Down here in Baltimore, we teach 'em pretty young about the BIG audience W-I-T-H supplies its advertisers. Of course, we have to let them grow up before we give them the whole story.

But sooner or later they all learn that W-I-T-H regularly delivers more home listeners-per-dollar than any other station in town.

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's a big plus!

That means that a little money does big things on W-I-T-H. Call in your Headley-Reed man today and get the whole W-I-T-H story.
Alice had a wonderful time.
But think how many more wonderful things could have happened to her in the age of radio and television.
In WMBG-WTVR-WCOD land new adventures happen daily.
And these First Stations of Virginia make them happen.
For instance, WMBG was the first station of Virginia to broadcast during the daylight hours.
First to own recording equipment.
WTVR (now entering its 23rd month of operation) was the South's first television station.
First in the country to sign for an NBC-TV hookup.
Yes, Alice had fun.
But she should have lived in WMBG-WTVR-WCOD land.

WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia
Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company
FOR SALE:
SPOTS IN ST. LOUIS
CARDINAL BASEBALL
BROADCASTS

For ten years we have handled the broadcast of the St. Louis Cardinal baseball games. These have been broadcast over a large network of midwest radio stations which last year numbered 69 and will be greater during the 1950 season.

Heretofore our client, Griesedieck Bros. Brewery Company of St. Louis, who hold a three-year exclusive contract for these broadcasts, have shared commercial spots in a limited way. For 1950 a unique new plan in handling the advertising spots on these games has been adopted and five spots of 40 seconds each are being made available to advertisers who see the attractive buy this offers.

With Harry Caray and “Gabby” Street as the announcers, surveys have shown unbelievable high ratings with from 60% to 95% of audience. Figures are available for those interested.

Under this new arrangement you may buy one or more spots on one or all of the following stations at attractive rates for an outstanding live program. For rates, listening figures or further details, call or write the radio stations listed below, or their representatives. Other stations are being added before the season starts and interested advertisers and agencies will be kept advised of these additions.

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Write or Call Radio Stations or Their Representatives

RUTHRAUFF & RYAN, Inc., Advertising
812 OLIVE ST., ST. LOUIS, MO.
Upcoming

March 29-April 1: ANA Convention, Homestead, Hot Springs, Va.

(Bulletins)

STERLING DRUG INC. through Dancer-Fitzgerald-Sample, New York, begins sponsorship of Monday, Wednesday, Friday broadcasts of My True Story ABC, Monday-Friday, 10:10-10:25 a.m., effective May 1.

SID SILVERMAN

SID SILVERMAN, 51, publisher of Variety and Daily Variety, died early Friday morning after long illness at his home in Harrison. Surviving are his son Syd Silverman, 18, and his mother, Mrs. Sime (Hatty) Silverman, widow of founder of Variety. Mr. Silverman was one of the youngest theatrical critics when as a child of 7, he wrote reviews under pen name of Skige. He had been publisher of paper since death of his father in 1948.

Plummer Is FCC Chief Engineer

CURTIS B. PLUMMER, 37, chief of FCC Engineering Bureau's Television Division, was named FCC Chief Engineer Friday succeeding John A. Willoughby, who has held position on "acting" basis since January 1948. Mr. Willoughby was named assistant chief engineer.

Appointments were among seven announced Friday in followup to staff-wide reorganization commenced by Commission preceding day (story, page 25). Other appointees:

Chief Accountant William J. Norfleet will head new Office of Chief Accountant established in initial reorganization move.

General Counsel Benedict P. Cottone will head new Office of General Counsel.

Harold J. Cohen, assistant general counsel in charge of common carrier division, will head newly created Common Carrier Bureau.

William K. Holl, FCC's acting executive officer, was appointed on permanent basis.

Designation of new Chief Engineer came suddenly, though there has been frequent speculation Mr. Willoughby might be replaced.

BUSINESS BRIEFLY

WISE EXTENDS • William H. Wise & Co., New York (publishers), extends two Get More Out of Life programs on CBS, adding 13 weeks for Sat. 2:30-3 p.m. series and four weeks for Sun 2:30-3 p.m. series, both effective March 26. Agency, Huber Hoge & Son, N. Y.

TONI COMMENTARY • Toni Co., Chicago (home permanents), to sponsor Carol Douglas and Bill Cullen in beauty-fashion commentary on ABC starting March 20, Mon. Fri., 11:25-11:30 a.m. (CST), originating in New York (see page 18). Agency, Foote, Cone & Belding, Chicago.

WERE APPOINTED • Were Cleveland names William G. Rambeau Co. as national representative.

GEN. ROMULO TO ADDRESS NAB CHICAGO MEETING


Overall theme of convention is "The American Broadcaster's Responsibility in the World Today."

Gen. Romulo, famed as orator, statesman, soldier and Pulitzer Prize-winning editor, is considered one of world's most eloquent speakers. During World War II he served as Gen. MacArthur's aide on Bataan and Corregidor and in Australia. He went with Gen. MacArthur to Philippines for assault landings at Leyte and took part in recapture of Manila.
Again it's...

**PLAY BALL!**

WITH THE

**DETROIT TIGERS**

PLAY BY PLAY • NIGHT AND DAY • AT HOME AND AWAY

STARTING APRIL 18

AND STARTING SOON WKMH GOES . . .

5000 Watts

as Michigan's Most Powerful Independent . . .

THE TIGER IS...

WKMH

1310 KC

Fred A. Knorr
President and Gen. Mgr.

Weed
and company
National Representatives
You can't lose with these 5 ACES!

- Time and again sales-conscious advertisers who move their goods and sell services in Flint's prosperous trading zone constantly use popular station WFDF to reach its dollar-loaded audience. They know WFDF's listeners prefer it morning, noon and night.

Proof is as near as Hooper's December, 1949-January, 1950 Station audience index which shows WFDF delivers an average of more than two and one-half times the audience, in total rated time periods, as the nearest runner-up station.

There are plenty of blue chips in the prosperous Flint market for the alert advertiser. Get your share with WFDF.

910 Kilocycles
WFDF FLINT MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

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

Page 6 * March 13, 1950
the nation's 21ST market... Scranton-
WILKES-BARRE... with 674,000 prosperous consumers.

Scranton-WILKES-BARRE... the nation's
21ST... prosperous consumers. Scranton-
WILKES-BARRE... the nation's 21ST market... Scranton

HOW TO COVER A BIG MARKET...
AND GET RESULTS!

Pick a station the people listen to... morning, noon and
night. Pick a station with Hoopers of 56.6 mornings, 59.0
afternoons, 72.0 evenings! Pick a station that has dominated
the market for 25 years! Ask your John Blair man about

Mrs. M. E. Megargee
George D. Coleman
President
General Manager
CBS Affiliate 910 KC 1000 Watts day, 500 Watts night

(FIGURES FROM HOOPER STATION AUDIENCE INDEX FOR SCRANTON—JAN., FEB., 1949)
GREATEST SALES MAN
THE HOOPER S!

Latest Hooper proves WWL outranks all New Orleans stations in share-of-audience. Evenings, WWL takes a greater share than next 2 stations combined!

...and South's Greatest Salesman delivers you a Great Multi-State Audience, too

Of all New Orleans stations, WWL, alone, gives you this dominant coverage of the rich Deep-South market:

**INTENSE PRIMARY**
(50%+ to 90%+) ...114 Counties

**PRIMARY**
(25%+ to 50%+) ...128 Counties

**PLUS**
(10%+ to 25%+) ...401 Counties

**TOTAL** 643 Counties

HE HELPS YOU MERCHANDISE, TOO

You get still another valuable plus from WWL—effective promotion for advertisers. Through personal calls on distributors and jobbers, widespread use of point-of-sale material, and other activities, WWL gets you plenty of action on the selling front—more by far than any other New Orleans station.

South's Greatest Salesman

WWL
NEW ORLEANS

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

A DEPARTMENT OF LOYOLA UNIVERSITY REPRESENTED NATIONALLY BY THE KATZ AGENCY
I
R
G
E
Page 10 • March 13, 1950

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

National Representatives

JOHN BLAIR & CO.
WFBR daily newspaper advertising — placed on radio log pages exclusively — runs in 1 morning, 2 evening and 2 Sunday Baltimore papers! This hard-hitting promotion of your shows — and by the same token, your spots — is backed up by space in 6 weekly papers in Baltimore and surrounding counties to reach additional audience in WFBR territory, for an average of 1021 insertions a year!

To the best of our knowledge — no other Baltimore radio station can match this intensive promotion effort. It’s another reason why, in Baltimore, you get the most for your money on . . .
WHEN fire swept Spokane's Ridpath Hotel late last month causing an estimated loss of over $1 million, CBS outlet KXXL played a leading role—one that evoked many words of praise and commendation.

From the time the flames were discovered until it became necessary to vacate the studios because of danger of the wall between the two buildings falling, George McGowan, KXXL program director, gave a flame-by-flame story of the next-door fire. CBS programs were cancelled. Mr. McGowan, from a vantage point in the Symons Bldg., cooperated with the Spokane fire department by telling people to stay home and not come down town and get in the way.

After the fire chief closed the studios and control rooms because of collapse danger, KXXL tied into CBS lines at the transmitter for the rest of the night.

Another contribution by KXXL was use of its "fire door" which had been installed from its main studio into the Ridpath Hotel for the purpose of giving an escape to studio guests in case of fire in its Golden Concert Studio. Fire officials credited the door for saving many lives of Ridpath Hotel patrons as it gave them the opportunity to get out of the hotel after elevator serv-

(Continued on page 18)

PAUL WILLIAM COPELAND is his full name, but he prefers just plain Bill. Born in Columbus, Ohio, Aug. 12, 1917, Bill has by a circuitous route found his way back to Columbus and to Byer & Bowman, advertising agency, where he is presently radio-TV director.

This is Bill's fourth hitch at Byer & Bowman. His first was in 1936 when he came to B&B from The Duplex Printing Co., same city. Prior to that, in 1934, he graduated from East High School, Columbus. During his high school years Bill owned, edited and distributed house-to-house a Kluge-printed weekly shopping newspaper titled Oak Street Buyers' News.

He took a short trip to Ohio State U. right after he graduated from high school but discarded it in 1936 for a copy job at B&B. He returned to O. S. U. in '37, '38 and '40 for night-schooling, mixing it with some classes at Franklin U. during the same period. He left B&B for a short time to become editor of The Military Review, a Fifth Corps area sheet which promptly folded, and so he returned to the B&B fold.

In 1942 young Copeland left the firm again, this time to beat the pavement for the Columbus Star—a tabloid weekly. Three months later he was drafted for nearly four years in the service. Two of the four years were spent at Loe, New Guinea, as radio operator and m. c. at the Red Cross Hut. While overseas, Bill wrote a column for the Columbus Dispatch, called "Hello Back There." In addition he wrote a weekly short short story for The Columbus Star—this for three years without missing a week.

(Continued on page 18)

(Continued from previous page)

5. 85%

... of prosperous rural New York is served by 8 AM stations: WHCU-FM, Utica; WNF, Weatherfield; WVT, Bristol Center; WVCN, Duryer; WVCV, Cherry Valley; WYHS, Turin; WSLB-FM, Ogdensburg; WLYL, Troy.

$6,500

... is the "Cadillac" average form income per family in New York state. Form families in New York buy 45% of the autos sold; 51% of the hardware; 36% of the electrical appliances; 28% of the drugs; 36% of the food-meats; 33% of the clothing.

356,460

... is the total rural families in the state. This includes 138,255 farm families ... a rich, responsive market worthy of your consideration.

Rural Radio ... prescription to sell the $971,000,000 agricultural market in New York state.
On July 15, 1940, the Champlin Refining Co. of Enid, Oklahoma, through the Ford Advertising Agency, contracted with WNAX for 312 Class “A” quarter-hours of news. Ten years later, March 1, 1950, marked the 3,004th consecutive Champlin-sponsored newscast on WNAX.

Champlin’s is just one of the stories in WNAX’s bulging file of advertisers who use WNAX year after year. More than 25 per cent of the national selective accounts now on WNAX were WNAX advertisers in 1940! These advertisers renew again and again because they get a consistent return on every advertising dollar invested with Big Aggie.

Big Aggie Land, a Major Market, served only by WNAX, embraces more than a million radio families in 308 BMB counties of Minnesota, the Dakotas, Nebraska and Iowa.

In 1948, folks in Big Aggie Land with a buying income of nearly $5-billion—greater than Los Angeles, Washington, D.C., or St. Louis... accounted for $4-billion in retail sales—greater than San Francisco, Philadelphia or Detroit.*

Ask your Katz man to show you how WNAX can produce good will, increase sales of your product or service.

*Compiled from 1949 Sales Management Survey of Buying Power.
Mutual delivers “the game of the day”
By unprecedented arrangement with major league baseball, the Mutual Broadcasting System will bring "The Game of the Day" throughout the 1950 season, in live action, direct from the top ball parks to a coast-to-coast audience never before within play-by-play earshot of the nation's favorite sport.

Starting April 18 and continuing throughout the full season, Mutual will deliver "The Game of the Day," Monday through Saturday, in complete, play-by-play detail. A special network of 350 Mutual stations has been set up to carry these broadcasts to some 75,000,000 people in 31 states.

Al Helfer, Mutual sports ace, will call the action of each day's game, with between-inning color by Art Gleeson, outstanding West Coast sportscaster.

This "Game of the Day" coup widens still further the Mutual margin as Number One Network for sports—a title earned by its consistent, year-round schedule of championship sports coverage. And, following the regular 1950 baseball season, Mutual will again carry—exclusively for the 12th consecutive year—the World Series, play-by-play, as well as the mid-season All-Star Game.

Advertising opportunities in "The Game of the Day" are as broad in scope as the marketing areas it will reach: the 24-week series is available for cooperative sponsorship. For details, call or write the Cooperative Program Department, MBS, 1440 Broadway, New York 18, N. Y., or Tribune Tower, Chicago 11, Ill.
SHOP BY MAIL, New York, appropriates $200,000 for television and radio promotion throughout the country. Agency is Scheck Advertising, New
dark. Firm chiefly interested in women's participation shows.

PURITY BAKERIES, Chicago, for Taystee' bread, to sponsor TV show, Hop-

eal Cassidy, in several major markets. TV spots used now. Agency: Young & Rubicam, Chicago.


PARK & TILFORD (All-fabric Tintex tints and dyes), through its agency Storm & Klein, New York, started its annual spot announcement campaign March 6. Contracts are for 10 weeks.

REDDI-WIP Inc., Los Angeles, through William Kester & Co., same city, enters radio for first time with 36 weekly spot test campaign on KFWB Los Angeles, through March. If successful, test will be followed in June with 18 week spot campaign on several Los Angeles stations. Firm currently running two TV spots weekly on KECA-TV Los Angeles, and KFMB-TV San Diego.

BESTE'S PROVISION Co., Wilmington, Del. (bacon, hams, etc.), appoints Kates-Haas Adv., same city, to prepare extensive state-wide campaign start

ning April 1. Radio will be used.

AXEL BROS., New York (Columbia Diamond Rings Div.), appoints Bayard Adv. Service, New York, to handle its advertising campaign. Firm is consid-

ering both radio and television. Definite plans are expected to be announced within a month.

Network Accounts • • •

LIBBY, McNEILL & LIBBY, Chicago (food products), renews sponsorship

for an additional 13-week period, of Aucton-Aire ABC-TV, Fri., 9 p.m. Negotia-

tions also underway to clear time on additional ABC stations. J. Walter Thompson, New York, is agency.

TONI Co., Chicago, will sponsor half-hour video show on CBS and five-minute

AM strip on ABC for its home permanent wave during peak seasons, spring and summer. Starting dates are April 5 and March 25, CBS slot is for alternate Wednesdays from 8 to 8:30 p.m. CST with ABC daytimer from 12:15 to 12:30 p.m. CST. Neither format has been set. Agency: Foote, Cone & Belding, Chicago.

GENERAL MILLS, Minneapolis (Wheaties), will sponsor special, one-time broadcast, Welcome Back Baseball, MBS, Sunday April 16, 7:30-8 p.m., EST and 8:30-9 p.m. PST. Bob Hope, Bing Crosby and prominent baseball person-

alities will participate. Knox-Reeves Adv. Inc., Minneapolis, is agency for Wheaties.

CANADA DRY GINGER ALE Inc., Chicago, sponsor of 5:5-30 p.m. portion of

Super Circus, ABC-TV, Sun., 5 to 6 p.m., adds five stations to line-up now carrying show. Agency: J. M. Mathes Inc., New York.

