick and constructed in ranch house style, containing a transmitter room, control room, workshop, power plant, garage and emergency studio.

The FM and TV transmitters are located at the new site, and eventually the AM transmitter also will be moved there.

WOI-TV, on Channel 4, is affiliated with ABC-TV, CBS-TV DuMont and NBC-TV. It has a library of 5,000 films and operates Monday through Friday with effective radiated power of 18,000 watts. Transmitter was built by General Electric Co.

ATS: Discussions
AMERICAN Television Society will begin a series of luncheon discussion meetings March 3, Robert Montung, NBC producer, will be first speaker at the Hotel Roosevelt, New York.

TV RENEWALS
Previous Order Set Aside
WTMJ-TV Milwaukee was given a regular license by FCC last week after Walter Damm, vice president and general manager, reported the station did not accept NBC's offer of $25,000 and 300 station breaks instead as a simulcast of ABC telecast. The FCC had received Mr. Damm's affidavit "which contains a full statement with respect to the order for broadcast time and advises the Commission that the Journal Co.'s offer did not accept the offer made by NBC." Ernest B. Loveman, vice president and general manager of Phil Co. Corp.'s WPTZ, meanwhile is sued a statement saying FCC's action putting WPTZ on temporary license was unrelated to "anything that has happened on WPTZ." In a statement:

'This change in our license results solely from a programming policy as established by the National Broadcasting Co., with which our station is affiliated and has nothing whatever to do with anything that has happened on WPTZ. So far as we know it will not change or affect in any way the right of the station to broadcast as it has been doing since June 30, 1952, when it was one of the first television stations on the air in the U.S.

'Shopper' To Move
DAYTIME FEATURE, Your Television Shopper With Kathi Norris on WABD (TV) New York for more than a year, will move to WNBT (TV) New York in early May, the latter station announced last week. The program will be telecast on WNBT Mon.-Fri., an hour a day, and it has been on WABD. It will be offered to sponsors on a participating basis.

MAIL COUPON TODAY!

Broadcasting • Telecasting
870 National Press Bldg.
Washington 4, D. C.

Yes, send me 52 weekly issues of Broadcasting and the 1950 Yearbook ($5 value) free as part of this order. (Offer expires Mar. 31)

I enclose $7.00

Please bill me

NAME______________________________

COMPANY______________________________

ADDRESS______________________________

CITY________________ ZONE____ STATE________________

950

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February 27, 1950

Free to new subscribers

The 1950 BROADCASTING YEARBOOK

For a limited time, this 550-page, $5- volume comes FREE with a subscription to BROADCASTING • TELECASTING

• Analysis 1949 radio-tv adv.
• Media costs
• Radio-tv billings
• Program Trends
• Audience Analysis
• AM FM TV stations, executive personnel
• 55 directories—550 p. complete radio-tv index

MAIL COUPON TODAY!
McConnell To Keynote Annual Conference

NBC President Joseph H. McConnell and John McLaughlin, advertising manager of Kraft Foods Corp., will deliver keynote addresses at the opening luncheon of the Chicago Television Council's second annual National Television Conference, Monday, March 6.

The three-day Claude, March 6-8, at Chicago's Palmer House, is expected to attract 500 TV leaders from all parts of the country to hear speeches and panels on all phases of the industry. George A. Harvey, council president and sales manager of WGN-TV Chicago, will introduce the speakers.

The one session Monday afternoon will concern three TV viewpoints—those of the seller, agency and client. Robert D. Sweeney, general manager of WDSU-TV New Orleans; Harry Bannister, general manager, WWJ-TV Detroit, and Alexander Stronach, eastern TV program manager of ABC, will represent the sellers. Seymour Mints, advertising manager, Admiral Corp., will speak from the client angle.

Meetings on creating, writing and directing and the "1950 Approach in Station Sales and Management" will be conducted concurrently Tuesday morning. The first panel will be headed by Fred Killian, director of TV programming at ABC's Central Division.

John Mitchell, manager of WBKB (TV) Chicago, will direct a management discussion of E. Y. Flanagan, general manager, WSPI-TW Toledo; Eugene E. Thomas, general manager, WOIC (TV) Washington; P. A. Sugg, manager, WKY-TV Oklahoma City, and F. Van Koyenbury, general manager, WTCN-TV Minneapolis.

Color Discussion Set

Color will headline discussion at the Tuesday luncheon when Clifton Utley, NBC AM and TV commentator, will conduct a panel.

The single Tuesday afternoon panel on sponsors will find Holman Faust, account executive, Schwimmer & Scott Agency, Chicago, directing comments of Bud Gore, advertising manager, Marshall Field & Co., and Phil Creedon, advertising manager, Lumber Co., both Chicago; Read H. Wight, radio-television director of J. M. Mathes, New York, representing National and Gerald M. Wilke, and William Fisher, Young & Rubicam, Chicago, for O'Cedar mops. International Shoe Co. and Kelvinator will send speakers also.

A research report will be submitted at an early Wednesday panel, with Robert Salk of the Katz representative firm, Council A. research director, presenting preliminary findings of a special council survey.

Hugh M. Bleville Jr., director of research for NBC, will keynote answers from a panel to the question "What Can Research Contribute to Television in 1950?" Ralph Liddle, assistant advertising manager, Commonwealth Edison Co., Chicago, will introduce H. C. Bonfig, advertising manager, Zenith Radio Corp., and Robert H. O'Brien, secretary-treasurer of United Paramount Theatres, New York. Future trends of films in video will be described by a representative from Jerry Fairbanks studio.

Comdr. Mortimer Lowel, director of the DuMont TV Network, will be featured speaker at the Wednesday luncheon.

Wednesday afternoon, Arthur Holland, owner of Malcolm-Howard Agency, Chicago, will moderate a panel on "Stations, Agencies and Production Companies Solve Programming Problems."

Among the 10 persons appearing on the panel will be Monte Fasman, production supervisor at WENR-TV Chicago; Norman Heyne, Ruthrauff & Ryan; Joseph Betzer, director of film planning, Serra Inc.; Norman Lindquist, TV director, Atlas Film Corp.; Jerry Campbell, president, Campbell-Cahill Studio; Robert Knapp, Schwimmer & Scott; Don Cook, remote director, WGN-TV, all Chicago, and an executive from Campbell-Ewald Agency, Detroit. Others will be Carl Haverlin of Broadcast Music Inc. and Wesley J. Nunn, advertising manager, Standard Oil of Indiana.

Telestatus (Continued from Telecasting 6)

Fran & Ollie, was included in the 10 least popular shows.

Table of the top 10 WTIV programs follows:

<table>
<thead>
<tr>
<th>Program</th>
<th>Total Resp. Index</th>
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<tbody>
<tr>
<td>Toast of Town</td>
<td>395</td>
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<tr>
<td>Arthur Godfrey TV</td>
<td>393</td>
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<tr>
<td>Big Story</td>
<td>380</td>
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<td>Lone Ranger</td>
<td>367</td>
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<tr>
<td>Philco Playhouse</td>
<td>359</td>
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<tr>
<td>This Is Show Business</td>
<td>343</td>
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<tr>
<td>UM Basketball</td>
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<tr>
<td>Telephones</td>
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<td>Hopalong Casydi</td>
<td>323</td>
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<tr>
<td>Fred Waring</td>
<td>301</td>
</tr>
</tbody>
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* Indicates local live program.

McConnell's "BALANCED" TV Tripod

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks in position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars
CML COLOR SYSTEM

Multiple Services Seen

COMMUNICATION MEASUREMENT Lab., New York engineering and development firm, informed FCC last week it has pending patent applications relating to a high-quality color television system which would fill the gaps for operation in the ultra-high-frequency band on 8- and 4-channel pages.