EQUITABLE LIFE ASSURANCE SOCIETY, New York, renews sponsorship, effective March 81, of This Is Your FBI, ABC, Fri. 8:30-9 p.m., for an additional 52-week period. Company has sponsored show since April 1945. Warwick & Leger, New York, is agent for firm.

KAR SEAL Corp., Los Angeles (wax auto polish) April 1 starts weekly spon-

sorship of Newspaper of the Air on 12 Don Lee stations Saturday, 10-10:15 a.m. PST. Contract is for 26 weeks. Agency is Mogge-Privett Inc., Los Angeles.

FLORIDA GREYHOUND LINES, Jacksonville, Fla., renews for 13 weeks, co-

operative sponsorship of ABC's quarter hour news commentary featuring Elme-

Davis, three times weekly over four Florida stations: WPON Jacksonville,


WESTINGHOUSE ELECTRIC Corp., Pittsburgh, which has sponsored Ted

Malone Show for past five years, will cancel five time weekly, five-minute show, on ABC, effective mid-March.

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To Better Sell NEW ORLEANS
Better Buy WDSU!

1280 MATINEE—Jovial
Dick Bruce, conducts two
hours of records, wit and
guest stars from historic Brula-
tour Courtyard (part of
WDSU's new facilities).
(Spot participation available)

COURTYARD ECHOES—From the great Music
Room, early evening organ reveries blend with
soft voices to provide 30 minutes of pleasant,
restful listening.
(Available for sponsorship)

Ask Your JOHN BLAIR Man!
Only a combination of stations can cover Georgia's first three markets.

The Trio Offers Advertisers at One Low Cost:
- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

The Georgia Trio
The C.B.S. Affiliates in Georgia's First 3 Markets
WAGA Atlanta
WMAZ Macon
WTOC Savannah

Represented, individually and as a group, by
New York • Chicago • San Francisco • Dallas
Atlanta • Detroit • Kansas City • Los Angeles

March 13, 1950 • Page 17
Praises Editorial

EDITOR, BROADCASTING:

My thanks and my compliments go to you on account of the editorial in Monday's (Feb. 27) Broadcasting. It is something of a task to keep so many members of a large family reconciled to a uniform program where so many conflicting interests are involved. A little "assistant" like this once in a while is really a big help.

Justin Miller
President
Nat. Assn. of Broadcasters
Washington

All-Sweet's Plan

EDITOR, BROADCASTING:

I read with interest your article and editorial in Broadcasting, Feb. 13, regarding free time. Here is a new twist on an old idea, to get free radio time. Our local hospital called this morning and wanted us to give a lot of free publicity to them, telling this story.

"For each empty carton of All-Sweet margarine that is turned in, the hospital will receive five cents." All-Sweet's advertising executives must have stayed up all night working this out, saying to themselves: "How can local radio refuse? It is all for charity." This is all very nice, and I know that five cents per package is a big budget for advertising, but where would the poor radio station (who gives and gives and gives) be if each company worked out a plan like this?

I assume there are many radio stations who will go along with this. WSKI did not! I think that radio's record is very good, and all of us give free time to worthy causes, but think of the thousands and thousands spent each day to work out something that radio stations will take free. Everyone gets paid except radio!

Paul H. Martin
General Manager
WSKI Montpelier-Barre, Vt

FM Needs Selling

EDITOR, BROADCASTING:

Our broadcasting industry makes great claims as to its terrific selling power. Some of us would have the advertising world believe that we could sell hot air heaters to the Zulus at high noon. Maybe we could if we'd try! But the shame of it all is that we can't even sell a product in which our own industry has invested millions.

That product is FM and the reason we can't sell it is because any promotional ideas we once had concerning it, we have packed away in mothballs. A product must be advertised in order to be sold. WJ should have AM outlets but musts, at least we can say we have.

Just turn to almost any page in Broadcasting and glance at the large type. Let's prove ourselves. We have a market surrounding.

On All Accounts

(Continued from page 12)

Doody on a competing station. Actual experience he claims gave him more studio know-how than a dozen books.

In 1948 Bill Copeland and Annit Austeri were married. They now have one son, Bobby, eight months old.

Versatile Bill can literally and figuratively "change his tune." He has a fledgling music publishing firm called "My-Bob Music," named after the aforementioned son. With a BMI license the firm's white hopes are in four Copeland tunes, one of which is "If Summer Is Good To Me," a BMI published tune recorded on an old label by the Bus Brown Combo, and backed up by another, "You Gotta Get Up Mighty Early To Be The Early Bird."

Besides working for success in his job at Barre's WSKI, Bill Copeland hopes to build a weekly TV show that packs a wallop, with himself as m. c., "just to keep his hand in."
The new RCA 45 RPM Conversion Kit, MI-11883—installed. The kit is complete with (a) clutch assembly (speed changer); (b) brake-arm assembly; (c) switch and cam shaft assembly; (d) microswitch; (e) dial plate; (f) shaft coupling; and (g) adapter hub.

The fine-groove tone arm and pick-up for "45 RPM" are available extra.

**Play 45 RPM's on 70-series Turntables—with RCA Kit MI-11883**

**NOW you can handle 45's, 78's or 33-1/3's—fine-groove or standard—with this kit, and a second tone arm (available extra).**

**Easy to install**
You install the single-unit, ball-type speed reducer between the two flexible couplings in the main drive shaft of your turntable. You transfer the motor switch leads to the micro-switch—included with the kit. That's all there is.

**Easy to operate**
A motor-control knob on the deck of the turntable controls the speed. Position No. 1 stops the motor. No. 2 shifts the speed control to the 78-33 1/3 rpm speed-change lever (on turntable deck). No. 3 shifts to "45 rpm" position (speed lever set at 78 rpm). You can shift speeds instantly in either direction while turntable is running.

**Same RCA broadcast dependability**
Sturdy construction and accurate mechanical alignment assures you the same quiet, trouble-free service for which more than five thousand RCA turntables are famous.

**Order your kit (s) today**

RCA ENGINEERING PRODUCTS
DEPT. 19 CB, CAMDEN, N. J.

☐ Send me_45 RPM Conversion Kit (s) MI-11883 at once. Price each, $70.00*.

☐ Send me_fine-groove tone arm and pick-up (s), MI-11884. Price each, $70.00*.

NAME

ADDRESS

CITY STATE

STATION Station.

*Price applies only in continental U. S. A.
Let's not kid ourselves. No advertiser, no account executive, no agency timebuyer has either the hours or the physical stamina to read all the trade publications that stream across his desk.

If you're still flirting with the notion that you need several magazines to surround the men who control the choicest advertising budgets...well, you're just peddling uphill needlessly.

It doesn't take five...three...even two publications to woo the attention (and recognition) of the people who really count. You can commune with them through a single medium — through the well-thumbed, well-noted pages of BROADCASTING.

For almost 20 years now, BROADCASTING has been the solid, authoritative reporter of everything significant about its namesake industry. So much so that today virtually anybody who has anything worthwhile to do with radio and TV timebuying decisions is a close reader of BROADCASTING. The moral is obvious. While these often-unattainable people are studying the pages of BROADCASTING, you have a chance to speak up (through those same pages) about yourself.

You have a chance to speak up before a bigger, more important assemblage of bigger, more important people than any other radio or TV publication can gather together for you. They may not read the others. They always read BROADCASTING.

Try these facts on your adding machine:
The largest and oldest publication in its field, with 15,300 weekly paid circulation.
More paid circulation among radio advertisers and agencies than any competing publication.
The highest survey-proven readership of all radio trade journals.
Home subscriptions (in addition to office copies) by key advertiser and agency personnel controlling more than 85% of all national radio expenditures.
More advertising linage annually than all other radio journals combined.
An advertising cost— to reach these decision-making advertiser and agency readers—of less than one cent per impression!
NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND NORTH CAROLINA'S No. 1 SALESMAN IS WPTF 50,000 WATTS 680 Kc. NBC AFFILIATE * also WPTF-FM * RALEIGH, North Carolina National Representative FREE & PETERS INC.
LICENSE FEES

A TWIN MOVEMENT was in progress on Capitol Hill last week which, if successful, would assuage license fees on all commercial stations. Although not yet jelled, proposals have been forwarded along at least two separate paths:

- The Democratic leadership in the House has decided to sound out Treasury Dept. officials on the practicability of assessing license fees on stations and on civil airlines.
- A Senate committee staff is investigating services performed for radio and communications by the FCC with a view to increasing the sizable assessing fees for licensing and other services rendered.

A meeting last Thursday of Administration leaders including Reps. Robert L. Doughton (D-N.C.), chairman of the House Ways and Means Committee; Jere Cooper, (D-Tenn.), Walter A. Lynch (D-N.Y.), all members of the Doughton committee; House Speaker Sam Rayburn (D-Tex.), and John W. McCormack (D-Mass.), House Majority Leader, reviewed the revenue problems.

It was reported that the session resulted in the naming of Colin F. Stam, chief of staff of the Joint Committee on Internal Revenue and Taxation, to explore with Treasury officials the feasibility of levying fees on stations and also on civil aeronautics services.

Sen. Walter F. George (D-Ga.), is chairman of the joint group, Rep. Doughton is vice chairman.

Stems From White House

Unusual significance attaches to the House move, since it indirectly stems from the White House. President Truman's opposition to cancellation of the so-called luxury excise taxes, and the concerted Congressional drive to eliminate or reduce most of the war-time impost resulted in efforts to develop new sources of revenue.

The high-level conferences of the House leadership followed a session with President Truman during which it is understood he emphasized the need of maintaining most of the excise taxes. He did not suggest the radio and aviation license fees or franchising tax approach, it was learned.

The tax suggestion came from Rep. Cecil R. King (D-Calif.), a Ways and Means Committee member, during the closed-door discussions on Wednesday, and the study was authorized the following day. He pointed out that in California the state levies a flat fee for oil-drilling permits which must be paid even if the hole eventually proves dry. It is understood he talked about big profits made in radio and the high cost of administration. He also pointed the air lines aspects, with discussion centering around the "franchises" which was given by the government in both instances.

Whether this topic was broached to the President following the House leadership discussion was not ascertained. It is known, however, that FCC Chairman Wayne Coy conferred with the President last Wednesday, although he had no listed appointment. Later the same day, CBS President Frank Stanton and House Interstate Commerce Committee Chairman Robert Crosser (D-Ohio) made scheduled calls on the Chief Executive.

For more than a dozen years proposals intermittently have been made for franchise taxes or license fees for radio. These have ranged from "$3 per watt" proposals to charges for filing of papers with the Commission to defray its administrative expenses, much in the manner in which the courts charge filing fees. All died aborning, however, because of the obviously dis- crimination to the lines, and in the recognition of the fact that farmers do not defray the cost of the Agriculture Department, nor industry the costs of the Department of Commerce or of other Government agencies which render them service.

Senate Group Probe

Meanwhile, a more long-range investigation, but with the same end in mind, is underway in the Senate by staff members of the Senate Committee on Expenditures in the Executive Departments. The probe, led by Chairman John L. McClellan (D-Ark.), already has resulted in a request that the FCC provide detailed material.

According to a committee spokesman, the FCC has been asked to show what services it renders the radio and television industry. The committee seeks to sift out those services which go beyond public benefit. Although the probe has been progressing for some weeks, disclosure came early last week by Sen. McClellan, who stated:

The FCC now has outstanding over $500,000 authorizations for transmitters of all kinds and licenses for more than 600,000 radio operators of all classes. There is essentially no charge whatsoever for these invaluable services from which tremendous benefits accrue to the recipients thereof, and the Committee expects (Continued on page 76).

'LIGHTNING' IMPACT

INDUSTRY film, "Lightning That Talks," opened last week in Manhattan and in several other cities with mixed success. On the basis of a painstaking survey by Broadcasting, it was plain that the film failed to attain a sweeping endorsement among its audiences.

Among 309 representatives of agencies, advertisers, stations, networks and other elements of the industry who gave Broadcasting their reactions to the film after attending its New York showing Thursday, more thought it was fair than thought it good, and more thought it poor than excellent. The great majority thought it neither good or fair.

From other cities where the picture was displayed last week ranged from enthusiastic to cool.

At Canton, Ohio, the picture was reported to have made a "striking impression" on an audience of 85 industrialists, retailers, wholesalers and distributors Thursday.

At Oceola, Ark., 75 business leaders gave it a cool reception. At Hopkinsville, Ky., 240 retailers and other business people viewed it with widely disparate opinions. Equally varied reactions were reported in Minneapolis and St. Paul.

A private screening by WOW

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'SLIGHTNING' IMPACT

Debut Reactions Vary

Slightly more than half thought it made a good sales talk for radio. Slightly less than half thought it did not.

As to how "Lightning That Talks" compared with promotion films for other media the audience had seen, 81.1% thought it was tops, 41.4% thought it was better than average, 40% thought it ran-of-the-mill, and 10.5% thought it below average.

Among the New York Radio Executives Club audience, the group that appeared to be the most critical of the picture were those from advertising agencies and advertisers.

Only 10.5% of the agency respondents thought the film excellent, while 29.5% of them thought it poor, and 34.2% of them regarded it as fair while 30.3% thought it good.

More than half (51.5%) of the agency respondents thought it did not make a good sales pitch for broadcasting.

Among advertisers who answered the questionnaire, 20% thought (Continued on page 80).
duPONT AWARDS

Beatty, WNOX, WWJ Cited

NATIONAL COMMEMORATOR Morgan Beatty, WNOX Knoxville and WWJ Detroit received the 1949 Alfred I. duPont memorial awards at a dinner in New York last Saturday (March 11).

In addition to these three awards, made annually since 1942, two special citations were issued to ABC-TV and to WPIX (TV) New York, the first recognition of television by the duPont committee.

Each of the three principal awards includes a cash prize of $1,000.

The awards and citations were presented at a dinner held at New York’s St. Regis Hotel, with ceremonies broadcast by ABC.

The commendations attached to each of the three main awards were like those which have been given since the founding of the prizes, a memorial to the late financier.

Mr. Beatty’s commendation was “in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio.”

Station Citations

The commendations for both WNOX and WWJ were “for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations, respectively.”

The special citation to ABC-TV was for its telecasts of the film *Crusade in Europe*, based on Gen. Dwight D. Eisenhower’s book. The citation was “in recognition and appreciation of outstanding public service in encouraging, promoting and developing American ideals of freedom and for loyal, devoted service to the nation and to the communities served through the television presentation of the historical documentation, *Crusade in Europe*.”

The comment to WPIX (TV) read similarly except that it was for the station’s presentation of “current news and events.”

The awards and citations were received by Mr. Beatty; Jack R. Howard, president of Scripps-Howard Radio Inc., owner of WNOX; W. E. Scripps, editor of the Evening News Asso., owner of WWJ; Robert E. Kintner, president of ABC; and Richard Clark, executive editor of the New York Daily News, owner of WPIX.

Annual Awards

The duPont awards to stations are made annually to one station of more than 5 kw and to another of 5 kw or less. WNOX is a 10 kw outlet. WWJ is 5 kw. Mr. Beatty is featured Monday through Friday, 7:15-7:30 p.m., on NBC’s News of the World, sponsored by Miles Labs.

Members of the awards committee are Mrs. Alfred I. duPont, widow of the financier; Dr. Francis P. Gaines, president of Washington and Lee U.; M. H. Aylesworth, radio consultant and first president of NBC; Mrs. J. L. Blair Buch, president, General Federation of Women’s Clubs, and Mark Ethridge, publisher of the Louisville Courier-Journal and Louisville Times (WHAS). All committee members attended the dinner.

Others in attendance included Mark Woods, ABC vice-chairman; Joseph H. McConnell, NBC president; Niles Trammell, ABC chairman of the board; William C. Gitlinger, CBS vice president and assistant to the president; Frank White, MBS president; William H. Goodman, secretary of the Alfred I. duPont foundation, and Sol Taishoff, editor and publisher of Broadcasting-Telecasting.

Milton Cross announced the program, and music was provided by Paul Lavalle’s orchestra.

Rheinstrom to JWT


Drawn for BROADCASTING by Sid Hix

“One thing about Jonas...cabinfever will never get him!”

‘GAME OF DAY’

MBS Offers to Local Accounts

MBS’ BASEBALL “Game of the Day” will be offered to local and regional advertisers over 300 network stations, Frank White, Mutual president, announced last week.

Decision to make the broadcasts available exclusively for local sponsors resulted following an "overwhelming" response by Mutual affiliates, he said.

Two types of cooperative sponsorships can be arranged—a complete game by one advertiser, or purchase by various advertisers of 30-second announcements after every half inning, and one 60-second spot at the end of the game, according to Mr. White.

The daily broadcasts, which will conclude with the opening of the Major League baseball season April 18, will be aired in 31 states from Florida to Oregon, Monday through Saturday, with Al Helfer handling play-by-play [Broadcasting, March 6].

HENRY C. KLEIN

BBDO Vice President Dies

FUNERAL services for Henry Clay Klein, 50, vice president of BBDO, New York, were held last Friday and Saturday in New York. Mr. Klein died suddenly, March 7, en route to Philadelphia.

Born in Muncie, Ind., Nov. 9, 1889, Mr. Klein joined the Chicago office of BBDO in 1925 as radio director, and in 1940 came to the New York office where he assisted Arthur Pryor Jr., in the development of new program ideas and talent. He was made vice president on Feb. 11, 1954, and for the past few years served as account group head for the Curtis Publishing Co. account.

Mr. Klein is survived by his wife, Jean Sprinkel Klein, and a son, Henry C. Jr.

Capitol Names Murray

S. W. MURRAY, formerly vice president of RCA, in charge of RCA Victor record division, has been elected vice president of Capital Records Inc. He will serve in an executive capacity in a new post to be created for him. In the record business since 1928, Mr. Murray has been associated with Okeh Phonograph Co. Inc.; Nipponophone Co., Ltd., Japan; Victor Co. of Japan Ltd., and Columbia Record Co., in addition to RCA.

BAB Retail Folders

BAB LAST WEEK issued two more retail information folders, an automotive industry folder for radio stations, and a TV folder on banking. Each contains a comprehensive review of the industry, and its advertising practices, particularly its use of radio and/or TV. Each folder also includes pertinent information reprinted from banking (or automotive) trade papers.
FCC's announcement that the Commission's law personnel, beginning April 1, 1949, was regarded as the first step toward complete establishment of its staff on a functional basis. The reorganization of the Carrier Bureau, which will include law, accounting, and engineering personnel, was abolished the existing Bureau of Law, Accounting and Engineering, which heretofore had comprised the major staff divisions.

The changes become effective April 1 and will be followed by the creation of three additional bureaus--Broadcast, Safety and Special Services, and Field Engineering and Monitoring--on a par with the new Common Carrier Bureau. The reorganization, Bureau-by-bureau, may take several months.

No Appointments Made

The Commission's announcement and order gave no hint of likely appointments as heads of the new Carrier and reorganized bureau, except to say all positions "will be filled from within the present staff of the Commission.

It was expected that the new offices of General Counsel, Chief Accountant, and possibly Chief Engineer would be headed by the men in those positions in the present organization--Benedict P. Cottone, William J. Norfleet, and John A. Villoughby, respectively.

There has been recurrent speculation that a new chief engineer may be appointed to succeed Mr. Willoughby, who has occupied the engineering position on an "acting" basis since George E. Sterling was advanced to Commissioner on Jan. 1, 1948.

Harold J. Cohen, assistant general counsel in charge of the Common Carrier Division of the Law Bureau, was regarded as FCC's probable choice for chief of the new Common Carrier Bureau.

Plotkin Broadcast Chief

Harry M. Plotkin, assistant general counsel in charge of broadcast licensing, was one of the principal contenders for the same position in the forthcoming Broadcast Bureau.

George S. Turner, assistant chief engineer, was seen as one of the leading candidates for chief of the Field Engineering and Monitoring Bureau, while initial speculation on the ultimate Safety and Special Services post covered several prospects.

Each of the new bureaus will be "responsible to and subject only to the Commissioners themselves," the Commission's announcement said. Thus each bureau chief will have to answer only to the Commission for his conduct of the regulatory affairs in his particular field.

Under the realignment, the General Counsel, Chief Engineer, and Chief Accountant are slated to serve as the Commission's top-level technical advisors and representatives. For each the Commission has asked the Civil Service Commission for a $12,200 to $15,000 pay rating, as compared with the approximately $10,000 they now receive.

Their present and their "principal assistants" would be disassociated from the prosecutory and investigatory activities of the functional bureaus.

Their duties, FCC has indicated to the House Interstate and Foreign Commerce radio subcommittee, will include such functions as participation in rule-making, international conferences and litigation, and the making of recommendations to the Commission on proposed legislation.

The Litigation and Administration Division was headed by Assistant General Counsel Max Gold- man, with Richard A. Solomon as chief of the Litigation Branch and A. Harry Becker chief of the Administrative Branch. The "immediate office" of the general counsel includes Joseph M. Kittner, assistant to the general counsel.

The "positions and personnel" of the Law Bureau's Broadcast Division and Safety and Special Services Division were transferred to the Office of the General Counsel "until further order of the Commission." They are slated for eventual inclusion in the new Broadcast Bureau and Safety and Special Services Bureau.

(Continued on page 77)

**NUMBER SHOW**

**Giveaway Stir Wide Reaction**

By J. Frank Beatty

Another program idea with a giveaway gimmick ($100) has thrown 15 markets into varying stages of excitement and is starting to assume national aspects.

It's a $100 number-reading program that is giving the humble social security card a significance never conceived by its government mental creators. Within the last fortnight the idea has started to acquire angles:

- The Social Security Administration, not very happy about it, is investigating.
- FCC has heard, and is conducting a "routine inquiry.
- stations are clamoring for it.
- Social Security numbers for remote, hourly hours.
- Some stations not on the plan are said to be having fits about its audience impact.
- An attention-getting device, described by one broadcaster as the "biggest thing since the Man From Mars incident," is the creature of H. E. Hudgins, copy chief of Azrael Adv. Agency, Baltimore. The plan was worked out by Mr. Hudgins and Maurice Azrael, head of the agency.

Since the first of the year, the Azrael agency has been working seriously on its brain-child and has taken out copyright protection. One of the first to try the idea was WBMD, Baltimore daytime independent. [Broadcasting, Feb. 5].

The Azrael plan provides that the Azrael agency selects potential social security numbers for each station, guided by the area formula governing first digits on Social Security Administration cards. Every hour the station reads a number. If a listener has the number on his card, he can call at the station and pick up $100.

How about potential lottery aspects of the scheme? The Azrael agency says it has been advised the plan is legal. More than one participating station has made a separate check and is convinced it's legal.

While chance of winning might appear remote, winners are appearing at stations about once a week. Without winners the plan might fold quickly so the number of required digits can be cut from SSA's maximum of nine to five or six, for example, greatly increasing the chance of finding a winner.

WBMD Baltimore had five winners in six weeks and WLEE Richmond, Va., had four winners in eight days, according to Herbert R. Harris, Azrael account executive who finds himself suddenly enmeshed in a full-time—ever over-time—assignment.

The Azrael agency bases its fee on population of the market and the number of programs sold by the station. Since the station pays only on sponsored programs, the plan can be introduced in a market at nominal cost.

And what happens when social (Continued on page 76)

March 13, 1950 • Page 25

Common Carrier Bureau Initiated
PERPETUAL BANKS ON RADIO
Builds Goodwill With WRC

By DAVE BERLYN

FEW OTHER radio advertisers can meet the claim of Perpetual Building Assn., Washington, in patting its competitors on their collective backs with altruistic accuracy twice a morning three times a week.

This is precisely what Perpetual, bearing a banner of "the nation's largest saving and loan institution," announced on WRC's NBC's news network show, World News Roundup, which it sponsors Tuesday, Thursday, and Saturday over WRC Washington.

Banking its ideas on a sound program, Perpetual is making its innovation pay off in goodwill dividends. Always tradition filled with pride of its stability and promise of security to home owners, Perpetual believes in carrying through this spirit to radio listeners.

The seed was planted for the program's different-type commercial—commending the history and accomplishments of a competing bank or loan institution in the capital city's area—a relatively short time ago.

Started in 1949

Perpetual first took to the morning show the beginning of 1949 when Mr. Paul C. Baltz, decided the type of institutional-flavored advertising his firm favored should be extended from the printed page to depositors' radio sets. The news program was chosen, it was explained, because it was traditional morning radio fare for a wide audience in a long established time slot and because it was produced with network caliber.

In addition to being proud of its own record, Perpetual believes the entire field of savings, loans and such types of banking has a story to tell. Braving the stigma of speculation designed to compromise the names of competing institutions, the company proceeded to tell the

story of the organizations.

Its first half-dozen months on WRC hewed a straight line of institutional advertising, clinging to the policy of perpetuating the name of Perpetual, time out taken only to promote government savings bonds and other public causes.

Then the competitor service idea, called "know your building associations," engendered by Mr. Baltz, took hold. Conferences with Harry Ehrlich & Merrick, vice president, and Forest Entwistle, both of Kal, Ehrlich & Merrick, Washington, Perpetual's agency, developed the format. Sol Panits, agency's radio and TV director, and Dana Dillon, agency's copywriter, ironed out details. Edward Hotze, Washington Times-Herald advertising man and Perpetual advisor, was liaison.

Handling of announcements since the new policy's start, Aug. 22, 1949, has been a simple but meticulous process. A competing institution is chosen, research rounded into shape by Mr. Hotze, copy turned out by Mrs. Dillon and the result checked by Mr. Panits. After the careful selection of material and its assembly, the finished product is tailored to fit a smooth, deliberate delivery which preserves the tonal quality of Perpetual's prestige.

Listeners to the news roundup on that summer's day wondered if the news they played to them tricks. An announcement in a quiet, sincere voice described the history of a banking firm other than Perpetual, mentioning resources or assets and praising founders or present officers. No mention was made of Perpetual until the close of the announcement, e.g. "Perpetual...is proud to be a neighbor of the...Bldg. Assn., and salute its officers, directors and employees for their faithful assistance in making Washington a city of homes. This message is sponsored by Perpetual, a neighbor association—11th and E Sts. N. W."

Emphasizes Name

As one of the officials concerned with the program, Mr. Baltz, Perpetual thinks of the program as public relations because "it does not sell anything, never asks people to deposit money, but emphasizes the name of Perpetual, innoven
tively." The 60 seconds allotted to the announcement may be pared at times on the theory the listener is tuning to the program to get the news quickly. The opening and closing seldom vary in content and are altered only to fit continuity.

Perpetual not only is making an imprint on Washington radio but also is carrying its message to outlying areas where spot, twice daily, Mon.-Fri., is placed on the Brook John Show on WBC(Bethesda-Cherry Chase, Md. Washington suburb). These announcements are the same as those of WRC.

Streaks of mail which fill the Perpetual letter box quite often as "how come?" These are quickly answered by Mr. Baltz with an explanation of the program's intent. Letters have been received from public expressed thanks. Still other letters, warmly appreciative, are signed by officials of competing firms. The depositor said the program expounds the saying "a chain is no stronger than its weakest link" and that he was sure Perpetual was "doing much to see the industry as a whole to radio listeners." He said: "I have been a shareholder in Perpetual for the last 16 years and feel that no money could be in a more desirable depository.

W. S. Pratt Jr., president (Equitable Cooperative Buildin Assn., Washington, said he was particularly impressed with the unselfishness of your thought art the fairness of its presentation. "I us at the Equitable it represents the fine goodwill among our group each striving to serve the country...

At least for 1950, as in 1949, can be said Perpetual is allotting 20-25% for radio in a flexible way that...Advertising in...Karl Ehrlich Merrick also vouches for this fall in radio—and TV seems to be in the not too distant future for Perpetual—"the nation's largest.

ELECTION of Samuel C. Gale, of General Mills Inc., Minneapolis, as chairman of the Advertising Council, succeeding Charles G. Mortimer Jr. of General Foods Corp., was announced by the council last Thursday following the annual board of directors meeting.

Mr. Mortimer, vice president in charge of marketing for General Foods and council president for the past three years, was named to head the policy planning committee of the council board. Theodore S. Reppler, council president since 1946, was re-elected.

Mr. Gale, vice president in charge of advertising, home service and public services for General Mills, has been a director in the council for two years. Last year he was chairman of the advertising subcommittee of the council board. Theodore S. Reppler, council president since 1946, was re-elected.

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**NARBA TURMOIL LESSENS**

WORK on the new U. S. - Cuban NARBA treaty [Broadcasting, March 6] reportedly was near completion in Havana late last week, while industry protests against "secret agenda" future U. S. regional provisions are under assurances that the document will be subject to Senate scrutiny and ratification.

Efforts to expedite developments, the task of working out final details and drafting the agreement was expected to be completed within a few days perhaps over the weekend. The FCC is analyzing tentative agreement below and tabulation page 42.

Industry indignation over failure to serve notice of the proposed terms upon the affected stations was calmed by guarantees that the document will not be "final" until it is ratified by the Senate.

It is also reported that a part of the complete NARBA, on which negotiations among all participating nations are scheduled to resume some time after April 1, would be used as a separate bilateral agreement with Cuba in event no overall NARBA agreement is reached. In either case, it would be subject to Senate ratification.

*Chairman Ed C. Johnson of the Senate Interstate and Foreign Commerce Committee, spurred by protests from broadcasters and Senate colleagues alike, was poised early in the week to lodge a stinging protest with FCC and the State Department. However, early Tuesday a conference with FCC Commissioner Rosel H. Hyde, chairman of the U. S. NARBA delegation, before Mr. Hyde flew back to Havana for the final round of negotiations.

Without discussing the merits of the proposed agreement, Sen. Johnson told Broadcasting:

"I can assure you that I am satisfied with Commr. Hyde's assurance that the Senate would have the chance to ratify either a new NARBA agreement or a treaty worked out between the United States and Cuba."

When that time comes, Sen. Johnson continued, "we can judge the effects of the agreement on its merits."

Tentative terms reported unofficially from Havana indicated Cuba would:

- Give up all operations not authorized by the expired NARBA or the new agreement.
- Acquire special rights on the three 1-A clear channels on which she had privileges under NARBA—640 kc (KFJ Los Angeles), 670 kc (WMAQ Chicago), and 830 kc (WCOC Minneapolis)—and relinquish unused NARBA rights on 1-A, 890 kc (WENC-NWS Chicago).
- Get Class 2 authority on 16 1-B channels.
- Receive rights to use power above 5 kw on the same number of channels on which she had similar rights under NARBA (these would be 550, 570, 590, 630, 790, 910, 920, 950, 980, and 1150 kc).
- Be permitted to increase the limitation to seven existing U. S. regional stations.
- Be accorded "special" protection to Cuban 250-watt stations on 11 channels (550, 570, 590, 630, 640, 690, 740, 860, 920, 950, and 980 kc).
- Be permitted to operate 2 kw on the 1 kw 1340 kc local channel.
- Operate a 1-kw part-time station on the 1-A 1160 kc channel, limiting the operations to protect KSL Salt Lake City, the U. S. dominant, in accordance with NARBA.
- Granting of "special" protection to Cuban stations on 11 frequencies, authorized under present agreement, would not affect existing U. S. station except KFRC Houston (950 kc). Two Puerto Rican outlets—WWRB—470 kc and WNEL Santa Juan (860 kc)—would also be affected, but it was pointed out that these may be moved in the event the FCC reported to have agreed tentatively to make directional antenna changes satisfactory to Cuba.

Additionally it was learned that

insofar as the 11 channels are concerned Cuba is still seeking to have the "special" protection include a ban on further U. S. assignments in Florida and southern ports of origin, Alabama, Mississippi, and Louisiana.

The NAB, in a comprehensive study and report on the Havana negotiations, also reported the U. S. would also be granted shifts in frequency or changes in directional systems for WMBM Miami Beach (800 kc daytimer) and WVCC Coral Gables (1070 kc daytimer).

One of the chief points of industry opposition to the agreement, aside from the secrecy in which it was evolved, arose from fear that Cuban stations would not employ directional antennas that will give U. S. stations the specified degree of protection.

Proponents of the agreement contended it goes comparatively little farther than the expired agreement. In its concessions to Cuba and that in effect, "regulated interference," it is preferable to having "unregulated interference" with no treaty.

The summarized salient features:

1. Cuba relinquishes rights to one of the four U. S. 1-A clear channels she was authorized to use under the old NARBA—Proponents of clear-channel bands have been working on a victory for clear channels alone. They argue the U. S. will thus have one advantage which she can "exploit"—that is, break down.

2. Cuban use of U. S. 1-B clear channels—The agreement, proponents claimed, "merely adds insignificant interference to two or more" U. S. 1-B channels. However, the U. S. station will suffer "only in an area of about 200 square miles in a possibility anywhere."

In the other the Cuban interference will be "much less than the interference to existing" from U. S. operations.

3. Cuban "high power" on U. S. regional—There is no increase in the number of regions involved (10), and Cuba undertakes to protect the U. S. stations in accordance with U. S. standards. To Cuban compliance with protection terms, treaty proponents claimed "the vast majority of Cuba's radiotelegraphy is now convinced of the need for cooperation with the U. S. in the interference problem.