Although admitting the system has not yet been produced, CML indicated its proposal is technically practical and would:

- Operate on continuous dot sequential basis, thus avoiding the limitations of existing standards, but with aural portion included with picture portion of signal by use of time multiplex transmission, thus avoiding the need for separate aural transmitter.
- Permit simultaneous broadcasting with the convention of single channel and reception on single receiver, of different color signals, such as multiple AM, FM, facsimile, teletype, telephone, taxi, point-to-point services, etc., be cause of high sampling rates permitted by 8 mc.
- Provide complete facility for national color TV system in UHF.
- Develop cost-cut city TV facility costs and problems.

CML revealed its proposal in a petition for consent to participate in FCC hearing on a color system. Through D. A. Griffin, its president, CML recommended RCA's compatible dot-sequential color system for use on VHF channels "in order to provide an uninterrupted service to the millions of VHF set owners." CML specifically asked FCC to:

- Establish a compatible system for use on VHF channels.
- Abandon the compatibility requirement for color TV.
- Withdraw the proposed FCC allocation plan released July 11, 1949.
- Proceed at once with examination of the RCA TV program on single channel and determination maximum channel width that can be provided in UHF band, which depends on total width of band and number of channels needed to establish national system.
- Recommend that jurisdictions and private parties in color hearing to build equipment for gene television operation in the maximum bandwidth to show best possible performance of various systems practical in terms of operating limits and color standard.

CML told the Commission that about May 1, it would file an abstrack of pertinent information on its patent applications together with an authorization to inspect its patent bids on a confidential basis. The firm said the number and involved nature of its patent claims kept it from filing the patent applications promptly as expected.

"The public disclosure of the several color television systems now being examined by the Commission has provided CML and other persons and organizations with the opportunity to investigate these systems," the firm said, "making it possible to propose further improvements in these systems and to develop new systems that will correct many of the faults which have been sought to light during the hearing.

"Our proposal," CML said, "envisions a new approach to the problem of compatibility. We believe this approach is in the public interest in that it will require a smaller investment by the public for color or black and white television service.

"It will provide a nationwide television service with better picture quality and greater freedom from interference than it is possible to obtain within the limitations of the present monochrome standards using a hybrid VHF-UHF nationwide allocation plan."

High Quality Necessary

CML emphasized that FCC and industry has lost interest in a color television system that will last for years and pointed out that none of the three principally proposed color systems can now produce a large, direct view picture from single-gun kinescope by electronic means. CML advised delaying color until such receivers can be produced generally.

Outlining the major defects of the three systems and pointing out RCA's difficulty in obtaining perfect registration in its dot-sequential system, CML told FCC it "wished to announce at this time that we have discovered means whereby the position of the moving dot can be accurately maintained in the millions of discrete positions per second necessary to achieve accurate color registry."

CML further explained that the color field "will lead to greater simplifications in the design of cameras and receivers using dot sequential techniques. Single gun camera tubes and single gun direct view picture tubes in conjunction with striped color filters or striped phosphors in the case of the kinescope become entirely practical with precise registry control."

Overall costs of such a system would be greatly reduced, it was said.

The CML brief criticized the RCA system's use of four fields with two of them dot interlaced, a situation forced by the bandwidth problem of interlacing. This, it said, causes jumpy action to result in action scenes, it was explained. This also limits the amount of intelligence that is transmitted within the given time interval which degrades the definition of the picture, CML claimed.

"By the simple process of doubling the video bandwidth and sampling rate and transmitting the picture on a continuous dot sequential basis, these faults are eliminated at one stroke," CML asserted. Claiming this to be the basis of its proposed system, CML explained the present 525 line, two field line-interlaced standard is retained, producing 30 pictures per second.

CML's system was said to prevent interference results in this transmission and improves picture quality.

CML stressed savings in transmitter and receiver costs that would result with its system and explained that both RCA color (for VHF) and CML color (for UHF) could originate in the same studio and thus reduce costs. In the CML use of the time multiplex system to transmit the sound portion of the TV program, it was explained, that the sound would be transmitted during the "blacker than black intervals between the color elements" of the dot sequential visual transmission.

Major advantage of this was said to be the elimination of costly sound transmitter and antenna multiplexing unit at the transmitter. In addition, receiver tuning was made easier and costs reduced as the requirement for frequency stability of the high frequency oscillator is greatly reduced.

"Here at last is the opportunity of providing a single radio frequency receiver that will deliver an enormous program selection via a single radio frequency channel," the brief said. Only additional cost would be that for gating equipment and additional terminal equipment.

CELEBRATING its second anniversary, WLWT (TV) Cincinnati had as its guest stars Puppeteer Burr Tillstrom (wearing cap) and his famed troupe of Kukla, Fran and Ollie, who starred in the nation's special hour used a 15-minute anniversary show early this month. Greeting them at the train are Robert Dunville, president of the Crosley Broadcasting Corp., and John Murphy, Crosley director of TV operations.

Color Triangle

(Continued from Telecasting 9)

Color Triangle

(Continued from Telecasting 9)

own antennas with live programs.

The problems used in the comparative tests, and the program ming material, had been selected at meetings of industry and FCC representatives.

Chairman, W. A. J. Cody and Herbert B. Jones, took active part in the tests, along with members of the FCC staff. E. W. Chaplin, chief of the FCC Laboratories Division, described the technical aspects of the tests though he was unable to be present. W. K. Roberts, assistant chief, took charge of the program, aided by P. D. Craig, engineer.

Difficulties Cited

Arthur S. Matthews, president of CTI, said his company had no apologies but explained his engineering had assumed line voltages would be constant and did not have voltage regulators. He requested another demonstration and pointed to the difficulty of "working out of a suitcase" with basic laboratory equipment in San Francisco.

The Washington showings of CTI color did not compare with West Coast showings, he said. The best CTI set at Laurel blew a transformer and went out of action. "Predictions that we have flicker and crawl were completely disproved," Mr. Matthews said, adding that CTI had no chance to rehearse prior to the demonstration.

Frank Stanton, CBS president, said the tests "clearly establish supremacy of the CBS system in color fidelity, definition, as well as in black-and-white." He claimed superior color, greater immunity resistance to interference effects.

Mr. Stanton agreed CTI should have another chance if it doesn't unduly delay arrival of color as a public service. "Our system can accommodate any improvement in apparatus," he said. "It will work better with a single tube than the
PUBLIC LIKES COLOR

CBS Survey Shows 97% Favor It Over B&W

ALMOST unreserved public preference for color television over black-and-white TV is reflected in new CBS survey which concluded to its Washington color TV demonstrations, which ended last Tuesday. Public reactions and other information will be submitted to FCC.

According to first overall tabulations released by CBS last Tuesday, 97% of the people who viewed the newest color TV thought it "much more enjoyable" or "somewhat more enjoyable" than black-and-white; described the overall quality of pictures as "excellent," "very good," or "good," and rated clearness of detail in similar terms.

Percentages were based on 5,423 completed questionnaires turned in after the observers last month caught their first glimpse of color TV during public showings which began in Washington Jan. 12. Demonstrations were part of extensive color television operations which CBS began last Jan. 1. Test telecasts also were aired in New York and Philadelphia.

Breakdown of CBS survey tabulations: 84% thought color "much more enjoyable" and 13% "some more enjoyable" than monochrome pictures. About 1% thought it "about the same." Nobody preferred black-and-white as more enjoyable, but 3% said color TV picture, 42% thought it "very good," 41% "excellent," and 14% "good.

On clearness of detail, 44% marked "excellent" and 40% "very good," while 5% thought it "only fair." Ninety-four percent found the picture "just about right" or a "little too bright"—accounting for 54 and 41% respectively. Only 4% considered the pictures "much too bright."

Additionally, 62% reported no "defects" to mar their enjoyment of the color pictures, while 34% answered "yes." With the latter, the interference was adjudged to be minor.

Tabulations did not go into details on defects, or age, sex or education of viewers as well as other questions. This information is now being processed, and will be included in complete data to be turned over to FCC.

...where

462,700 people spend
5,091,000 hours weekly

P&G TV Tests

PROCTOR & GAMBLE Productions has retained Television Film Research Institute to run a series of consumer jury tests on a project being produced for its Fireside Theatre television series by Bing Crosby Enterprises, Hollywood. Purpose of the research is to tell whether techniques currently being used in producing motion pictures for television. Consumer jury audiences will be selected from various radio

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February 27, 1950
Excise Tax

(Continued from Telecasting 18)

Industry and Television Broadcasters Assn.

Mort Farr, of Mort Farr Inc., Phila-
delphia, and a member of the Execu-
tive Committee, Elaine L. Crane, of Mort Farr Inc., for the TV distributor, and David E. Kahn, chairman of the Board of Directors of Furniture Corp., Thompsville, N. C., for the TV cabinet maker. The industry's spokes-
man was represented by James B. Carey, secretary treasurer, CIO, (CWA), and Lawson Wimberly, assistant to the international presi-
dent, IBEW-AFL.

The NAB was represented by G. Emerson Markham, television di-
rector of the National Board of Re-
viewer, and Mrs. Crane, attorney and former Massachusetts Congress-
man.

Viewing the proposed tax as an "added burden on an infant indus-
try," Mr. Markham pointed to a loss of $14,900,000 in 1948 to te-
levision broadcasters. He told the Congressmen:

"When the first excise tax was levied on radio receivers there were over 700 stations then on the air. The FCC was busy attacking "Radio. Radio was at that time (1929)-10 years after its introduction-a going business. . . . However much it may have retarded the speedym-
development of broadcasting to that-
ning of that day, at least it was not im-
posed at so crucial a moment in the development of this older form of air-borne entertainment."

As did other witnesses, Mr. Markham emphasized the war and the FCC "freeze," as well as the Government interference in mass-messaging equipment to operators and TV re-
ceivers to consumers, as factors re-
tarding "rapid development of the video art in this country." He also noted that advertising revenue for improvement and expansion of TV would be forthcoming only in pro-
portion to the size of a potential audi-
ence of TV, "and the FCC, by freezing, added, would serve to slow up the sale of receivers and consequently put brakes on the industry's de-
volution.

Against Tax

Six major arguments against im-
position of the tax were advanced by Mr. Smith of Philco:

(1) It is inequitable and would place a regressive burden on the in-
dustry; (2) television, a new indu-
stry, would be jeopardized; (3) it would retard TV's public service; (4) it would place serious economic effect on manufacturers, the pub-
lic, the broadcasters, studio work-
er, suppliers, distributors and deal-
ers, and the prospective buy-
er to radio and TV is not comparable.

Including a map with his testi-
mony showing areas which cur-
rently are served by television and those areas "frozen out" by the FCC, Mr. Smith outlined growth of the industry in the post-war period. The industry, he said, despite in-
creasingly heavy competition, made rapid strides toward lower prices on receivers with the result that "today's prices are little less than one-half those of 1947."

Mr. Carey told the committee that the CIO workers employed in the industry have considerable "stake" in the situation. The union's position has been general opposition to all wartime excess taxes to the extent it feels a proposed tax on TV sets "would be objectionable from the point of view of sound economics."

In fact, he said, "the excise tax should be removed from radio and not placed on TV."

Mr. Carey said a 4 million set production mark this year means the employment of many workers--an excise levy would lift prices and thus slow mass production hopes for the industry. He said he was surprised the administration could not find a better way to raise revenues than to impose a tax on consumers.

Expansion Handicap

The IBEW's Wimberly also pointed out production hopes of the industry. He said an excise tax would handicap expansion, adding to that already imposed by the "freeze," and by equipment. Still lower prices to the con-
sumer were foreshadowed by Mr. Wim-
berly provided "the theory for sets can continue and production is planned in mass quantities."

Any tax would fall hardest on the small and low-priced TV which purchase the majority of sets. Mr. Durst declared he saw the loss of revenue to the government, "because of reduced personal and corporate income taxes and reduced payroll taxes," would be greater than the estimate of additional revenue to be derived from a levy. The small manufacturers' spokes-
man saw higher prices for sets and fewer sales should the tax be im-
posed.

Mr. Wailes, speaking for TBA, pleaded that "artificial restrictions not be placed . . . upon the growth of the American television audi-
cence. Any such restriction is dependent upon the number of receivers in the homes of American families. He pointed out that "cir-
culation" of television (number of TV's) is not large enough to justify rates at which the station can realize suf-
icient revenues to defray its costs of operation." The tax, he said, "as far as the television broadcaster is concerned," means "less circulation,' fewer advertisers using TV as a means to less turn of goods and less employment in production.

Mr. Hines added to the telecast-
ers' case by showing the small sta-
tion operator's problems. He urged the committee not to hand-
cap the infant's growth by wielding the 10% tax on receiver sales. The tax, he said, "as far as the TV industry is concerned," would mean "less circulation," fewer advertisers using TV as a means of production.

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NEW YORK 22, N. Y.
With more and still more telecasters it's Du Mont TV camera equipment because of outstanding DEPENDABILITY.

Many TV stations either on the air or under construction, are Du Mont-equipped throughout. That means the Du Mont Type TA-124-B Image Orthicon Chain for studio and remote pickups, alike.

But of even greater significance is the growing use of Du Mont cameras and auxiliary equipment by TV stations originally using other makes of equipment; by wired television demonstrations; by movie producers experimenting with television production possibilities; by TV training schools; by government agencies both here and abroad.

The Du Mont advantages are many: Split-second action through quick set-up; finger-tip controls; superlative image pickup with precise electronic viewfinder checkup; accessibility for time-saving inspection and immediate maintenance; handy matched units, jiffy-connected, for all required power, synchronizing, amplifying and monitoring functions, plus the latest camera effects.

But the outstanding characteristic of this popular Du Mont Type TA-124-B Image Orthicon Chain is DEPENDABILITY. That, in the final analysis, is the all-important consideration. For "The show must go on," regardless.

Consult us on your TV plans and requirements. Literature on request.

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ALLEN B. DU MONT LABORATORIES, INC. • TELEVISION TRANSMITTER DIVISION, CLIFTON, N. J. • DU MONT NETWORK AND WARD, 515 MADISON AVE., NEW YORK 22, N. Y. • DU MONT'S JOHN WANAMAKER TELEVISION STUDIOS, NEW YORK 3, N. Y. • WTTG, WASHINGTON, D. C. • STATION WDTV, PITTSBURGH, PA. • HOME OFFICES & PLANTS, PASSAIC, CLIFTON, ALLWOOD AND EAST PATERSON, N. J.
Help Wanted

Managerial

New York City full-time 250 watt mall market station seeking experienced manager with opportunity to put your interest in station if proven satisfactory. Box 106E, BROADCASTING.

sales manager-salesman, 25-35 yrs old with 2 years experience, able to work for downtown Michigan network station, duty own car, personal letter at yrs expense, salary in keeping with experience. Send resume, Box 297E, BROADCASTING.

salesmen wanted for 3 kw Mutual outstation, 25-35 yrs old, with 2 yrs experience, take home money with liberal commission, 35% and 40% on sales. Write Box 206E, BROADCASTING.

salesmen in Chicago, Boston, New York, Philadelphia, Cincinnati, Akron, Louisville, and other major markets. Excellent opportunities for correct type of individual. Box 161E, BROADCASTING.