Additionally, it was felt the new NARBA will provide better enforcement procedures.

4. Interference from low-power Cuban stations to U. S. regions—Seven instances of increases in the RSS value of interference to U. S. regions were ceded. The amount of (Continued on page 42)

**TENTATIVE U. S.-CUBA TREATY ANALYZED**

**HOW DOES the tentative new U. S.-Cuba treaty (Broadcasting, March 6; also see story this page) compare with the 1946 NARBA agreement which expired last March?**

**In the following breakdown, U. S. clear-channel stations listed in parentheses are the dominants on the respective frequencies:**

**CUBAN USE OF U. S. 1-A CHANNELS**

**640 kc (KFI Los Angeles)—** 1946 NARBA authorized 25 kw at Havana. The new agreement changes this to 15 kw at Las Villas.

**670 kc (WMAQ Chicago)—** 1946 NARBA authorized 1 kw at Oriente; new agreement directionalizes this operation.

**830 kc (WCCO Minneapolis)—** 1946 NARBA authorized 1 kw at Las Villas; new agreement makes it 5 kw day and 1 kw night at Havana.

**900 kc (WENR-WLS Chicago)—** 1946 NARBA authorized 1 kw at Camaguey; in new agreement Cuba relinquishes this right.

**Cuba had never exercised her 1946 NARBA rights on 890 kc.**

**Channels which she has relinquished to the U. S.**

**1030 kc (WBZ Boston)—Cuba has had 2 kw fulltime at Oriente. Havana Agreement would make 1 kw fulltime at Las Villas.

**1000 kc (WCFL Chicago and KOMO Seattle)—Cuba has had 2 kw fulltime in Oriente plus 1 kw at Camaguey, which the U. S. had protested. 'Havana Agreement would give her 1 kw fulltime at Camaguey and 1 kw day and 250 w night at Oriente.'**

**1030 kc (WBZ Boston)—Cuba has had 250 w daytime at Pinar del Rio. This would be unchanged.**

**1030 kc (KQO Denver)—Cuba has had 10 kw directional at Havana, which U. S. had protested, and 250 w at Camaguey, both causing some interference. This interference is changed to 1 kw day and 250 w night at Las Villas and 250 w fulltime at Las Villas.

(Continued on page 42)

March 13, 1950 • Page 27
OVER 16,000 visiting engineers from 23 states, Canada and England gathered in New York last week to hear technical papers and inspect over $7 million worth of equipment on exhibit for the 39th annual convention of the Institute of Radio Engineers.

Session's were held at the Hotel Commodore and Grand Central Palace Monday through Thursday, with 150-technical papers read during some 80 sessions. In addition, a total of 253 exhibits were on display. Seven symposiums, including one television, commanded the attention of IRE members and other visitors.

IRE 1950 Medal of Honor was awarded to Professor Frederick E. Terman, dean of the School of Engineering, Stanford U. Otto H. Schade, research engineer, RCA Victor Div., received the Morris Liebmann Memorial Prize.

Fellowship recipients included A. V. Bedford, research engineer, RCA Labs., and Jack R. Poppele, MBS-WOR New York.

Guy Honored
Raymond F. Guy, NBC engineer and new IRE president, was honored at a luncheon Tuesday. Speakers included Maj. Gen. F. L. Ankenbrandt, communications director, Air Force Dept., and Sir Robert Watson-Watt of England, new IRE vice president. Stuart L. Bailey, outgoing IRE president, was toastmaster.

The institute's annual awards for merit in radio-electronics and 30 fellowship awards were given at the annual banquet Wednesday evening. Speaker was Harold B. Richmond, chairman of the board, General Radio Co. Toastmaster was Donald G. Fink, editor of Electronics magazine.

New developments revealed at the exhibit were:
A new circuit design which makes possible a new simplified three-tube receiver: giving five-tube performance, and a radio set selling for as little as $5—by W. K. Volker, consulting engineer.

An amplifier tube which may improve TV reception, especially on the fringe of a TV station's area, and enable better receivers with fewer tubes—RCA Labs.

RCA high-vacuum tube (Type 5831) capable of 500 kw of continuous output, with power four times that of any previous RCA tube.

Improved radio circuit techniques applicable to standard broadcast receivers, television and other radio receiving systems—Sylvania Electric Products Inc.

Test Equipment—oscillators, frequency meters, and noise generators—for the UHF television band—Polytechnic Research & Development Co.

A flying spot scanner picture generator, for television studio operations, which can carry the program load at certain daily periods, thus freeing an iconicoscopic chain for previewing film for re-hearsals. Unit also can be used as a basic picture generator for color TV experiments, and as a compact television camera for industrial television—by Philco Corp.

New transmitting equipment designed for use in UHF channels proposed by FCC for commercial telecasting was described last Wednesday by two RCA engineers. They read papers on the RCA Type TU-1, a UHF transmitter, and RCA Type TFU-20, a high-gain slot-type antenna and radiating system for TV transmission.

This equipment currently is being operated by NBC under an experimental authorization in the UHF installation at Bridgeport, Conn., in the 529 mc-535 mc band. The transmitter and antenna were described as helpful in the utilization of UHF frequencies for TV, thus relieving the limited channel situation in the present VHF band.

At a Monday session Ralph Bow, Bell Telephone Labs, urged radio and communications engineers to "lead the way" in finding out what the future holds for television. He expressed hope that engineers would be impressed with the thought that television has a "wider destiny and a deeper obligation than merely to serve as mass amusement." He characterized video as a "servant" to each individual.

DuMont Color System
DuMont Labs last Monday unveiled its new color television system for industrial use [TELECASTING, March 6].

System may be installed in medical schools, clinics or hospitals, and is available commercially. It is designed for 18 mc, 526 lines at 180 fields per second, and is described as affording picture resolution better than that obtained with black-and-white equipment with full color added.

TV broadcasting's problem of narrow bandwidth and compatibility which has restricted picture resolution and color fidelity in other color systems was ignored in the design of the closed circuit system, Dr. Allen B. DuMont, president of DuMont Labs, noted.

IRE session break finds Jay Quinn (r), of Fairchild Recording Co., explaining operation of a thermo-stylus recording kit to Frank H. McIntosh (center), of Frank H. McIntosh Co., and Blair Foulks, General Precision Corp.

DuMont's industrial color television system gets attention from this group at IRE meet (l to r): Seated, R. E. Kessler and Harry R. Smith; standing, Herbert E. Taylor, T. T. Goldsmith and G. R. Tingley, all of DuMont.

Cost of the color system for one camera chain from pickup eye to monitoring scope was set at $19,985. The system was described as "wired" video rather than "air" television by DuMont engineers.

Among the exhibits at the convention were a 16mm Telecasting projector, a large screen projector (66 inches by 27 inches), film processor and experimental TV camera chain developed in the laboratories of General Precision Equipment Corp., and manufactured by its member companies.

GPE has been eyeing the growing interest in television as well as projection TV for restaurants, bars, and hotels, for which it is prepared to furnish projection equipment. GPE comprises 15 companies, among them the Theatré Equipment Contractors Corp., which handles installment contracts.

Additionally, GPE has a working agreement with Pye Ltd., the British TV firm, for pushing the latter's complete portable TV camera and experimental camera chain. Also shown was the new trylor TV antenna mast made by Wince Turbine Co. and designed for outdoor television support especially, in fringe or non-urban areas. The 40-foot antenna mast also is adaptable to other communications uses.

A new type of transmission line called the "G-line" and having commercial and military applications, also was described during the convention. The line may serve at

(Continued on page 30)
National Safety Council
Honors WHO for
Fourth Consecutive Year!

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

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

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

WHO
+ for Iowa PLUS +
Des Moines ... 50,000 Watts

Col. B. J. Palmer. President
P. A. Loyet. Resident Manager
FREE & PETERS, INC.
National Representatives
IRE Convention (Continued from page 28)

"The Cisco Kid"

SAVANNAH OUTLETS OPPOSE

LOW PRICED!

LOW-PRICED WESTERN

March 25: San Francisco Chapter Academy of Television Arts and Sciences, first annual award banquet, San Francisco.
April 4: Radio Pioneers Club annual dinner, Ritz Carlton Hotel, New York.
April 15-16: NAB convention, Stevens Hotel, Chicago.
This year Vancouver observes the 125th anniversary of its founding. The first settlement in Washington, the "cradle of Northwest industry", is in 1950 heart of southwestern Washington's industry, agriculture, hydro-electric distribution. Separated from Portland's metropolitan area only by the width of the power-laden Columbia River, Vancouver shares with its sister city a new-found prosperity — through an influx of multi-million dollar industry and a new generation of modern pioneers that has given the KGW coverage area the nation's greatest population increase during the last decade.

Through Comprehensive Coverage KGW DELIVERS VANCOUVER . . . as it delivers the rest of the fastest-growing market in the nation.
### WMMN Production Sheet

**Date:** Sunday, March 5, 1950

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Sponsors</th>
</tr>
</thead>
<tbody>
<tr>
<td>MW 12:00</td>
<td>NEWS THIS WEEK IN WEST VIRGINIA</td>
<td>IS 7</td>
</tr>
<tr>
<td>MW 12:15</td>
<td>BLUE BARON</td>
<td>RC 5</td>
</tr>
<tr>
<td>MW 12:20</td>
<td>ANN SELECT BAKING CO.</td>
<td>SA 5</td>
</tr>
<tr>
<td>MW 12:25</td>
<td>EDTT HOWARD</td>
<td>RC 5</td>
</tr>
<tr>
<td>MW 12:30</td>
<td>CULTURE CLUB</td>
<td>RC 5</td>
</tr>
<tr>
<td>MW 12:35</td>
<td>ANN ST GARTH'S PILLS</td>
<td>SA 5</td>
</tr>
<tr>
<td>FL 12:40</td>
<td>LEL COURTNEY</td>
<td>RC 5</td>
</tr>
<tr>
<td>BP 12:45</td>
<td>ALVIN TYNER</td>
<td>RC 5</td>
</tr>
<tr>
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<td>ANN STANDARD FURNITURE</td>
<td>SA 5</td>
</tr>
<tr>
<td>BK 12:55</td>
<td>VARSON WORSHOE</td>
<td>RC 5</td>
</tr>
<tr>
<td>LA 1:00</td>
<td>CHUCK POTTERT</td>
<td>RC 5</td>
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<tr>
<td>MW 1:05</td>
<td>ANN SELECT BAKING CO.</td>
<td>SA 5</td>
</tr>
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<td>BK 1:10</td>
<td>RAY ANTHONY</td>
<td>RC 5</td>
</tr>
<tr>
<td>LA 1:15</td>
<td>HENRY HUGS</td>
<td>RC 5</td>
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<tr>
<td>MW 1:20</td>
<td>ANN HARTLEY'S</td>
<td>SA 5</td>
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<tr>
<td>BP 1:25</td>
<td>FOUR KNIGHTS</td>
<td>RC 5</td>
</tr>
<tr>
<td>LA 1:30</td>
<td>TOMMY TUCKER</td>
<td>RC 5</td>
</tr>
<tr>
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<td>ANN DUNLAP CHEVROLET CO</td>
<td>SA 5</td>
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<td>BP 1:40</td>
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<tr>
<td>BK 1:45</td>
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<tr>
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<td>ANN KETTLESON BAKING CO</td>
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<tr>
<td>FL 1:55</td>
<td>SHEP FIELDS</td>
<td>RC 5</td>
</tr>
<tr>
<td>BF 2:00</td>
<td>TONY PASTOR</td>
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</tr>
<tr>
<td>LA 2:05</td>
<td>ANN JONES, INC.</td>
<td>SA 5</td>
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<tr>
<td>MW 2:10</td>
<td>ANN WHITE</td>
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<td>BF 2:30</td>
<td>KAY RYDER</td>
<td>RC 5</td>
</tr>
<tr>
<td>WP 2:35</td>
<td>ANN JONES</td>
<td>SA 5</td>
</tr>
</tbody>
</table>

*denotes Lang-Worth talent.*
Says Allen (Dutch) Haid:

“Sunday afternoon, in many communities, is not too productive of commercial radio time. To combat this situation in Fairmont, West Virginia, WMMN came up with its ‘Sunday Showcase.’

“The enclosed log (Sunday, March 5, 1950) speaks for itself. Note that 17 of the 19 quarter-hour commercials are programmed from the Lang-Worth Library. We are now entering the second 26-week flight of the ‘Showcase’ with every quarter hour re-sold! This proves conclusively that both our idea and your talent are commercially solid.

“We take off our hats to Lang-Worth! The flexibility of the library, together with its personalized openings and closings, makes possible this very satisfying revenue, every Sunday afternoon.

“WMMN, with 5000 watts power, has been doing a big job in North-Central West Virginia for the past 22 years. With CBS, Lang-Worth, and a red hot staff with plenty of ‘savvy,’ WMMN keeps in the number one spot by a large margin.”

(Signed) Allen L. Haid,

Operating VP, WMMN, Fairmont, W. Va.
Editorial

...and There Was Light

A WEEK ago there were portents of another conflagration in the inter-American ether waves. Today the breach is being carried by both the United States and Cuba for peace, justice and radio tranquility. These nations now have tacitly agreed to allocations which the experts say will result in a minimum up- setting of the present service in both nations.

Most significant is the fact that the agreement, in one fashion or another, entails ratification by the Senate and does not become operative until it receives full diplomatic treatment. Thus, it can be used as a model in devising the new NARBA treaty which would embrace Mexico, Canada, and other signatory Latin nations. It will be interpreted in NARBA if an accord is reached. If not, then through a bilateral arrangement, subject to Senate ratification, Cuba and the United States will make its terms effective.

In the interim, steps will be taken to eliminate existing make-shift allocations, outside the original treaty terms, whereby Cuban stations are over-writing on U. S. assignments without essential protective safeguards. Under the agreement, Cuba gets special rights on 10 regional and three 1-A clear channels and certain on-air agreements with provisions for directional installations adequate to protect mutually the assignments in both countries.

This situation was resolved last week when FCC Comr. Rosel H. Hyde, chairman of the U. S. Delegation, returned from Havana for hurried sessions with the State Department, the FCC and Chairman Ed Johnson of the Senate Interstate Commerce Committee. It is an open secret that the Senator was primed to blast with more of his rhetorical T. N. T. because many of his colleagues had complained about the "secret" negotiations which would "sell out" to the President, subject to Senate ratification. When it was ascertained that there would be a full dress treaty and that the allocations would not become operative until Senate ratification, hostilities properly were called off.

Broadcasters who protested had learned of the scope of the proposed agreement by radio's vaunted underground. They fought back, particularly against the secrecy element. Once they learned that there would be no agreement until ratified by the Senate, their main objections were withdrawn.

The new Cuban communications ministry is responsible, and it is generally felt it will live up to its commitments. Provisions for directional arrays would give strongest possible protection, our delegation reports. Because this has not been so in the past, those broadcasters who had not been apprised of the agreement, understandably sought more information. Chairman Johnson's interest, engendered by inquiries from his colleagues, has cleared the atmosphere.

The solution to one of radio's knottiest problems appears to have been achieved despite the momentary confusion which obviously stemmed from lack of information. The U. S. always has championed open covenants openly arrived at.

Merited Merits

THERE ARE few in radio—or outside of it—who will challenge the wisdom of the duPont Awards for 1949. Morgan Beatty, recipient of the commentator's citation, has long been distinguished in his field. He is more than a commentator; he is a foot-rapper with an insatiable thirst for the news behind the news.

WWJ Detroit and WNOX Knoxville are distinguished stations under distinguished ownership and management. Each has had more than a quarter-century of operation—WWJ since 1920 and WNOX since 1921.

The surprise came in special citations for television, marking duPont's recognition of that kaleidoscopic medium. It was done without debate or press-agentry, in the traditional duPont manner. The winners are ABC-TV for its challenging telecasts of Eisenhower's Crusade in Europe, and WPIX (TV) New York for its current news and events.

It is significant that neither of these TV ventures brought monetary profits to their telecasting entrepreneurs. The rewards come in recognition of jobs well done, and of building a station that provides public acceptance and eventual economic return, in the time-tested American way.

Budgeteering

IF APPROPRIATIONS determine the amount of work which will be done, President Truman's FCC budget proposal, now under House Committee scrutiny, leads us to expect a 2.7% increase in FCC accomplishments during the next fiscal year. This seems little enough to expect. The obvious conclusion would be that FCC should have more money.

But if increments are based not only on work to be done but also on past attainments, then there is an equally obvious suspicion that 2.7% is aplenty if not too much. Thus Mr. Truman's FCC budget leaves us with what FCC would call mutually exclusive conclusions.