Inch ads, 1600 words or less. Send copy immediately, Box 258E, BROADCASTING.

Wide and varied opportunities for experienced managers. Separate replies to Box 218E, BROADCASTING.

Help Wanted

Technical

Wanted, Virginia network affiliated station seeks experienced combination engineer-operator, class C license, 3 months experience. Send complete resume, Box 136E, BROADCASTING.

Engineer-announcer combination must have 2 years experience in major market. Apply WXYF, West Palm Beach, Fla. Box 147E, BROADCASTING.

Engineer-announcer combination, must have 3 years experience. Write Box 230E, BROADCASTING.

Engineer-announcer with experience in TV, RT, and Industrial Radio. Send complete resume and photo to Box 243E, BROADCASTING.

Immediate opening for Engineer-announcer, good voice necessary. Perma- nent position with liberal compensation. Experience, salary and references. Box 156E, BROADCASTING.

Seeking experienced engineer-announcer with knowledge of sound and Radio. Send complete resume and references. Box 229E, BROADCASTING.

Wanted, engineer-announcer with experience in the field of electronic sound recording. Box 187E, BROADCASTING.

Well paid positions in the Midwest, has first phone. Box 276E, BROADCASTING.

Immediate opening for combination engineer-announcer. Send complete resume, box 242E, BROADCASTING.

Production Programmings, others

A leading station in one of the larger markets of the Midwest is looking for a top morning man with a combination of talent and personality. Box 260E, BROADCASTING.

Continuity writer. Progressive midwest 3kw. Send samples, details, salary required. Box 217E, BROADCASTING.

News editor, capable of writing, editing, anchoring, and voice work. Box 122E, BROADCASTING.

Wants to change stations and is interested in metropolitan eastern markets has an immediate opening for top announcer. Box 183E, BROADCASTING.

Announcing

Answer every request. Box 219E, BROADCASTING.

Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Blvd., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Situations Wanted

Managerial

Capable, experienced manager, top suc- cessful,找 suitable opportunity. Box 185E, BROADCASTING.

Manager, experienced in sales, program- ming, promotion with a good-ad- ministrative background, Young, mar- ried, aggressive—ready for a larger market. Box 169E, BROADCASTING.

Manager, NOW employed with 15 years experience. Desires position of top- most importance. Plus experience available, write Box 230E, BROADCASTING.

Solid radio manager available, 22 years experience, all departments. Four- year graduate, top college, San Francisco. Box 253E, BROADCASTING.

Solid radio manager available, 22 years experience, major department; four- year college graduate; interested in moving to a second city. Box 224E, BROADCASTING.

Situations Wanted (Cont'd)

Manager, commercial manager. Comple- mentary station of major network. Strong on sales, hard worker has proven record. Needs opportunity. Write Box 228E, BROADCASTING.

Manager—Aggressive, civic minded. Nine successful years experience in sales and management of radio. Proven sales record against all odds. Extensive travel experience. Box 242E, BROADCASTING.

FM owners. Planning Transit Radio, store broadcasting, functional music? Experienced manager several Fm stations, knows how to make money. Box 251E, BROADCASTING.

Sales manager of 50,000 watt owned and operated station, 15 years with station. Must be versatile in retail selling. Married, with family. Experience, salary and references. Box 209E, BROADCASTING.

Wanted, manager position, employed. Experienced announcer. Answer all re- quest, business manager and station manager. Good voice, experience in New York City. Box 252E, BROADCASTING.

Notice—if I can’t make your station for you, I’ll try the next one. M. North Tryon Street, Charlotte, N. C.

Situations Wanted (Cont'd)

Salesmen

Thoroughly experienced producer, buyer, for opportunity. Box 153E, BROAD- CASTING.

Record transcription companies. Experience radio time salesman, disc jockey, jockey, sales, TV. Box 267E, BROADCASTING.

Experienced salesmen—ask for opportunity. Box 155E, BROADCASTING.

Experienced—all classes. Box 228E, BROADCASTING.

Announcers

Newsmen—Distinctive voice, delivery plus excellent educational, newspaper, radio experience. Willing to work in any city. Box 109E, BROADCASTING.

Announcer, experienced, with liberal compensation. Apply WXYF, West Palm Beach, Fla. Box 147E, BROADCASTING.

Announcer—voice of authority, news, commentary, station-to-station work. Box 150E, BROADCASTING.

Announcer—voice of authority, news, commentary. Box 145E, BROADCASTING.

Wanted, experienced announcer—voice of authority. Box 184E, BROADCASTING.

Wanted, experienced announcer—voice of quality in music. Box 261E, BROADCASTING.

Wanted, experienced announcer—voice of quality in music. Box 269E, BROADCASTING.

Looking for a personality? We’re looking for a person who will keep our audience interested. Box 137E, BROADCASTING.

Sports announcer. Four years of pay- ing baseball, football, basketball. Box 254E, BROADCASTING.

Situations Wanted (Cont'd)

Sports announcer. Four years of play- ing baseball, football, basketball. Box 254E, BROADCASTING.

Seeking baseball play-by-play an- nouncer? Dependable, capable experi- ence. Box 257E, BROADCASTING.

Sports and special events. Box 264E, BROADCASTING.

Sports announcer. Four years of play- ing baseball, football, basketball. Box 254E, BROADCASTING.

Situations Wanted (Cont'd)

Sportscaster, strong baseball. Back- ground details on request. Box 233E, BROADCASTING.

Dj—jockey, newscaster and control board operator. Young, married, good voice, willing to work in any city. Box 255E, BROADCASTING.

Sportscaster, two years major league experience. Box 248E, BROADCASTING.

Limited experience but desire to work in the field of music. Box 256E, BROADCASTING.

Salary secondary. Box 230E, BROADCASTING.

Seeking baseball play-by-play an- nouncer? Dependable, capable experi- ence. Box 257E, BROADCASTING.

Seeking baseball play-by-play an- nouncer? Dependable, capable experi- ence. Bus 257E, BROADCASTING.

Salary secondary. Box 230E, BROADCASTING.

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Salary secondary. Box 230E, BROADCASTING.

Seeking baseball play-by-play an- nouncer? Dependable, capable experi- ence. Box 257E, BROADCASTING.

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Situations Wanted (Cont’d)

Baseball my specialty—now employed as a sportswriter for the Detroit Free Press. Available immediately. Box 626E, BROADCASTING.


Situations Wanted (Cont’d)

The best of the new announcers are ready to work. 1. First class class AM radio telephone operator. 1. First class FM radio telephone operator. 1. First class TV telephone operator. Also ready some good writers. Box 626E, BROADCASTING.

Announcer, ambitious, reliable, experienced all phases. Good on news, commercial, and personnel. Has done continuity, sports, remotes. Veteran, single, will work anywhere. Reply to Box 626E, BROADCASTING.

Efficient and capable announcer available immediately. Robert E. Porter, 209 N. Third, Villa Park, Ill. 6845.

Announcer, one year collegiate, all round experience, also graduate of School of Radio Technique, Chicago, Ill. Will travel. Box 626E, BROADCASTING.

Situations Wanted (Cont’d)

Baseball, play-play-play all sports. Experienced announcer available for season or permanently on notice. Has knowledge of box cover ball. Baseball. Address Box 202E, BROADCASTING.

Sports announcer experienced play-by-play all sports, other types announcing. Contact in confidence. Box 306E, BROADCASTING.

Baseball problems? Available, 7 years live and reconstruction play-by-play, B to A to A, as regular and fill-in basis. Native and indigie, in large eastern market, married, 3 children, with own truck, right offers get good experienced announcer. Address Box 202E, BROADCASTING.

Box 219E, BROADCASTING.

Announcer and P.M.—morning show experienced. Capable of handling morning shows and indie, in large eastern market, married, 4 children, will travel, right offer gets good experienced announcer. Address Box 202E, BROADCASTING.

Baseball, play-play-play all sports. Experienced announcer available for season or permanently on notice. Has knowledge of box cover ball. Baseball. Address College. Box 296E, BROADCASTING.


Newsreader. disc jockey, 20, graduate School of Radio Technique, Chicago. Sorority. Willing to work. Kenneth Daum, Route 3, Box 552, Pewaukee, Wis.

Staff announcer. Two years experience. Also writer-director dramatic series. Disc, photo, references on request. B. W. Dowling, 71S, 37 Ave., Jacksonville, Ill. (C. N. W./c/o Waltam.)


Attention all announcers—good experience in sport announcer with experience in play-by-play. Interested in all sports, also good DJ looking for hard work. Telephone: 73-000. 6017 Houston Ave., Chicago 17, Illinois.

Announcer, two years news, needs job—16 years experience. Contact: Dan Holochek, 439 S. Jackson St., Lockport, Ill. 6398.

Versatile morning or staff announcer. Single, 24. University BA. 2 years listening. Ready to fill any position. Box 456E, BROADCASTING.

Announcer, 2 years news, needs job—16 years experience. Contact: John Beirne, 11402 Superior Avenue, Cleveland 6, Ohio.

Announcers: Two: Man and wife with position as announcers on same station, least 1 year experience each. Both have had School of Radio Technique, Chicago, Ill. Will live anywhere. Fully equipped. Will make good, high salary not essential. Photo or letter of introduction available upon your request. We believe these facts speak for themselves. William and Madeline McCauley, 1309 S. Michigan Ave., Chicago, Ill. Tel. Sheldrake 3-6970. April 1st.

Situations Wanted (Cont’d)

Experienced first class radio telephone operator. 1. First class FM radio telephone operator. 1. First class TV telephone operator. Also ready some good writers. Box 202E, BROADCASTING.

Announcer, ambitious, reliable, experienced all phases. Good on news, commercial, and personnel. Has done continuity, sports, remotes. Veteran, single, will work anywhere. Reply to Box 626E, BROADCASTING.

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The best of the new announcers are ready to work. 1. First class AM radio telephone operator. 2. First class FM radio telephone operator. 1. First class TV telephone operator. Also ready some good writers. Box 202E, BROADCASTING.

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Box 219E, BROADCASTING.

Announcer and P.M.—morning show experienced. Capable of handling morning shows and indie, in large eastern market, married, 4 children, will travel, right offer gets good experienced announcer. Address Box 202E, BROADCASTING.
Help Wanted (Cont'd)

MAJOR PRODUCER OF TRANSCIBED SHOWS WANTS SALESMAN FOR BOSTON AREA

Man who formerly covered territory has been promoted. His earnings over 3 year period averaged over $50,000 per year. Excellent opportunity for out-of-state transfers. Home paid. Written answers will be held strictly confidential. Full details free. Write BOX 331, BROADCASTING.

WANTED

OUTSTANDING BASEBALL SPORTSCASTER

One of New England's leading advertisers seeks the services of an outstanding baseball sportscaster—starting with the coming season. The man finally selected will have intimate knowledge of baseball—must have at least 3 years baseball sportscasting experience—and be able to project warmth and friendliness over the air. The job pays an interesting salary—can lead to continued sportscasting of all kinds—and there's the additional advantage of living in a pleasant, leading New England city. For preliminary consideration please submit tape or wax recording—at least 200 words—of your voice, or of actual sportscast. Submit a recent photo, but do not appear in person or telephone.

Employment Service

WANTED NOW

COMMERCIAL MGR. (Va.)

Time Salesmen (Mich. Mis. Pts.) COMM. Or SAL. COMM. ANNCR-ENGINEERS (southcast) ANNCR-WRITERS (N.Y.) Write AIR MAIL for Registration Forms

17 East 48th St. New York 17, N.Y.

School

WANTED

FOR SALE

BROADCAST ANNECR

Complete 3 kw FM transmitter and allied equipment. List make of name. Box 2648, BROADCASTING.

ATTENTION EXPERIENCED SALESPEOPLE

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. Interviews will be arranged at convenient time. Mail applications and full information to BOX 885D, BROADCASTING.

WANTED

Commercial or Sales Manager

for New FM station to be located in this area. Must be experienced in competitive field. Please write with resume of experience. Box 259, BROADCASTING.

Equipment, etc.

WANTED—Complete 3 kw FM transmitter and allied equipment. List make of name. Box 2648, BROADCASTING.

Miscellaneous

Elevation—motion pictures—Inexpen
tive—Government photography often valuable for backgrounds, research, summary, promotion. Send subject, name of photographer, location. Our special search service brings results. Address: Government Photography Service, 1 Park St., N.W., Washington, D.C.

Help Wanted

SALESMEN

ATTENTION EXPERIENCED SALESMEN

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. Interviews will be arranged at convenient time. Mail applications and full information to BOX 885D, BROADCASTING.

California

$37,500.00

Fulltime network station in excellent area. Ideal opportunity for owner-operator who wants to live in one of California's rich and beautiful cities. Favorable financing.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.

James W. Blackburn

Washington Bldg.


Sterling 4341-2

CHICAGO

Harold B. Murphy

222 Merchandise Mart

Randolph 4-5550

SAN FRANCISCO

Ray V. Hamilton

333 Montgomery St.

Exobro 2-5672

New England

$125,000.00

Well established network facility in one of New England's best markets. Present owners are not operators, but station is quite profitable. More than $35,000.00 sales and accounts receivable included.

PUBLIC AUCTION SALE

COMPLETE PHONOGRAPH RECORD MFG. PLANT OF

VOGUE RECORDINGS, INC.

4510 E. 8-Mile Road, Detroit, Michigan

THURSDAY, MARCH 9, AT 11:00 A.M. (E.S.T.)


Inspection of Plant: On Sale Date

Circulator On Request

WIRE, WRITE OR PHONE

INDUSTRIAL PLANTS CORPORATION

(Auctioneers, Liquidators, Appraisers)

316 S. La Salle Street, Chicago 4, Illinois

Phone: Western 2-3715

Toledo

New York

February 27, 1950 • Page 73
"THIRTEEN is a lucky number," is heading on second bulletin in series of promotion pieces being sent to trade by WKY Oklahoma City. Letter reproduced in bulletin is from Local Federal Savings and Loan Assn., a WKY advertiser for 13 years. Letter lauds station's service to sponsor and concludes, "The fact that we have just renewed our contract with you for another year is proof of the confidence we place in WKY and the belief we have in consistent advertising." Facts concerning station's news coverage conclude bulletin.

Beauties and Balloons

BATHING beauties stood on downtown street in Washington Feb. 20 holding 100 balloons which they surrendered to the icy blasts. Four balloons contained certificates good for $13.90, representing dial position (1950) of WEAM Arlington, Va. Beauties were part of promotion used by WEAM Arlington, Va., to announce it is now MBS affiliate for Washington, D. C., area.

Card Distribution

TO PROMOTE Sports for All which it sponsors on DuMont TV Network for Kentucky Club pipe tobacco, Mail Pouch Tobacco Co. is distributing showcards to all TV-equipped bars in New York metropolitan area. Bartenders given small tins of product, give cards good display, company reports.