There can be little dispute that the past year has not seen many FCC missions completed. That applies whether "past year" is fiscal or calendar.

In the past calendar year, FCC made some changes in its procedures; revised its Mayflower Decision (14 months after hearings were completed); repealed the Avco Rule; adopted special rules relating to time-reservation allocations (after they were first proposed); and adopted anti-giveaway rules (now in suspension). To get the fiscal-year total, take the calendar-year list and subtract the giveaways. Thus will the public interest—and the budget dollar—be served most sensibly.

Our Respects to—

JOSEPH ALBERT MCDONALD

If ABC ever has to call in haste for the services of an office boy, bowling alley pin boy, engine room wiper, coal passer, ship carpenter's helper, deckhand, dishwasher, elevator operator, an axeman or rodman or transitman in a surveying crew, a drafter, naval architect or salesman of heavy machinery, it has but to summon Joseph Albert McDonald.

Mr. McDonald is now fully occupied as vice president, general attorney and secretary of ABC, but in an emergency he could fall back on the wild assortment of jobs embraced in his disparate experience.

The network will be well advised, however, to refrain from adding duties to those already performed by Mr. McDonald; he has enough to do.

In addition to coping with the routine intricacies of keeping the network legal—not an easy job with federal regulations as tricky as they are today—and of officering in the company, Mr. McDonald finds time to be an expert in labor relations and copyright law.

At the moment ABC has 48 different labor contracts with 11 different union groups. Mr. McDonald has negotiated all of them. When not embowered in a labor negotiation, he is apt to be delving into the obscurities of copyrights. His is a telling job.

No wonder is it that Mr. McDonald today is a broadcasting attorney and not a shipbuilder. His early schooling fitted him to be a naval architect. Between then and now he was blown off his course.

Born in New York City June 8, 1908, Mr. McDonald attended grade and high school in the Bronx. He received a scholarship at Webb Institute of Naval Architecture, graduating with honors.

Part of the Webb training obliged students to go to sea during summer vacations from classes. It was during those periods that Mr. McDonald ran through some of the less desirable stations he has held.

In the third summer at Webb, he took a lubber's job with a marine insurance firm. In the course of his work he occasionally was assigned to accompany admiralty lawyers on inspections of ships the company insured.

The comparison between the lot of a deckhand, a function to which he had been inden- tured the summer before, and that of a lawyer skilled in admiralty law, roused in Mr. McDonald a desire to attend law school. After graduating from Webb in 1924, he decided to enter Fordham for legal training.

Mr. McDonald, whose ambition for law (Continued on page 68)
Business is always better in Washington, D.C.

Washington was the only major market in the U. S. to show an increase in retail sales in 1949.

This rich market established an all-time retail sales high. And WTOP delivers the largest audience in this rich market—36.4% greater than any other station.
PROGRESS of aural and visual broadcast engineering, along with economic aspects of the industry's technology, will be covered by top-flight figures during the fourth annual NAB Engineering Conference April 12-15. The conference will be held at the Sheraton Hotel, Chicago, and the opening feature of NAB's annual convention week.

List of papers to be read at the meeting was about complete at the week before press time but would be covered by top-flight figures in the form of a station survey conducted by Neal McNaughten, director of the NAB Engineering Dept.

Last of the formal events on the agenda will be the annual FCC-Industry Roundtable. This forum, which gets wide open and frank as government and industry leaders attack common problems, will be moderated by Stuart L. Bailey, of Jansky & Bailey, Washington, D.C.

Effort will be made this year to confine the discussion to "answerable questions" instead of letting it bog down on issues for which no definite answers can be given by government participants.


Industry Panel Unnamed

Mr. McNaughten was not yet ready to announce members of the industry side of the panel.

Though TV will appear on a considerable portion of the program, little emphasis is placed on color aside from results of interference tests.

New wrinkle planned for the conference is serving of coffee and doughnuts during intermissions, a move designed to keep delegates from scrounging to the equipment exhibits or other attractions.

Two more exhibitors asked NAB for space last week. They are Fairfield Recording Equipment Corp., New York, and Winchester Corp., Sioux City, Iowa. Both will exhibit on the "Magical Fifth" floor. Last year the two firms were combined.

The Exposition Hall exhibits are to open officially at 9 a.m. Wednesday, April 12. The day's events include registration in the Exposition Hall; a 1 p.m. meeting of the NAB Engineering Committee, headed by A. James Ebel, WMBD Peoria, Ill.; 6:30-8:30 p.m. reception for delegates at the Sheraton Hotel.

Tentative NAB Agenda Set

NIELSEN

A. C. NIELSEN and Co. reports that reaction to its purchase of C. E. Hooper's National Ratings Service is "extremely good". Orders for NRI and requests from prospective clients for interviews with representatives of the Nielsen Company are "rolling in at an unprecedented rate", according to a company spokesman.

Charles A. Wolcott, vice-president and general manager of the company's New York office, reports that he is besieged with calls for appointments indicating that broadcasters, advertisers and agencies in New York are very much interested in knowing themselves up-to-date on what the Nielsen service offers.

Active Promotion

Meanwhile, the Nielsen company has flooded the industry with literature from its Hooper subscribers, with literature giving a quick grasp of what may be expected from NRI.

"All Nielsen network services are now available to you," says a special bulletin to Hooper subscribers. "National Nielsen-ratings will be furnished for prior months to facilitate the changeover and to provide national rating trends. Complete NRI analysis data for current and back months also can be provided."

A letter from Mr. Nielsen to the "broadcasting industry" cited the company's "mighty tough job" in mechanical television research service of unmatched accuracy, reliability and usefulness—a service on which a great industry could safely rely in reaching its most vital decisions.

Mr. Nielsen paid tribute to advertisers, agencies, networks and stations for encouraging him to "persevere," but he noted that his acquisition of the Hooper service was also the acquisition of "serious responsibilities as the sole source of network audience research."

"The broadcasting industry, too, has certain responsibilities," he says. "To recognize sound research techniques, to keep clear of unsound methods, to strive for increased skill in the application of research and to cooperate in efforts to create an equitable sharing of costs among all who enjoy the benefits of research," he wrote.

Charts Mailed

The Nielsen company mailed out charts supporting its contentions that national NRI facts provide the basis for "sound appraisal and action." One display states that national NRI is needed to fully appraise national radio usage trends in the long-term growth... the "current... critical... significant shifts in radio listening habits by city sizes, time zones, market areas... the complete picture for advertisers, agencies and networks." Another points up NRI's appraisal of program coverage—the number of homes reached... the actual circulation... not only circulation per broadcast but the number of different homes reached by a series of broadcasts... the variation covered by different radio programs, in total and by city sizes, time zones, market areas."

A third stresses Nielsen's claim that its special studies highlight the fact that when television enters as a home entertainment medium, it greatly increases the total time spent with broadcast medium.

New York Area

"In the New York TV area, for example, the average TV home does nearly three hours of viewing per evening—and TV represents about 91% of combined hours of listening and viewing," it states. "On the overall basis TV's share of combined listening and viewing is fairly constant throughout the evening hours."

This exhibit, however, also points to radio's potency as a "national" advertising medium.

Nationally (among the some 40 million radio listeners) radio accounts for about 85% of the total hours of listening and viewing for the entire day," it states. "During evening hours radio's share drops to 85%: Television's share is increasing steadily, having moved up from 5% of the combined radio-TV total during the evening hours in September to 15% at year-end."

Launched

12:30-2:15 p.m. Hearing, Neal McNaughten, NAB director of engineering.

Address of Welcome—Justin Miller, director of engineering, "History of Broadcasting," Raymond F. Guy, NRTC.

AFTERNOON SESSION

Presiding, Oscar C. Hirsch, KFVS Cape Girardeau, Miss., and NAB Engineering Committee.


5:30-6:30 p.m. "An Adjacent and Co-channel Television Interference," J. W. McNaughten, General Precision Corp. LUNCHEON

12:30-1:45 p.m. "The History of Broadcasting," Raymond F. Guy, NRTC.


3:15-3:45 p.m. "The History of Broadcasting," Raymond F. Guy, NRTC.
Transit radio is your most ACCURATELY MEASURABLE advertising medium with GUARANTEED Low Cost!

FOR EXAMPLE, YOU GET

★ A counted audience, by half-hour periods. You know exactly how many people your advertising reaches. No “guesstimates,” no surveys necessary.

★ A selected audience. Breakdowns of men and women riders, inbound and outbound. Audience composition breakdowns, by hours of the day—you can choose exactly the type of audience you want.

★ Low cost. With this precise audience information and transit radio’s low rates, you can see at a glance your guaranteed cost-per-thousand.

TRANSIT RADIO IS AVAILABLE IN ALL THESE MARKETS . . .
(And coming soon in scores of others):

Cincinnati, Ohio
Des Moines, la.
Evansville, Ind.
Flint, Mich.
Houston, Tex.
Huntington, W. Va.
Jacksonville, Fla.
Kansas City, Mo.
Omaha, Neb.
Pittsburgh, Pa.
St. Louis, Mo.
Tacoma, Wash.
Topeka, Kans.
Washington, D. C.
Wilkes-Barre, Pa.

And remember, Transit radio Gets Results!

Why not call TODAY for the fact-full story from

TRANSIT RADIO, INC.

And in CINCINNATI, OHIO

Transit radio is WCTS-FM

Times-Star Bldg.—GA. 1331
Affiliated with WKRC—WKRC-TV and the Cincinnati Times-Star
NATIONWIDE count of radio and television sets will get under way April 1 when 110,000 enumerators begin the biggest statistical job in the world’s history—collection of the 1960 decennial census figures.

Individual stations and networks are participating in pre-census activities by carrying program material and announcements dealing with the census and designed to prepare the occupants of the nation’s homes for the arrival of the enumerator.

The data collected will provide a complete statistical picture of the nation’s people, dwellings and farms. More than 450 field offices of the Census Bureau are completing preparations for the decennial count, according to Frank R. Wilson, information assistant to Roy Victor Peel, new bureau director who was sworn in Thursday afternoon.

NAB sent a notice to stations Thursday advising them to avoid use of the word “census” in any private audience or set ownership studies. A suggested technique for PM set measurement, based on a formula suggested in 1948 by the PM Executive Committee, has been used in a number of cities. NAB asked stations to check up on any studies they are conducting to make certain there is no possible use of the term “census.” This word, it was felt, could cause confusion in the minds of homeowners who naturally associate “census” with the government’s decennial count.

Actual taking of the census is to be completed by the end of April. Population data will be in the hands of the President by Dec. 1, and have priority in the long computation process. Radio and television set figures for the nation as a whole may be available before the yearend via the Census Bureau’s sample technique but county breakdowns may not become available until early next year.

Audience contacts through broadcast and TV stations on behalf of the census already are running far into multi-million figures. Top network programs have been built around the census, references have been placed in scripts of all types and the number of announcements has run into record figures.

Seay Joins Law Firm

TEMPLE W. SEAY has joined the Washington law firm of Dow, Lohrnes & Albertson the firm has announced. A former attorney for the U. S. Board of Tax Appeals, now the Tax Court of the United States, Mr. Seay also served as vice chairman of the Processing Tax Board of Review. Meredith M. Daubin will continue his association with the law firm as tax counsel.

WHAT Philadelphia increases power to 250 kW on 1430 kc, and ups programming to 18½ hours daily. WHAT-FM now has continuous operation of 18½ hours per day.

**NETWORK BOXSCORE**

<table>
<thead>
<tr>
<th>SPONSOR</th>
<th>PROGRAM</th>
<th>NETWORK</th>
<th>TIME</th>
<th>AGENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boney’s Inc.</td>
<td>Radios Harris</td>
<td>MBS</td>
<td>Sat., 5:30-5:45</td>
<td>Sorenson &amp; Co.</td>
</tr>
<tr>
<td>Miles Labs.</td>
<td>Ladies Fair</td>
<td>MBS</td>
<td>Fri., 3:30-3:45</td>
<td>Wade Adv.</td>
</tr>
<tr>
<td>Miles Labs.</td>
<td>One Man’s Family</td>
<td>NBC</td>
<td>Sun., 3:30-3:45</td>
<td>Wade Adv.</td>
</tr>
</tbody>
</table>

**February Additions**

| General Mills | Sam Hayes, Night Reporter | NBC | Tues., Thurs., 9:30-10 p.m. | Knox Reeves |
| Fruehauf Trailer Co. | This Changing World | ABC | Sat., 3:30-4:30 | Zimmer-Keller |
| Revere Camera Co. | Date With Judy | ABC | Thurs., 8:30-9 p.m. | Roche, Williams & Cleary |

**February One-Timers**

| Ford Dealers of America | Affairs of Peter Salem | MBS | Mon., Feb. 6, 8:30-9 p.m. | J. Walter Thompson |
| Ford Dealers of America | Official Detective | MBS | Tues., Feb. 7, 8:30-9:30 | J. Walter Thompson |
| Ford Dealers of America | Can You Top This | MBS | Wed., Feb. 8, 9-10 p.m. | J. Walter Thompson |
| Ford Dealers of America | I Love a Mystery | MBS | Fri., Feb. 10, 8:30-9 p.m. | J. Walter Thompson |
| Ford Dealers of America | Crime Fighters | MBS | Mon., Feb. 13, 8:30-9 p.m. | J. Walter Thompson |
| Ford Dealers of America | Mutual Newsreel | MBS | Fri., Feb. 17, 9-10:15 p.m. | J. Walter Thompson |
| Ford Motor Co. | Blondie | ABC | Thurs., Feb. 9 & 16, 9-10 p.m. | J. Walter Thompson |
| Congress of Industrial Organizations | Speech by CIO President, Philip Murray | ABC | Wed., Feb. 15, 9:30-10 p.m. | Leon Loeb & Co. |
| Ford Motor Co. | Escape | CBS | Tues., Feb. 14, 10-11 p.m. | J. Walter Thompson |
| Ford Motor Co. | Lum and Abner | CBS | Wed., Feb. 15, 10:30-11 p.m. | J. Walter Thompson |
Looking for new frontiers in sales? Go Westinghouse, young man!

THAR'S GOLD IN THEM YANKEE HILLS

OFF FORT WAYNE
KEX - PORTLAND
BMB FAMILIES
DAYTIME 295,470
NIGHTTIME 307,970

KEEP YOUR EYE ON THIS GROWING MARKET

LOOKING FOR NEW FRONTIERS IN SALES?

BIGGER COVERAGE IS ANOTHER FEATHER IN OUR CAP!

GET IN THE SWIM WITH WESTINGHOUSE STATIONS

THE TERRITORY OF KEX - PORTLAND

THE TERRITORY OF WOWO - FORT WAYNE
KMB FAMILIES
DAYTIME 292,470
NIGHTTIME 253,810

THE TERRITORY OF KDKA - PITTSBURGH
KMB FAMILIES
DAYTIME 1,126,410
NIGHTTIME 1,468,730

THE TERRITORY OF KYW - PHILADELPHIA
KMB FAMILIES
DAYTIME 800,050
NIGHTTIME 897,070

THE TERRITORY OF WBZ - BOSTON
SPRINGFIELD KMB FAMILIES
DAYTIME 1,136,820
NIGHTTIME 1,238,196

THE TERRITORY OF WBZ - TV

PITTSBURGH KMB FAMILIES
DAYTIME 800,050
NIGHTTIME 897,070

PORTLAND KMB FAMILIES
DAYTIME 295,470
NIGHTTIME 307,970

BMB FAMILIES
NIGHTTIME 253,810

KMB FAMILIES
DAYTIME 800,050
NIGHTTIME 897,070

FREE OFFERS, etreme for WBI3V
for WBZ-TV, NBC Spot Sales

SALES DRAGGIN'? USE WESTINGHOUSE!

BROADCASTING • TELECASTING

March 13, 1959 • Page 39

WESTINGHOUSE RADIO STATIONS INC
KDKA - KYW - WBZ - WBZA - YOWO - KEK - WBZ-TV
National Representatives, FEE, & PETROL, except for WBI3V
for WBZ-TV, NBC Spot Sales

MAP OF Sales Exploration

showing ye fabulous Landes covered by Westinghouse stations, a riche demesne wherein dwelles One-Eighth of ye entire Population of ye Nation!

KEEP THOSE SALES ALOFT, CAPITANO

KEEP YOUR EYE ON THIS GROWING MARKET

ONE-EIGHTH OF YE ENTIRE POPULATION OF YE NATION!
'Lightning' Impact  
(Continued from page 23)

"Lightning" was excellent, 13.4% good, 33.3% fair, and 33.3% poor. More than half (57.1%) of the advertisers said they did not think it was a good sales item.

BROADCASTING's questionaire also invited respondents to make general remarks about the film. One comment repeatedly was that the sound and the quality of the film itself were poor.

This attitude was confirmed by members of the All-Radio Presentation Club and the Production staff of the film. Whether because of inadequacies in the film projection system, or in the film itself, or quirks of acoustics in the ballroom of the hotel where it was shown, the "Lightning" presentation in New York was undeniably not up to professional cinema projection. A similar report of poor sound quality came from Osceola, Ark., where the picture was shown in a local theater.

Another agent complained about "How Wonderful a Job." An agency respondent said: "Twenty-five years ago this might have meant something to the prospective advertiser. Today it's got nothing—say nothing."

A comment made by respondents in several categories was critical of the singling out of newspapers for a competitive sales talk. One agency respondent, who was otherwise favorable to the film, said: "The anti-newspaper pitch—bitter. One bad apple in a mighty appetizing barrel."

A station representative, commenting on the question as to whether the film was a useful sales tool, said: "Lacked conviction and sell. The impression it leaves is too little, too late."

To get non-New York reactions to "Lightning," BROADCASTING queued broadcasters in other cities where the film was shown last week.

Ted Woods, manager of KOSO Osceola, Ark., said that the picture "received a tremendous reception in the Arkansas town of 5,000 population Wednesday, March 8." "KOSO was host to about 75 businessmen and women at a luncheon preceding the showing in a local theater," Mr. Woods said. "The sound was not of the best quality, and the story was slow in getting started, dragging in spots. Too, many of those attending thought the newspaper angle might have been handled with a little more tact."

F. E. Lackey, president and general manager of WHOP Hopkinsville, Ky., said that at the local showing before 240 persons, comments ran from "best sales film I ever saw" to non-favorable toward the portion of the picture devoted to a comparison with newspapers. "On the whole," said Mr. Lackey, "I would say the film was well received. We have secured two unsolicited contracts as a direct result of the showing. Personally, I would have preferred omitting the portion attacking newspapers since ours is a small one-newspaper, one-station town. We attended to some clubs and church with the publisher and sell our time on the basis of positive results, not against the paper's failures."

"Nice Party"

Mr. Lackey said he was favorably disposed toward the film "if for no other reason (that) the picture gave us an excuse to have a party that most everyone enjoyed."

Tony Moe, sales promotion manager of WCCO Minneapolis, said that the film was shown before the St. Paul Advertising Club on Tuesday and before the Minneapolis Advertising Club the next day and that in both cities it attained "almost the entire club membership."

"Reactions to the film were mixed," said Mr. Moe, "and ranged from 'very good' and 'not strong enough' to the other extreme of 'unfair to newspapers.'"

Julius Glass, promotion manager of WIBG Canton, Ohio, said that 63 industrialists, retailers, whole- salers and distributors were shown the film at a luncheon sponsored by the station in the Onesto Hotel, March 9. The picture made a "striking impression" in Canton, he said.

Proverbs Taken

"Comments ranging from 'a thought provoking vehicle' to 'a revelation of what radio does not only as an advertising medium but what it does for and means to the consumer' were among the opinions voiced," Mr. Glass said.

He reported "the general consensus was favorable."

"But more definite reactions are expected to be formulated when WIBC's sales staff make personal follow-up calls on those invited," Mr. Glass said.

Ralph Weil, general manager of WOV New York, said that at a showing of the film a week before a group of clients and prospects in the Italian food field the picture got a "tremendously favorable" reception.

"The film is right down our alley," Mr. Weil said. "It's especially valuable to us in our dealings with advertisers on the local level, clients and prospects to whom we want to show how radio moves products off the merchant's shelves."

"We followed the showing with a five-minute talk on the use of Italian food products in the New York market, applying the general principles of the film to the specific situation in which both we and our guests are primarily interested."

The BROADCASTING survey, conducted at the Radio Executives Club, showing last Thursday, elicited a response of 309 out of about 500 total attendance. No questionnaires were distributed to the press.

The three questions asked by the BROADCASTING survey were:

1. What was your over-all reaction to "Lightning That Talks?" To this, respondents were given a choice among four answers: excellent, good, fair and poor.

2. Do you think it makes a convincing sales pitch for radio? The choice of replies to this was: yes and no.

3. How does it compare with presentation of other media you have had? Four choices among media were offered to this: tops, better than average, run-of-the-mill and below standard.

A breakdown of answers appears in the tables below.

Here's The Reaction Following N. Y. Showing...

Below Standard

<table>
<thead>
<tr>
<th>All Categories—Total 309 Responses</th>
<th>What Was Your Over-all Reaction to &quot;Lightning That Talks?&quot;</th>
<th>Number</th>
<th>Total Answering</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>8</td>
<td>10.2%</td>
<td></td>
</tr>
<tr>
<td>Good</td>
<td>38</td>
<td>33.3%</td>
<td></td>
</tr>
<tr>
<td>Fair</td>
<td>26</td>
<td>26.9%</td>
<td></td>
</tr>
<tr>
<td>Poor</td>
<td>15</td>
<td>29.5%</td>
<td></td>
</tr>
<tr>
<td><strong>305</strong></td>
<td><strong>100%</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Do You Think It Makes a Convincing Pitch for Radio?</td>
<td>Yes</td>
<td>33</td>
<td>48.5%</td>
</tr>
<tr>
<td>No</td>
<td>13</td>
<td>37.5%</td>
<td></td>
</tr>
<tr>
<td><strong>66</strong></td>
<td><strong>100%</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>How Does It Compare With Presentation of Other Media?</td>
<td>Tops</td>
<td>22</td>
<td>8.1%</td>
</tr>
<tr>
<td>Better Than Av.</td>
<td>11</td>
<td>41.4%</td>
<td></td>
</tr>
<tr>
<td>Run of Mill</td>
<td>14</td>
<td>40.0%</td>
<td></td>
</tr>
<tr>
<td>Below Standard</td>
<td>30</td>
<td>10.5%</td>
<td></td>
</tr>
<tr>
<td><strong>385</strong></td>
<td><strong>100%</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Station Representatives—Total 85 Responses</td>
<td>What Was Your Over-all Reaction to &quot;Lightning That Talks?&quot;</td>
<td>Number</td>
<td>Total Answering</td>
</tr>
<tr>
<td>Excellent</td>
<td>11</td>
<td>12.9%</td>
<td></td>
</tr>
<tr>
<td>Good</td>
<td>35</td>
<td>41.2%</td>
<td></td>
</tr>
<tr>
<td>Fair</td>
<td>27</td>
<td>32.9%</td>
<td></td>
</tr>
<tr>
<td>Poor</td>
<td>6</td>
<td>7.1%</td>
<td></td>
</tr>
<tr>
<td><strong>87</strong></td>
<td><strong>100%</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Do You Think It Makes a Convincing Pitch for Radio?</td>
<td>Yes</td>
<td>44</td>
<td>60.3%</td>
</tr>
<tr>
<td>No</td>
<td>29</td>
<td>39.7%</td>
<td></td>
</tr>
<tr>
<td><strong>73</strong></td>
<td><strong>100%</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>How Does It Compare With Presentation of Other Media?</td>
<td>Tops</td>
<td>6</td>
<td>6.4%</td>
</tr>
<tr>
<td>Better Than Av.</td>
<td>4</td>
<td>43.6%</td>
<td></td>
</tr>
<tr>
<td>Run of Mill</td>
<td>12</td>
<td>27.3%</td>
<td></td>
</tr>
<tr>
<td>Below Standard</td>
<td>12</td>
<td>12.8%</td>
<td></td>
</tr>
<tr>
<td><strong>24</strong></td>
<td><strong>100%</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisers—Total 15 Responses</td>
<td>What Was Your Over-all Reaction to &quot;Lightning That Talks?&quot;</td>
<td>Number</td>
<td>Total Answering</td>
</tr>
<tr>
<td>Excellent</td>
<td>3</td>
<td>20.0%</td>
<td></td>
</tr>
<tr>
<td>Good</td>
<td>12</td>
<td>79.3%</td>
<td></td>
</tr>
<tr>
<td>Fair</td>
<td>5</td>
<td>33.3%</td>
<td></td>
</tr>
<tr>
<td>Poor</td>
<td>5</td>
<td>33.3%</td>
<td></td>
</tr>
<tr>
<td><strong>15</strong></td>
<td><strong>100%</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>How Does It Compare With Presentation of Other Media?</td>
<td>Tops</td>
<td>4</td>
<td>10.3%</td>
</tr>
<tr>
<td>Better Than Av.</td>
<td>4</td>
<td>36.7%</td>
<td></td>
</tr>
<tr>
<td>Run of Mill</td>
<td>5</td>
<td>33.3%</td>
<td></td>
</tr>
<tr>
<td>Below Standard</td>
<td>15</td>
<td>26.7%</td>
<td></td>
</tr>
<tr>
<td><strong>29</strong></td>
<td><strong>100%</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Others—Total 30 Responses</td>
<td>What Was Your Over-all Reaction to &quot;Lightning That Talks?&quot;</td>
<td>Number</td>
<td>Total Answering</td>
</tr>
<tr>
<td>Excellent</td>
<td>5</td>
<td>17.3%</td>
<td></td>
</tr>
<tr>
<td>Good</td>
<td>6</td>
<td>47.7%</td>
<td></td>
</tr>
<tr>
<td>Fair</td>
<td>14</td>
<td>48.6%</td>
<td></td>
</tr>
<tr>
<td>Poor</td>
<td>5</td>
<td>17.3%</td>
<td></td>
</tr>
<tr>
<td><strong>26</strong></td>
<td><strong>100%</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>How Does It Compare With Presentation of Other Media?</td>
<td>Tops</td>
<td>4</td>
<td>16.7%</td>
</tr>
<tr>
<td>Better Than Av.</td>
<td>7</td>
<td>29.9%</td>
<td></td>
</tr>
<tr>
<td>Run of Mill</td>
<td>12</td>
<td>30.0%</td>
<td></td>
</tr>
<tr>
<td>Below Standard</td>
<td>1</td>
<td>4.2%</td>
<td></td>
</tr>
<tr>
<td><strong>25</strong></td>
<td><strong>100%</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**BUCKINS UNIVERSAL**

**Hogan Now Sole Owner**

ARTHUR B. HOGAN, secretary-treasurer, has become sole owner of Universal Recorder Inc., Hollywood, having purchased 140,000 shares in that company from Wesley I. Dumm, his former partner. Purchase price was not revealed. Negotiations were handled by Blackburn-Hamilton Co., media broker, with the deal closed last Monday (March 6).

Capitalized at $500,000 with $200,000 issued in capital stock, Universal Recorders was established during World War II for Army work. Since that time it has greatly expanded. It is now one of the largest magnetic recording studios in the West.

With full control of the firm, Mr. Hogan plans active expansion into television, engaging in 16 and 35mm film as well as TV sound work, it was said. Mr. Hogan became financially interested in the firm in 1946, shortly after he went to California from Atlanta, Ga. In addition to owning Universal Recorders, he is also senior partner in Hogan, Price & Co., Beverly Hills, Calif., investment firm.

Mr. Dumm, pioneer in West Coast radio and television, will devote full time to his four San Francisco stations—KPIX (TV) and shortwave outlets KWID and KWIX. He also holds the Muzak wired music franchise in that area. New officers of Universal Recorders will be elected shortly.

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**RICHARDS CASE**

Postponement Again Denied

LAST-MINUTE petition of attorneys representing the G. A. Richards stations for postponement of the FCC hearing scheduled to open in Los Angeles today (Monday) was denied Thursday by FCC Examiner J. Fred Johnson, who will preside at the hearing. The proceedings will review news policies of Mr. Richards’ stations—KMPR, Los Angeles, WJRT Detroit and WAGC Cleveland.

Examiner Johnson had previously denied an informal request for postponement (Broadcasting, March 6).

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**PULSE REPORT**

Jack Benny Tops Ratings

JACK BENNY led the list of most popular nighttime programs in the Pulse Inc. radio report for the Jan. 30-Feb. 1-7 period in eight metropolitan areas released last week.

The report was for New York, Philadelphia, Boston, Chicago, Cincinnati, Washington, Los Angeles and San Francisco.

Ratings were:

<table>
<thead>
<tr>
<th>Program Name</th>
<th>CBS</th>
<th>NBC</th>
<th>ABC</th>
<th>Mutual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack Benny</td>
<td>3.9</td>
<td>1.9</td>
<td>2.4</td>
<td>2.4</td>
</tr>
<tr>
<td>Lux Radio Theatre</td>
<td>2.9</td>
<td>2.7</td>
<td>2.5</td>
<td>2.5</td>
</tr>
<tr>
<td>Walter Winchell (ABC)</td>
<td>2.2</td>
<td>1.9</td>
<td>2.3</td>
<td>2.3</td>
</tr>
<tr>
<td>Amos ’n Andy (CBS)</td>
<td>4.0</td>
<td>4.0</td>
<td>3.7</td>
<td>3.7</td>
</tr>
<tr>
<td>Fibber McGee &amp; Molly (NBC)</td>
<td>3.0</td>
<td>3.0</td>
<td>3.0</td>
<td>3.0</td>
</tr>
</tbody>
</table>

---

**WIBW is heard most...**

Out here in Kansas, herds of dairy and beef cattle mean big profits. The farmers who raise these herds prefer WIBW to any other station.

Dr. F. L. Whan’s statewide interviews analyzing the Kansas Radio Audience for 1949, show WIBW the outstanding favorite in farm homes. WIBW led its nearest competitor by a 3 to 1 margin.

It's so easy to make your product first choice among these prosperous Kansas families. Just use the station that's their first choice—WIBW.
Treaty Analyzed
(Continued from page 27)

time at Oriente. Some interference still involved.

1070 kc (KNX Los Angeles)—Not assigned under NARBA. Havana Agreement would provide for 5 kw directional at Pinar del Rio and 250 w fulltime at Camaguey.

1090 kc (KRLD Dallas and WTIC Hartford)—Not assigned under NARBA. Havana Agreement would grant 250 w fulltime and 100 w night at Havana, resulting in slight interference to KRLD.

1090 kc (KTHS Hot Springs and WBAL Baltimore)—Cuba has had 250 w day and 250 w night at Havana, which she would have 250 w fulltime at Oriente and 250 w day and 100 w night at Havana, causing some interference.

1110 kc (WBT Charlotte and KFAB Omaha)—Cuba has had 5 kw at Havana (directional at night). This would become 250 w daytimer.

1130 kc (KWKH Shreveport and WNEW New York)—Cuba has had 250 w fulltime at Oriente, 250 w day and 100 w night at Havana, having caused some interference. No change in assignment.

1190 kc (KWVO Tulsa and WWVA Wheeling)—Cuba has had 250 w at Pinar del Rio (directional at night), with no interference indicated. New agreement would add 1 kw day and 250 w night at Oriente, causing slight interference to WWVA.

NAB NARBA Tabulation

THIS TABULATION prepared by NAB provides an at-a-glance comparison of the overall channel requirements which Cuba would ask under NARBA agreement... (Continued from page 27)

Some inconsistencies will be noted between some of the overall totals shown here and those noted with the channel-by-channel breakdown presented herewith, insofar as past (or present) Cuban operations are concerned. They apparently are due to the use of different data on this seemingly elusive subject. Thus the two analyses are not directly comparable in this respect. On the point of the tentative new agreement there is general concurrence between the two.

McNaughten Direction.

The NAB table is part of an exhaustive analysis of the agreement, its background, and its effects, as prepared under the direction of Neal McNaughten, NAB engineering director. He was a member of the industry advisory delegation at the U.S.-Cuba negotiations before he recalled 10 days ago by NAB because of the other S. delegation failed to notify affected stations of the terms of the immi-

and KEX Portland)—Cuba has had 5 kw at Havana, causing some interference. This would become 5 kw directional or 250 w non-directional if still resulting in some interference. Additionally, 250 w fulltime would be added at Camaguey.

1520 kc (WKBW Buffalo and KJOH Jackson)—Cuba had 5 kw under NARBA agreement. Would be used at Havana with 250 w daytime only, or fulltime with directional.

2000 kc (no 1-B assignment in U. S.)—No NARBA assignment. Would be used at Camaguey with 500 w.

1560 kc (Cuban 1-B channel under NARBA)—Cuba has had 5 kw at Havana and 250 w at Camaguey. Havana Agreement would provide for 10 to 50 kw directional at Havana, and 250 w at Oriente.

TOTALS—As of last March 29, Cuba had 17 stations on 12 channels, with interference to U. S. stations on five channels. Under Havana Agreement, total is 23 stations on 16 channels, with interference to U. S. stations on seven channels.