That's No Lie!

LATEST in promotion series from KYW Philadelphia is bulletin featuring picture of young George Washington. Ake in hand, standing beside toppling cherry tree. In branches of tree is written, "I cannot tell a lie..." and station continues, "Truthfulness with others is'n virtue... have you faced this fact?" Inclusion of KYW in sales campaigns in Philadelphia area is pointed out to be essential.

Market Picture

ADVERTISERS and agencies are being sent copies of promotional booklet titled "Six Billion Dollar Picture" of Cleveland Beer. The booklet follows film format and material used in it is taken from color film presentation which WGAR has been showing since November. Information on Cleveland and Northeastern Ohio market, results of numerous studies and surveys, and radio and WGAR's place in successful sales campaigns are included.

Flying Disc

AS PART of promotion for its move to 1980 kc, WWDC Washington sent airplane over city Monday (Feb. 29) when move became effective. Plane dropped 10,000 discs over capital, many of which were redeemable at station for $12.00. Additional promotions for frequency move were movie trailers prepared for 16 local theatres, car cards, transit radio spots and posters in sponsor establishments and government buildings.

Kit Reminisc

FULLER BRUSH cosmetic kit sent to press by Bureau of Industrial Service of Young & Rubicam, New York, to remind them that Lucille Ball in My Favorite Husband was moving to new day and new time (Sunday 6 p.m.) on CBS. Promotion ties in with the fact that Mies Ball will star in forthcoming Columbia picture The Fuller Brush Girl. Radio program is sponsored by General Foods, New York.

Personnel

DAVE MOORE promoted from assistant to publicity director at WBEM Chicago. He succeeds DON KELLEY.

LEONARD WEINLES, former assistant editor of Sunday Men's Page on W2J New York, joins WSTC-AM-FM Stamford, Conn., as press representative.

ROBERT BEST joins WASH (FM) Washington, promotion and publicity department.

Mrs. DOROTHY GRACE, with WWL New Orleans for past several years in various capacities, appointed to promotion and merchandising department of station.

TOM ALEYA, formerly sales promotion manager of KOMA Oklahoma City, joins Glenn Agency, that city, as sales promotion manager.

CHARLES L. RUMRILL & Co., Rochester, N. Y., appointed to handle advertising of WHAM-AM-TV that city.

JOHN KEYS, assistant manager of NBC Chicago press division, initiated into Headline Club, Chicago professional chapter of Sigma Delta Chi, journalism fraternity.

ELSIE R. RUBENSTEIN, assistant publicity director of WNEW New York, and Irwin C. Smiler have announced their marriage.

Biow Speaks

MILTON H. BIOW, president c Biow Co., New York, addressed the Advertising Club of Washington last Tuesday in connection wit observance of American Brotherhood Week. Mr. Biow has been active in promoting the brotherhood movement. Among club guests were Maurice J. Tobin, Secretary of Labor, and representatives of religious organizations.

DEFENDS RADIO

Lancaster Hits Rep. Gor

REP. ALBERT GORE (D-Tenn. last week was on the receiving end of some sharp criticism about off cial and legislators who try to regulate radio programming. As ministerer of the criticism was W. H. Lancaster, president of WJJ Johnson City, Tenn., who objected to comments by Rep. Goren durin House appropriations subcommittee hearings on the FCC's 195 budget [BROADCASTING, Feb. 20].

"Putrid, awful giveaway shows and "hired laughing participants on comedy shows were criticized by Rep. Gore. Mr. Lancaster wrote him as follows:

"Perhaps you don't know it but few of the people in Tennessee enj these shows. Some of them enjoy th hillbilly shows and some of them enjoy comedy. You as just one listener... should not try to program your shows without first getting tt opinion of the people of Tennessee.

"As you know, the BBC is owne by the government and run by th government in England and from what I hear their programming from standpoint of education and enjoy ment is far inferior to ours. Please let's try and get not in the same shape again.

"If you Congress men would pay a little more atten tion to the economy of our country it would help the situation through out the United States far more. A you know, too, you don't have t listen to any show that is aired o radio in the United States—it's very easy to cut it off."

FOR THE FACTS ON THE CINCINNATI MARKET

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

I.T. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

BROADCASTING • Telecasting
ALL-EXPENSE trip to New York goes to T. Harold Vosburgh (r), of Bellows Falls, Vt., winner for December of Theseus' "new era" contest program "Claude Thornhill" with Win a Waldorf Award is presented by R. Gole Bath, promotion manager, WKME Keene, N. H., Mr. Vosburgh won the trip for two, rendered by RCA. Recorded in studio. Meanwhile, when he submitted a title for an original Thornhill tune to WKME.

Frank A. Wellman

Frank A. WELLMAN, 51, a pioneer in radio and the originator of the Lucky Dollar Club a number of years ago on WCAM Camden, N. J., died of a heart attack at 4 a.m. on Feb. 17 at the Bryn Mawr Hospital, Philadelphia. Mr. Wellman, who maintained an advertising agency in Philadelphia since 1927, was a graduate of LAB, Trenton, N. J., and formerly was associated with WTTM Trenton. He leaves his wife, a son and a daughter.

February 23 Applications

ACCEP TED FOR FILING

AM—1460 kW
WPFG Green Bay, Wis.—CP AM station to change from 850 kw to 1 kw, D 1 kw to 3 kW D-1 kw NA-DAN AMENDED to request 30 kw in lieu of 50 kw, AM-1460 kW.

WIKC Bogalusa, La.—CP AM station to change from 1460 kW to 250 kW until to 790 kw kW to 170 kW AM-950 kW.

February 24

License to cover CP AM station: WCAR Dover, Ohio. Request for renewal AM station.

License to cover new CP AM station: WAWC Batson, La. License for CP AM station increase power etc. WAKY Youngstown, Ohio. License for CP AM station change frequency increase power etc.

Modification of CP

Modern new CP AM station for extension of completion date: WCON Atlanta, Ga. WFCN Portland, Me.

License Renewal

FKXJ Grand Island, Neb.—Request for license renewal AM station.

Mod. CP new AM station for extension of completion date: WBCR Buffalo, N. Y.; WSLFM Ogden, Utah; WBCA Schenectady, N. Y.; WFCN Portland, Me.

March 3

现代的新CP AM站扩大覆盖范围

500 kw to 790 kw

...
Detroit's Most Effective Selling Team!

WEXL
1340 KC  250 Watts
WEXL-FM  104.3 MC.  18,000 Watts
Royal Oak, Michigan

PRIMARY COVERAGE
300,840 Radio Homeowners
More than half the radio homes in Michigan, with a retail buying power (1948) of over $37 billion.

OPERATING 24 HOURS DAILY
Member NAB—MAB

Cruise, vice president and chief engineer KXOL, Fort Worth, vice president, Dallas, general manager KXL, 1.76%. KMIT is a sister station.

December 15, 1950

KWSX KXOL.

Ely, Minn. —Transfer of control of Ely Blotc Co., licensee, for Cherokee Co., was approved by the FCC on Dec. 15, 1950. Mr. Isenwoll will receive $5,000 in full settlement of a dispute over the station. Principals include: Lyon Thompson, present licensee, M. H. Thompson, retired licensee, 10.06%. The station is located at 15,500 kw at a 15,000 foot antenna height near the city of Bemidji.

WCDP KXOL.

WCDP, a 15,000 kw broadcast station, received a decision from the FCC on Dec. 15, 1950. The decision concluded that the station's license was temporary and that the station would be closed.

WAVY KXOL.