CUBAN HIGH POWER ON REGIONAL CHANNELS

(These are the regional channels on which Cuba would have rights to use power in excess of the normally permitted 5 kw.)

650 kc—Cuba had no high-power rights under expired NARBA. Havana Agreement provides for station at Havana using 10 kw directional or 2.5 kw non-directional.

570 kc—NARBA authorized 15 kw directional at Las Villas, whereas Cuba reportedly used 10 kw. New agreement would put limit at 10 kw directional, also at Las Villas.

590 kc—25 kw directional at Havana under NARBA. Unchanged.

600 kc—10 kw directional authorized by NARBA, 1 kw used. Under new agreement Cuba would give up high-power rights on this channel.

630 kc—25 kw directional authorized by NARBA, 15 kw used. New agreement retains 25 kw directional authorization, station to be at Havana instead of Las Villas.

720 kc—10 kw directional authorized by NARBA, 5 kw used. New agreement authorizes 10 kw directional, station to be at Havana.

910 kc—Same as 790 kc above.

920 kc—10 kw directional authorized by NARBA, 5 kw used. New agreement provides 10 kw directional or 5 kw non-directional at Camaguey, and 1 kw at Pinar del Rio.

960 kc—10 kw directional authorized by NARBA, 5 kw used. (Later notification indicated use of 5 kw day and 1 kw night). New agreement provides for 10 kw directional or 2 kw non-directional, station to be at Havana.

960 kc—10 kw directional authorized by NARBA, 1 kw used. High-power rights on this channel to be relinquished.

980 kc—No high-power rights under NARBA (permitted power of 5 kw was used). New agreement provides for 10 kw directional at Havana.

1110 kc—Same as 980 kc above. 1270 kc—10 kw directional authorized by NARBA, but not used. High-power rights to be relinquished.

TOTALS—10 channels under NARBA; 10 under new agreement. (Directional antennas would be designed to avoid interference to U. S. stations having directional authorization.)

NEW INTERFERENCE TO U. S. REGIONALS

(Work reportedly was still in progress on this phase of negotiations late last week. Information shown below, therefore, is tentative.)

WDBO Orlando (580 kc)—Pres. RSS 2.37; new limit 2.80; increase 0.43.

KWSU St. Petersburg (620 kc)—Pres. 3.13; new 2.7; increase 0.43.

WJAX Jacksonville (930 kc)—Pres. 2.61; new 2.85; increase 0.24.

WDSU New Orleans (1280 kc)—Pres. 2.54; new 3.10; increase 0.56.

WCOA Pensacola (1370 kc)—Information not definitely ascertained.

WCSC Charleston, S. C. (1390 kc)—Pres. 2.73; new 3.26; increase 0.53.

WMALE Mobile (1410 kc)—Pres. 3.04; new 3.22; increase 0.18.

Open Mike
(Continued from page 18)

every one of us, just outside our Air Force areas, and let's do it now—summer is coming when fading and atmospherics are a source of grief to us all, 'n short let's plug our FM outlets and get back to the old days. Joe Doherty

LEOPARD HUNT

WHY Reports Coverage

WHEN the Oklahoma City zoo's leopard escaped from his pit a few weeks ago, went far at first, and had not been seen until last week, WMY-AM-FM-TV reports it gave the story the most intensive spot and public service coverage. WMY said thousands of calls flooded its switchboard in a day or two.

In addition, the station's news bureau fed telephone interviews twice to NBC, three times to KNRT Des Moines, and once to both KDKA Pittsburgh, WIOD Miami, KITE San Antonio, and KRMR Tulsa.
Du Mont
Daytime Television

sells!

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

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

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

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A Service of Broadcasting Newsweekly

MARCH 13, 1950

TELECASTERS will have to reconcile costs of television, destined to increase, with stepped up agitation by advertisers and their agencies for more and better sales effectiveness. This was the consensus of some 50 spots and participations, at this point, seem to be his only out, many speakers agreed. Station men agreed also that there is not much of an actual sales problem, but profitable sales are hard to achieve. Progress has been made, but little profit. Advertisers, realigning and scrutinizing budgets, want to correlate more effectively expenditures with results. Merchandising, a necessary follow-up to video advertising, is an extra heavy expense item.

Some suggestions for the future which came out of the conference: (1) purchase of the coaxial cable by the networks on a spot basis, when needed; (2) shift to mood and suggestion selling in commercials; (3) installation of TV film networks; (4) exploitation of side rights, to defray expenses of TV production. Take cut back of AOE costs on networks so that the money differential can be allocated to TV; (6) large-screen TV, with 30-inch screens in the home and theatre, and networking with programming different from that seen in the home.

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Among those attending Monday night’s TV conference banquet were (l to r): Reynold Kraft, Paul H. Raymer Co., New York; John McPartlin, WNBQ (TV) Chicago sales manager; Robert D. Swearly, W252-TV New Orleans; Joy Shepard, WGN-TV Chicago; J. E. Showerman, NBC vice president, Chicago; Jack Russell, Mutual Entertainment Agency; Jules Herbaveaux, WNBQ manager; Earl Thomas, TV Inc., New York.

This head table group at the Chicago Television Conference luncheon Tuesday includes (l to r) Richard Graver, vice president, Admiral Corp.; Carl J. Meyers, chief engineer, WGN Inc., Chicago; Robert J. Burton, vice president, BMI; Hugh Davis, executive vice president, Foote, Cone & Belding, Chicago; J. A. Frye, Stromberg Carlson, and E. Y. Flomigan, general manager of WSPD-TV Toledo.

Among guests at the head table at the TV conference banquet are (l to r): Judge Justin Miller, NAB president; Mayor Martin Kennelly of Chicago; George Harvey, WGN-TV Chicago sales manager and president of Chicago TV Council, and Herb Graffis, toastmaster and Chicago Sun-Times columnist.

ATTENTION getter in this conference banquet group is Thomas L. Rowe (r), chief engineer, WLS Chicago. Others are (l to r) Chuck Gay, TV director, Kircher, Helton & Collett Agency, Dayton, Ohio; J. Leonard Reinsch, managing director, WSB-TV Atlanta; Glenn Snyder, vice president, WLS Chicago.

General Manager Harry Bannister (r) of WWJ Detroit discusses a point at Monday’s banquet with (l to r) Benedict Gimbel Jr., president, WIP Philadelphia; William A. McGuiness, WGN-TV Chicago, commercial manager, and Kay Luckie, Chicago. Over 225 attended the CTC sessions.
IN THE 18 months since New York's Mayor William O'Dwyer welcomed WJZ-TV to the air (for the benefit of TV historians, the date was Aug. 10, 1948), it has served a two-fold function. That of originating a general program service for the nationwide audience of the ABC video network which it serves as key station and of providing good local programming for its own viewers in the New York metropolitan area.

Actually, there has been little conflict between the two sides of this dual service, according to Murray B. Grabhorn, ABC vice president and general manager of WJZ-AM-TV. "If we create a program of network quality—and we have to if we're going to compete successfully for the New York television audience with the six other TV stations on the air here—it would make little sense to put it on the air here in New York but to withhold it from the rest of the network," he said.

WJZ-TV's local operation is completely integrated with that of the ABC-TV network. There is only one employee whose salary is charged exclusively to WJZ-TV, Harold Day, who serves as liaison between the program department and the spot and local salesmen. This sales staff serves not only the five TV stations owned by ABC but its AM stations as well, differing from network sales, where AM and TV are separated and a salesman handles one or the other but not both.

"The reason for different procedures for network sales and spot and local sales, is really very simple," Mr. Grabhorn explained. "The network salesman is normally presenting a plan to a client, a particular product which fits into or can be made the basis of a complete advertising campaign for a particular product. That's creative selling, and if the salesman tried to work in two media at once, he'd be selling against himself.

"It's different in the spot and local level; here selling is competitive, not creative. When an agency starts to buy spots the nature of the campaign is set; the salesman's job is to deliver information about rates and availabilities and to try to get his stations on the list. Since the same timebuyer usually buys both radio and TV, our experience has been that having the same salesman for both is more effective than assigning different men to AM and TV. We tried that, but it didn't work."

Although other sales executives may not agree with this theory, it's hard to quarrel with its results. ABC-TV's spot and local sales in the opening months of 1950 are running about three times the volume of the same months of 1949, with a substantial month-to-month increase, Mr. Grabhorn reported.

WJZ-TV's nighttime announcements are completely sold out, even the sign-on and sign-off, he stated. The normal two-hour program which is entirely local in contrast to the evening hours which are largely devoted to network programming, is "away in the black," he reported, with revenue substantially higher than operating expenses and gaining every month.

The WJZ-TV daytime operation, which was launched last May, is made up of two programs, Market Melodies, a women's participation show, 2-4 p.m., and TV Telephone Game, a video bingo type show, 4-5:30 p.m. Both are telecast Wednesday through Saturday. WJZ-TV is not on the air Monday and Tuesday.

Four of the five advertisers who started with Market Melodies are still on its sponsor list, which has now expanded. They are Stahl-Meyer (meats), Hills Brothers (Dromedary Mix), Brooklyn Union Gas Co. (ranges, refrigerators), Snow Corp Marketers (frozen orange juice). The only original sponsor to drop out was Foremost Dairies (ice cream), a hot weather advertiser who contracted for a summer campaign only.

The fact that these accounts continue to sponsor Market Melodies at a cost of roughly $500 a week indicates that the program must be doing a satisfactory sales job. More specifically, WJZ-TV cites such direct sales results as 284 orders from one announcement of a $15 reconditioned vacuum cleaner; over 700 sales of a $2.96 set of Christmas tree ornaments from five announcements; over 300 sales of a $1 set of toy balloons from one announcement; an average of $600 worth of sales arise from a series of announcements for a $2.95 Jiffy Stichter.

Outstanding success of the Telephone Game, which averages 1,000 calls a day, is for Swift & Co., one of its four sponsors. Swift gives the program entire credit for opening up the New York market for its peanut butter, reporting that sales have mounted so steadily the company has had to appoint two additional brokers to handle the new retail accounts.

Last fall WJZ-TV experimented with a pre-Christmas Holiday Hints series, Friday evening half-hour telecast demonstrations of holiday gift or service ideas, presented by Anne Russell and Walter Herlihy, co-conductors of Market Melodies. This series of straight commercial demonstrations and sales talks, without any entertainment in the usual sense, was so successful that the station is planning to repeat it this year, possibly for other holidays as well as Christmas.

The Fitzgeralds, veteran radio husband-and-wife "breakfast table" team, do two half-hour shows a week on WJZ-TV in the early evening hours and are numbered among the station's "sold out" local programs. A similar happy fate is anticipated for the Ray Heatherton Show, a sidewalk superintendent program filmed at various spots around New York, which recently has been added to the WJZ-TV early evening schedule.

These programs, plus most of the station's network origination, are telecast from the ABC Television Center, three connecting buildings on West 66th St., just

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March 13, 1950

ABC PRESIDENT Robert E. Kinzer (l) shakes hands with William Zeckendorf, now a member of the network's board of directors and also a president of Webb & Knapp, following completion of the ABC acquisition of its Television Center. Webb & Knapp handled the real estate deal.
Mr. STRONACH
Mr. DOTY
Mr. GRABHORN
Mr. MARX

**FLORIDA FIRM**
Pelican Productions Formed

ORGANIZATION of Pelican Productions, firm specializing in filming sporting events in Florida for television use, has been announced. The firm's address is P. O. Box 829, St. Petersburg, Fla.

Officers are Phillip Dana Boose, president; Lyman E. Rogers, vice president; Raymond I. Whitley, secretary and treasurer. Mr. Boose has been in television and radio in Philadelphia and the New Jersey area. Prior to that, he was a sportscaster for WTSF St. Petersburg.

**Tavern TV Ban**

BAN on the use of television in city taverns and off-sale liquor establishments was voted by a split baffle of three to two by the Dutilh City Council last Monday (March 6).

INTEGRAL parts of Television Center are (top photo) the film laboratory, several rooms in a special section of the basement area which have been set up for film editing, storage, kinescope recording, etc., and (lower photo) the master control from which all ABC telecasts are controlled.

Mr. STRONACH, Mr. DOTY, Mr. GRABHORN and Mr. MARX never has," Mr. Grabhorn said, reporting that plans are nearing completion for a new daytime program to be sponsored by a New York department store. "We do not plan on all-day sustaining programming," he added, "but we do expect to expand our daytime operations as we find programs that will fill a need for our viewers and our sponsors."

The WJZ-TV transmitter, an RCA TT 5A 5 kw unit, was transferred last month from its original location on the 43d floor of the Pierre Hotel to the 85th floor of the Empire State Bldg. In moving the transmitter 26 blocks, downtown, and that much farther from the ABC-TV tower, the station more than doubled its height of its transmitting antenna.

Mr. STRONACH, Mr. DOTY, Mr. GRABHORN and Mr. MARX

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By JANE PINKERTON

APTLY NAMED in Super Circus, for it begins with super audiences and ends with super sales. Such is the conviction of ABC television, the Canada Dry Ginger Ale Co., New York, and J. M. Mathes Agency, New York.

Sponsored by Canada Dry on the network from Chicago each Sunday since last April, Super Circus occupies a five-ring stage in the minds of network, agency and client personnel. The format lends itself to successful merchandising tie-ins with retailers, gives distributors a conversational subject with a universal, family appeal, and proves that video cameras are adroit enough to catch the multifarious maneuverings of 40 dogs and three trained seals at one time.

The hour-long (4 to 5 p.m. CST) show, presenting only circus performers conditioned to big-top operations, is a blend of skillful direction, a sawdust and tent atmosphere, unpredictable animals, blatant band music and a beautiful girl. All these add up to entertainment popularity and more and more Canada Dry sales. Bubbling is the byword.

Although Super Circus originated with WMAQ-TV Chicago for the network Sept. 17, 1948, it remained unsponsored until April of last year, when the beverage firm decided to try a medium new to the soft-drink industry. ABC signed Canada Dry for the first half hour and conducted in March what is believed to be the industry's first closed circuit TV meeting.

Canada Dry President Roy W. Moore; William M. Collings, vice president in charge of company-owned operations; William S. Brown, vice president and advertising manager; and Ralph O. Nims, manager of the sales and merchandising department, spoke directly to regional and district personnel in the eight cities originally comprising the ABC-TV network. Mr. Moore and Charles C. Barry, ABC vice president in charge of TV, outlined the firm's promotion and sales plans for the circus show.

That initial 13-week contract has been renewed three times, and J. M. Mathes officials hope to continue sponsorship indefinitely.

Phil Patton and Greg Garrison, producer and director, have worked together as a team on the circus epic since it went commercial. Mr. Patton began working for ABC Chicago on a freelance basis (he used to do Ladies Be Seated on AM), and recently was named executive producer for ABC television there. He and Mr. Garrison have produced the telecast of Ladies Be Seated with Tom Moore, telecast as a sustainer on the network for 10 weeks early last year.

They coordinate duties of 34 persons, excluding talent, at ABC's Civic Studio, the former Chicago Civic Theatre, in the Civic Opera Bldg. It is on the western fringe of the loop at the Chicago River. The 34 men and women assigned include—on stage and in the control room—eight stage hands, two floor managers (Grover Allen and John Fitzpatrick), Assistant Director Dick Ortnner, three cameramen, a dolly pusher, two microphone boom operators, an audio engineer, Technical Director Frank Koerner, two video control operators and a switcher.

Working in the Penthouse Studio atop the building are a man for slides, a girl giving slide cues, technical director, switcher and video control operator. These are in addition to two girls for inside and outside props, a girl who selects children for special stunts. Scene Designer John Boyt, Artist Robert Moni, Makeup Artist Carol Castle and Dan Schiffman, author of children's stunts.

Mr. Patton supervises overall production and auditions most of the acts. Mr. Garrison takes over in the control room and handles rehearsals. Originator and owner of the package Stand by for Crime, formerly telecast via ABC, he was a motion picture producer and writer and studio production director at WFIL-TV Philadelphia. In 1947, Greg Garrison, then 24 years old, directed the ABC portion of both national political conventions for the Republicans and Democrats.

TELEVISION has proved such a happy medium for Canada Dry that the firm plans soon to expand its present 16-station network to include St. Louis and Milwaukee.

Canada Dry's first year has been "a very exciting one, and a profitable one from the standpoint of experience and actual leadership. We are the only beverage sponsoring a network program, and we consider that important," said Read H. Wight, radio and television director for Mathes agency.