WAVY, a 5,000 kw broadcast station, received a decision from the FCC on Dec. 15, 1950. The decision concluded that the station's license was temporary and that the station would be closed.

WAGG KXOL.

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WAFK KXOL.

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WAIK KXOL.

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WAMX KXOL.

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WANX KXOL.

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WANT KXOL.

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Frequency Study  
(Continued from page 17)  

dictions facilities by governmental and non-governmental agencies and to make present to the Senate recommendations and recommendations in the national interest concerning:
(a) policies for the most effective and of mass communications by governmental and non-governmental users;  
(b) alternative administrative arrangements in the federal government for the sound effectuation of such policies;  
(c) the relationship of governmental communications to non-governmental communications; and  
(d) such related policy matters as the board may determine.

Board Powers

The order authorized the board to "hear and consult with representatives of industry and the federal government concerned with the objectives of this study."  
Serving with Dr. Stanford on the are:  
Dr. Lee A. DuBridge—President of California Institute of Technology, a recognized leader in the field of physics.  
David H. O'Brien—Retired vice president of Graybar Electric Co., former assistant administrator of the Administration, and during the war, the Air Signall Corps' director of distribution.  
William L. Everett—Head of the department of aeronautical engineering at the U. of Illinois, currently serving the so-called Condon Committee investigating the possible existence of an electric force in the universe.  
Mr. E. F. Allen—Chairman of the electrical division of the National Research Council.  

VWOV Appoints

Radio Representatives Inc. has been appointed national sales representative for VWOV Birmingham, Ala., "The Voice of Dixie."  
VWOV operates with 10 kw on 890, and expects to increase its power to 50 kw within a few weeks.  
Mr. T. S. Bennis is president.

Voice of Democracy

(Continued from page 31)  

Mr. Cooper said that so long as idealism exists and so long as there are generations giving it meaning, democracy, an ancient art of living, will be forever new. He spoke on the eve of his departure on a 24-day world tour in which he will visit principal capitals of the world to talk about democracy.  
Miss Chomiak was accompanied by J. Gorman Walsh, WDEL Wilmington, Del., where her winning entry was heard.  
J. Allen Frear Jr. (D) and John J. Williams (R), and Rep. J. Caleb Boggs (R).  

Miss Pinkney, of Trinidad (Col.) High School, second girl winner, was accompanied by Sen. Edwin C. Johnson (D), chairman of the Senate Interstate Commerce Committee, and Rep. John H. Marsalis (D).  

Robert Shanks, of Lebanon (Ind.) High School, one of the two boy winners, was accompanied by Sen. Homer E. Capehart (R) and William E. Jenner (R), and Rep. Cecil M. Harden (R). Richard L. Chapman, of Brookings (S. D.) High School, was accompanied by Sen. Karl E. Mundt (R) and Rep. Harold O. Lovre (R).  

Guests included Chairman Wayne Cox and other members of the FCC along with government officials and representatives of broadcasting groups.

In Washington, the Voice of Democracy Committee was Robert K. Richards, NAB. Other members were James Dawson, NAB; Robert H. Richards, U.S. Junior Chamber of Commerce; W. H. Ferguson, Radio Mfrs. Assn., and Dr. D. W. Smith, U.S. Office of Education.

Judges who selected the four winners from the entries were Morgan Beatty, NBC; Mrs. Raymond Clapper, author and commentator; Hon. Tom C. Clark, Associate Justice, U.S. Supreme Court; Chairman Goy, National Broadcasting Co., Freeman, author and editor; Andrew D. Holt, president, National Education Assn.; J. Edgar Hoover, Director, Federal Bureau of Investigation; Edward R. Murrow, CBS commentator; James Stewart, actor.

BRIG. GEN. David Sarnoff, RCA board chairman, was a Thursday visitor at the White House Executive Offices. He saw President Truman after spending the early part of the morning at the joint TV color demonstration, held at the FCC's Laurel (Md.) Laboratory.  

Sarnoff said he paid a routine personal call on the President but understood they discussed a number of communications problems including the President's new Communications Policy Board.  
NRC President Joseph H. McConnell also visited the White House Thursday.

\[End of content\]
COLOR HEARING TO COVER PATENT APPLICATIONS

FCC SERVED NOTICE Friday that information on pending television patent applications of participants in its TV hearings may be used in public session of TV proceeding, under subpoena if necessary (see hearing page 55).

The FCC order is limited to a specified list of patent application data required of participants. Several participants had protested broader requirements announced last September [Television, Sept. 5, 1948].

Before using any TV patent application data already filed, FCC said, Commission will notify participant involved and give him opportunity to withdraw it. If material is withdrawn, FCC will issue subpoena for details on it and make exhibit for hearing record. March 15 set as deadline for filing such information or withdrawing such information already filed.

Earlier proposal called for data on pending application for patents on "inventions relating to television transmitters or receivers for either monochrome or color transmissions." Revised call is for data on applications covering designs or operation of standard TV transmission standards proposed by the Commission or parties to this proceeding can be based.

Change makes order for application data conform to earlier order for information on patents already issued.

To safeguard information, FCC stipulated that it shall be kept in separate file by acting chief engineer; not examined March 15; withdrawn if withdrawn by patentee, and returned to respective parties when TV proceeding is completed. Any copies made for FCC use during hearings will then be destroyed.

MERGER, TWO TRANSFERS RECEIVE FCC APPROVAL

MERGER of WGLN Glens Falls, N. Y., into WWSW, same city, approved by FCC Friday along with transfer grants for WSNJ-AM-FM Bridgeton, N. J., and WCYB Bristol, Va. Earlier FCC actions are in FCC Roundup on page 2.

WWSW Glens Falls, N. Y.—Granted transfer of one-half of Class B station to Edward P. Mestre, licensee, from Martin Karig, 51% owner, and Robert D. Roberts, 25% owner, for cash of $10,000. WWSW has 10% interest in WLAM, New York.

Latter owns WGLN (1260 kc, 100 W) there which will be dividing Mestre, Karig and Robertson each sell one-half of their holdings to Post, Inc., for $10,000 which is applied to indebtedness of Great Northern Post Co., also loans Great Northern $46,500, matching total loans made to firm by Mestre, Karig and Robertson.

Mr. Mestre is president of Great Northern's two physical plant of WGLN for $46,000. WWSW assigned 250 w on 1490 kc and holds permit for 250 w, 1,000 an 1,500 kc, 250 w in night-directional on 1410 kc.

WSTN AM-FM Newton, N. J.—Granted transfer of control of Eastern States Bests Corp., licensee, from Elmer R. Wene, sole owner, for $20,000 to Paul W. Aliger, WSBN manager, and Russell S. Henderson, licensee.

WSBN was assigned 1,000 w on 1490 kc and 1,000 w on 1410 kc.

WCYB Bristol, Va.—Granted involuntary relinquishment of control by James Mahoney, decreases to Jay Kay Rogers, Robert H. Smith and Charles M. Gore. Latter acquires Mr. Mahoney's W 10% of WCYB and takes 25% control through proxy voting of 20 sh. each for Messrs. Smith and Gore, each third owner.

WCYB assigned 10 kw day on 960 kc.

JAMESTOWN SWITCH

INITIAL DECISION reported by FCC Friday to grant to WJOC, Jacksonville, Fla., for switch from 1 kw day on 1470 kc to 250 w full-time on 1340 kc. Examiner Leo Resnick found WJOC proposal would interfere only slightly with CHOW, Rochester, N. Y. area where it already suffers interference.

WPX GETS FINAL GRANT FOR REGIONAL FACILITY

NEW FINAL decision issued by FCC Friday to grant WPLW, Lexington, Ky., switch from 250 w on 1490 kc to 5 kw day, 1 kw night on 630 kc directional for second time and deny companion bid of Queen City Bstrs. Inc. and White River Corp., both Cincinnati, for same assignment.

Comm'r Robert F. Jones, dissenting, favored grant to WCPO on grounds WPLW authorization violates FCC standards.

Commission opposed Queen City bid engineeringswisely and favored grant over WCPO on Communications Act's Sec. 307(b) equitable distribution clause despite fact WCPO proposal not fully within standards.

FCC further noted WCPO would protect CMHQ Santa Clara, Cuba, Goar Mestre outlet, under domestic 60% exclusion rule which WCPO would not be.

WPLW would not cause interference within CMHQ's 2.5 mv/m protected night contour but "we feel that as a matter of international amity it is not inappropriate, in view of this type of service, to make CMHQ special Class II station and to give preference to the applicant who has the highest degree of protection to such a station."

FOUR NEW AM OUTLETS AUTHORIZED BY FCC

FOUR NEW AM stations granted by FCC Friday and improved facilities for seven existing stations approved. New station grants:

Gallipolis, Ohio—990 kc, 250 w day, 250 w night, 1350 kc, 5 kw directional. Owner: Robert C. Harvey, president, Bela
dent 50% Astoria, Ore.—1050 kc, 250 w day, 250 w night, 1350 kc, 5 kw directional. Owner: E. C. Harmon, president, and S. C. Parsons, who will dispose of 31% interest in KASY Astoria and KATW Portland.

Lancaster, Pa.—1150 kc, 1 kw day, 2500 kw night, 1350 kc, 5 kw directional. Owner: Roy A. Welch, president, and R. B. Hanley.

Improved facilities granted following:

KBRC Mt. Vernon, Wash., change from 500 kw day to 100 kw, 5 kw directional, night KVOY Lafayette, La., switch from 250 w on 1340 kc to 1 kw on 1120 kc, directional. Owner: Eugene Brown, president, and S. E. Fisher, VP.

KCPQ Wenatchee, Wash., increase night power to 5 kw directional. KMRN Dearborn, Mich., change from 250 w on 1460 kc to 250 w on 1560 kc, directional. Owners: Joseph and Barbara L. Mestre, 31%. W Vie., and W. A. via—1150 kc, 1 kw day, 250 kw night. Wotchonets Bstrs., Co., headed by Howard R. S. Kin, chief engineer. WKBW Welch.

FOUR MARCONI AWARDS

VETERAN WIRELESS OPERATORS Asan. Saturday night awarded four Marconi Memorialwards at Hotel Astor in New York.

Recipients were Comdr. E. M. Webster, FCC Commissioner, who received medal of honor; George E. Stirling, FCC Commissioner and veteran member of FCC staff, who has been given award of service. Wireless pioneer medals given Hugo Gernaback, editor and publisher of Radio Electronics, and E. N. Pickerill, technical supervisor with RCA Communications.

PIB NETWORK BILLINGS

TOTAL GROSS billings of four television networks in 1949 were $12,294,513, Publishers Information Bureau reported Friday. By network, billings were: ABC, $2,411,891; CBS, $3,446,893; DuMont, $955,926; NBC, $6,600,104.

Total billings for month of December, 1949, were $1,021,166, divided among networks as follows: ABC, $219,535; CBS, $688,715; DuMont, $106,760; NBC, $1,022,966.

At Deadline...

(Continued from page 4)

replacing Douglas G. Morris, vice president and P & G account executive, who has resigned and will announce his future plans short Richard B. Beck, sales manager for agency, v become media director.

WARWICK & LEGLER, New York, prepar television spot campaign to start in April : Edgeworth pipe tobacco in New England's Los Angeles markets.

GULF OIL Co., for Gulfspray insecticide, ported to have bought season sponsorship Lenny Ross Show on MBS, Mon.-Fri., 12:12:30 p.m. beginning in May. Young & Rubic is agency.

NAB BOARD ELECTIONS DRAWING HEAVY VOTE

HEAVYballoting for 14 posts on NAB boa indicated Friday as Saturday midnight de line approached. Membership voting on rector's in Districts 2, 4, 8 and 14 and t-directors-at-large each for large, mediu small, and junior stations. Results of balloting to be announced tomorrow (Tuesday).

Automatically elected to board for a term opposition were Harold Wheelahan, WSB New Orleans, Dist. 6; William E. Quarter WMT Cedar Rapids, la., District 10; J Todd, KAKE Wichita, Kan. District 1 Calvin J. Smith, KFAC Los Angeles, Dist 16.

Two directors-at-large to be incen Robert D. Swen, WSB-TV N. Orle and Eugene S. Thomas, WOIC (T Washington, who are unopposed for two pos

WMCA-FM NEW YORK SOLD TO JOSELOFF GROUP

PURCHASE of WMCA-FM New York $175,000 by new company headed by Stan Joseloff, president of Storecast Corp. of Am ica, negotiated subject to customary FCC a proval and application slated to be filed Fri Commission (today). Monday. Station owned by National Broadcasting Co WMC and has been in operation on Channel 225 sin Dec. 25, 1948.

Stockholders in new company, WYOU Inc., who purchased Radio Corp. of America WMCA, 95% eq They are: Mr. Joseloff: Barbara Joseloff, 90% owng of the American Chain Stores, Inc. They are: Mr. Joseloff: Barbara Joseloff, 90% own The American Chain Stores, Inc. of non-FCC owners are: W. B. Schwenk, president, and John B. Kelly, who own 31% of WEF Philadelphia, Pa.; W. E. Mahon, president, WEF, 13% interest, and Joseph L. Webb, 12.5%. Other non-NAB owners are: Robert W. Mestre, 9%. W.C. Stowe, manager of Philadelphia and National Wired Music Corp of Philadelphia and New York, among other terest.

Mr. Schwenk is chief vice president; Mr. Harr secretary, and Mr. Gordon treasurer. Mr. Law Knauff, CPA and a director of Store Broadcr Inc. and George Hennessy, identified wi Storecast Corp. and this president respectively.

Mr. Schwenk at one time planned to close WMCA FM because it was losing money, but has com promised operations pending completion of negotiations. Application for FCC approval being prepare by Mr. Schwenk, along with Vice preside son, for WYOU Inc.

FREY APPOINTED

ROBERT V. FREY, formerly with expe terrestrial television station WTVJ Jamaica N. Y., appointed director of television an radio for John Schrager Inc., New York adver tising agency.

WPX POST TO DUNCAN

WALTER DUNCAN, for past two years vice president in charge of WPX and WSNY Schectnady, N. Y., appointed sales manager o WPX (TV) New York. He succeeds Soot Donahue, acting sales manager, who resigned last week.

BROADCASTING  Telecasting
The Kansas City Trade Area Does Not Run in Circles

The True Area is an East-West Rectangle and...

Only The KMBC-KFRM Team Covers it Effectively and Economically

Kansas City's rectangular Primary Trade Area, as shown on the maps, has been established by the Chamber of Commerce of Kansas City. The natural flow of trade to and from this area is dependent on Kansas City, the Trade capital. As a result, The KMBC-KFRM team has been custom-built to provide complete, effective and economical radio coverage of the Primary Trade area, without waste circulation! That's why The KMBC-KFRM Team is your best buy in the Heart of America! Contact KMBC-KFRM or any Free & Peters "Colonel" for full details.
And they love us in our part of New Mexico, Oklahoma, Kansas and Colorado, too.

There is no better way to sell - or tell - the prosperous people of this "LAND OF THE BIG RICH"