Canada Dry has used radio every year of the 16 it has been in business, buying shows such as Jack

BLONDE AND BEAUTEOUS Mary Hurtle, bandleader who doubles on the trumpet, relaxes backstage with Clifft the Clown (Cliff Souther). In the background are (l to r): James L. Stilton, general manager of ABC's Central Division; Horst W. Roder, manager of Canada Dry's Chicago division; Ringmaster Claude Koerner, and Allen R. Schoedel, regional manager for Canada Dry.
Benny, Information Please and Meredith Willson. The first TV experiment took place about two years ago when Sports Sparkles, a minute film about sports, was telecast in Syracuse and Milwaukee for franchised bottlers. Although the company maintains 29 of its own plants, it also issues bottling franchises to more than 90 local firms.

Super Circus time charges are paid for by the parent company in company-owned distribution areas. In other non-company plant markets, the local bottlers chips in on time costs. Talent and production fees are absorbed by the national company. Its weekly share of costs adds up to less than $5,000, including time charges.

The company is thus spending about $250,000 of a reported $3 million advertising budget on its network television show. Most of the show's allocations go to network rather than national advertising, however, because of the need to merchandise locally to build mass market sales with direct deliveries. This is why stresses are placed on the local franchise-holder, the distributor and the salesman. “Because Canada Dry salesman go into retail outlets more than most other salesmen; we have a fine talking point with Super Circus,” Mr. Wight explained.

Super Circus is bolstering the sponsor's three-way objectives to create a new distribution area for ginger ale, sparkling water and its other products, Spur Cola and Hi-Spot. It reportedly now has about 20% of the ginger ale business in the country. Working on a 50-50 arrangement with bottlers, Canada Dry gives them promotion packets at cost, including transit costs. Some of the spots are aired occasionally, but usually only in areas out of Super Circus range.

**CRASH OF CLIFFY THE CLOWN** through a paper hoop announces the opening of Super Circus, as P. L.胸 and Ringmaster Claude Kirchner steps to the center of the stage. From there, for an hour, he introduces the acts, smooths over snags when donkeys balk at coming on stage and intrigues children in the studio with his long red coat and white, fitted trousers.

Five acts, ranging from four to 14 minutes, are packed tightly into a fast format that includes several band selections, kid stunts, clown routines and commercials. As the first half closes at 4:20:40, Mr. Garrison and his staff have 20 seconds before the second portion to reset the large stage, remove commercial props for the sustaining period, open the traveler, set the band, get a new hoop for the clown and set the cameras.

The kid stunts have from four to eight children vying in foot races, balloon-punching contests and pie-eating clashes. The winner gets a dollar, and non-winners — usually elated about their fate — dip eagerly into fish bowls filled with pennies. They keep whatever they can carry away.

The same conviviality and informality applies to commercials, which have been acted by Charlie Flynn since the show started. He wears a tight-jacketed bus boy outfit, wandering in and out of the studio audience where he passes out free bottles of ginger ale. Up on stage, he delivers a casual but solid-sell commercial.

To get a tighter and better camera closeup on the commercial, which is always live, Canada Dry redesigns a bottle label for video use only, removing small and extraneous printed matter to avoid fuzziness.

Acts are booked two or three weeks in advance, usually through two Chicago agents. Price ranges up to $500, which was paid for Tom Pack and his herd of four baby elephants. Most performers (there have been as many as 16 persons in one act) have never played night club dates, and all have been circus headliners. Many work the show between circus and winter dates.

Along with musicians, trampoline artists, sword swallowers and tumblers have been a menagerie of animals — universally popular. At least one animal act is booked for each show. Animals, because of their inability to take coaching, often provide comic relief to an already funny show. Animal stories in Super Circus' private collection include gags about the chimpanzee that threw a bicycle at the bandleader, a four-minute hole filled with music because a jackass refused to come on stage, the seal that played "How Dry I Am" (not at the sponsor's request) on a horn combination, and the dog (in a troupe of 40 frantic hounds) who sauntered up to a prop fire plug and was ready to sanction same when the screen blacked out and cameras switched.

Thousands of rate viewers wrote in after seeing Ubangi, the Hollywood "gorilla," race across stage, clamber up the back of a dolly pusher into the lens of the camera and tear off through the audience. In the excitement, they hadn't heard Ubangi identified as the best gorilla impersonator in Hollywood.

As a joke on a hand man, Director Garrison rented a skunk for $7.50, thinking this was a new low in expenses. In two days of rehearsal, the skunk (deodorized) bit Star Mary Hartline, a property girl, and the assistant director. Doctor bilis cost $25, and a stuffed skunk was finally used. Total cost — $32.50.

Three cameras are spotted in the studio, one on stage right, one in front of center stage on a platform extension into the audience (permitting dollying in and out), and a third at the back of the 860-seat house. For trapeze acts performing as high as 60 feet, the rear cameraman sits on the floor and shoots almost straight up with a wide angle lens. A Zoomar for extreme closeups was used for the first time in January and is used consistently now.

Elephants and camels are the largest in the circus ark to crowd through the stage doors. The camel was brought in for a quick walk-around when appearing in the Passion Play at the Opera House. Elephants, which always get rave notices from fans, have stomped across the reinforced floors on several occasions.

Because of the scattered camera angles, they are usually off camera for the backdrops, and flown by pin rail. Thirteen others are used — three for the audience, three downstage (10 feet apart), three for the orchestra, two upstage and two standbys.

**THE permanent cast centers around Ringmaster Kirchner, who traversed the talent obstacle course from being Sally Rand's first Barker at the Century of Progress in Chicago in 1933 through announcing to successful freelance work in Chicago. He has several radio programs. Sharing the spotlights with him is blonde and lovely, 22-year-old Mary Hart- line, who stars on ABC's Junior Junction. Miss Hartline, in private life Mrs. Harold Stokes, wife of ABC Chicago's program director, is also a fashion photographic model. She has brought to the show kudos galore, winning such titles as Sweetest Television Star of the Year (1949), Chicago's Number 1 Career Girl (1948) and Miss Television of 1949 (from ardent Phi Gamma Deltas at the U. of Michigan).

Sharing the bandstand with Bruce Chase, Miss Hartline plays occasional trumpet solos and takes part in the children's portions. Working with her are Cliffy, the...**
It's Super Circus (Continued from Telecasting 7)

Clown, veteran radio actor Cliff Soubier, and 11-year-old Scampy, Philip Bardwell Patton, son of the producer. Scampy was called in at the last minute one day when a midget performer failed to appear.

Although all elements in the show are scheduled two or three weeks in advance, rehearsal takes place on Saturday before and Sunday of the show. On Saturdays, kid stunts, clown gimmicks and commercials are given a thorough going-over. Openings and introductions are set, and one of two hours on the commercial is on camera. Musicians rehearse alone Sunday morning, when music is set with placement and setting of the acts. Dress rehearsal and a complete dry run take place until 3:30, half an hour before the show.

Then the 860-seat house is opened, timings are checked, additions and deletions made, the stage closed and camera levels determined. Eight uhlars line-up ticket-holders in front of the studio where, on balmy days, hawkers come over from West Madison St. to sell balloons and popcorn. Children are admitted before adults, and long ago ABC set a precedent by insisting that all adults be accompanied by youngsters.

M & M Ltd., Newark, for its candy, and International Shoe Co.

ELECTRIC POWER for MOBILE TV UNITS

with ONAN ELECTRIC PLANTS

Quiet-running, vibration-free Onan Electric Plants are compact, lightweight, easy to install in TV, FM, LTV, and mobile units. Supply power for transmitting, recording, light, heat, etc. Electric push-button or manual starting. Fully shielded in eliminating radio interference. Air-cooled A.C. models range from 400 to 3,000 watts. Water-cooled electric plants up to 75,000 watts.

ONAN STANDEY ELECTRIC PLANTS are compact, lightweight, eat in the air and protect against loss through failure of gasoline power. Fully automatic start and stop. 1,000 to 75,000 watts A.C.

Published for literature

D. W. ONAN & SONS INC.
1515 Bayview Ave., Minneapolis 1, Minn.

INDUSTRIAL TV

RCA System Shown at IRE Meet

A COMPACT TV system designed to be "black-and-white," but said television, was unveiled by RCA last convention in New York (see story Wednesday at the IRE national page 28).

The new RCA system comprises two units—a TV camera similar in function to a standard RF camera, and a suitably-sized master control monitor, and is based on RCA's Vidicon tube, which is described as less than one-tenth the size of the prototype, and simpler in application.

The system produces black-and-white pictures at normal light levels and can be adapted to produce pictures in natural colors, according to Dr. V. K. Zworykin, vice president and technical consultant of RCA Labs, who directed development of the system.

It also was revealed that RCA engineers are conducting research in development of tubes like the Vidicon for use in RCA's new all-electronic, high-definition color TV system. Eventually, it is hoped, the new Vidicon will be developed further to make it a valuable device in commercial monochrome telecasting, and the entire system eventually could be combined into a single-screen equipment, it was explained.

Details of the industrial system were revealed in technical papers offered at the convention by Dr. Werner H. Brinker, associate research scientist, who helped demonstrate the system, and Richard C. Webb.

TECHNICOLOR

Buys Geer Tube Patent

TECHNICOLOR Motion Picture Corp. has bought the patent on a color television tube invented by Dr. Willard Geer, of the University of Southern California, the company announced yesterday.

Dr. Herbert T. Kalmus, Techni-

color president and general man-
gager, said the company had appro-

priated more than $50,000 for research and development of the tube for commercial use.

Part of the development of the Geer tube will be done at the Stanford Research Institute, Palo Alto, Calif., and the rest at the Techni-

color Laboratories in Hollywood. RCA also will contribute to the Stanford research project.

According to the company, the Geer invention consists of "a single television tube in which three electron beams are directed upon a specially-formed phosphor bearing screen made so as to present a separate surface to each beam. There are no rotating parts. Each face of each such surface is a dif-
terent phosphor material which, when activated by each of the electron beams, yields an appropriate color. The combina-
tion of the three colors would give a television picture in natural color which is viewed on the surface of the television tube.

especially for industrial and educa-
tional applications. The RCA Labs. Mr. Webb and J. N. Morgan, research engineer, were credited with development of the overall system.

"RCA scientists developed the system so it is almost compatible with existing television broadcasting techniques," Mr. Webb said.

"Home television receivers can be adapted to use monitors by the addition of a single tube, with accompanying resistors and capacitors at a very modest cost."

The two-part TV package probably will be offered at an estimated cost of $6,800 with delivery in six months, according to M. C. Bancs, of RCA Engineering Products Divi-

"This service eventually will be available in color, as well as in black-and-white," Dr. Zworykin explained. "While surveys have indi-
cated that black-and-white cover-

age will meet the requirements in most industrial uses, engineers at RCA now are studying the present technique of working on color equipment to fulfill needs that may arise."

Camera Size

RCA's first color camera prob-

ably would be larger than the one in the new compact system but would be considerably smaller than existing ones, it was said.

The entire system operates on 110-v., 60-cycle alternating current and consumes only 350 watts, according to Mr. Webb. He said it is capable of transmitting a signal 600 feet over a coaxial cable closed circuit, with "enormous flexibility" for a wide range of industrial, scientific and scientific applications.

The Vidicon measures one inch in diameter and is six inches long. The master control unit is 24 inches long, 18 inches high and weighs 48 pounds. It contains its own seven-inch monitoring kinescope and 44 tubes—about 50% more than the average home TV receiver. Camera is 10 inches long, 3/4 inches wide and five inches high.

The RCA system was described as indicating "great promise" for color television, which Dr. Zworykin said can be a "powerful instrument of education."

WSYR-TV Dedicated

WSYR-TV Syracuse, N. Y., oper-

ating on Channel 5 (76-82 mc), was dedicated formally March 5 by President Eisenhower. Dedication of WSYR-AM-FM-TV. Dedicated ceremonies, which followed a limited schedule operation for 17 days, included a film record of the station's history and pictures showing behind-the-scenes opera-

WSYR-TV reports its an-
tenna is 1,666 ft. above mean sea level.
WXEL Excels in TV Service to the populous Western Reserve area

The northeast Ohio area established as the Western Reserve in 1785, is today a nation's center of industrial, agricultural and intellectual advancement. The 17-county area now included in the original government grant has been served on Channel 9 since December 17, 1949, with a widely diversified program for all types of audiences.

For its visual power of 21 KW, and oral power of 13.5 KW, station WXEL uses a self-supporting Truscon Steel Radio Tower with an overall height of 437 feet to the top of a General Electric 6-bay television antenna. This is another example of the specialized services of Truscon engineers, long skilled in designing radio towers to meet specific conditions all over America.

Truscon offers a world-wide background of experience to call upon in fitting Radio Towers to specific needs. Whether your own plans call for new or enlarged AM, FM or TV transmission, Truscon will assume all responsibility for tower design and erection... tall or small... guyed or self-supporting... tapered or uniform in cross-section. Your phone call or letter to our home office in Youngstown, Ohio— or to any convenient Truscon District Service Office—will rate immediate, interested attention.

TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED

TRUSCON COPPER MESH GROUND SCREEN

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

March 13, 1950
CELOMAT UNIT

To Participate in Color Hearing

CELOMAT Corp., New York plastics fabricator, has been given permission by FCC to participate in the color television processing, which resumes Wednesday, to tell about its $9.95 color converter for sets adapted to the CBS system. FCC denied participation to Wells-Gardner & Co., Chicago, and Communications Measurements Lab., New York.

The Commission's proceeding is expected to continue with further direct testimony by CBS. This week's session will run Wednesday through Friday, receiving results of field tests and other developments since the color hearing was recessed last Nov. 22.

The hearing resumed Feb. 27 for a three-day session with no meeting scheduled last week because of the 1950 convention and radio engineering show of the Institute of Radio Engineers in New York [TELECASTING, March 6]. The hearing is set also for March 22-24 and 28-31.

New bid to testify was filed last week by Packard-Bell Co., Los Angeles set manufacturer, which expressed concern over the potential "monopoly" situation in the color manufacturing field.

Celomat Corp. informed the Commission that it was ready to manufacture a color converter for use with TV sets adapted to receive the CBS color system and that the retail cost for the converter would be "about $9.95." The firm said the unit could be distributed nationally through the same channels which now handle Celomat's TV set magnifier. FCC said it granted the Celomat request to testify since the cost of making color converters was raised during the hearing before it recessed last November.

Wells-Gardner Request

Wells-Gardner requested permission to testify about its test with regard to the demand by the public for large size pictures in home television receivers with "probable public reaction to certain features of the three color television systems" and with "the effect of continuation of the VHF freeze and failure to proceed with a VHF-UHF allocation plan upon such small business enterprises as Wells-Gardner." However, the Commission considered this late request as not within the scope of its request for field testing and data on new developments and hence denied it.

FCC rejected the CML request on the ground it proposes a color system not within the scope of the Commission's original issues in the proceeding. CML claims it has an 8-mc dot-sequential color system which will operate in the UHF band permitting simultaneous transmission and reception of multiple other broadcast and non-broadcast services on same signal [TELECASTING, Feb. 27]. FCC specified 5-mc band for color, the same as monochrome.

The Commission also noted that the CML system admittedly still was a theoretical system and "has not undergone a program of research and development in the laboratory or on the air to define its fundamentals and to explore basic problems."

Packard-Bell Position

Packard-Bell indicated FCC in the public interest should hear the "views of a small, non-diversified manufacturer of television receivers from the West who is concerned about the concentration of monoply power in the hands of a few manufacturers, who wishes to present facts concerning the television situation in the West, and who is particularly concerned that in the transition from black-and-white to a color system that has not been adequately field tested for commercial development there is a strong likelihood that companies like it might be forced out of business . . . ."

The firm indicated its vice president, Robert S. Bell, would be available for testimony. Packard-Bell had gross sales of about $5,500,000 in 1946, 80% of which was in TV sets, the firm said. Present sales are running at a $12,000,000 annual rate.

Meanwhile, two distinct viewpoints were evident last week among color hearing observers.

One view—that FCC seriously is considering allowing the double standard, both CBS and "compatible" RCA, at least in VHF—was stimulated by comments of Comr. Wayne Coyle and Frieda B. Hennock during examination of RCA and other witnesses a fortnight ago [TELECASTING, March 6].

Other View

The other view—that FCC, at least in majority, will hold to its call for a system compatible with monochrome—was claimed to be strengthened during the same session by the concern of Comr. George E. Sterling for any color system which requires at the present such mechanical parts as a motor-driven color wheel.

CBS witnesses had emphasized that its system and all of the principal color methods fundamentally are all-electronic and that the CBS color wheel was only a device to make color TV practical and inexpensive now.

Comr. Robert F. Jones at one point had observed that all of the systems, in spite of their basic all-electronic characteristics, at present utilize some form of "mechanical" operation to produce the color. He noted the CBS color wheel and the complex optical systems involved in the RCA and Color Television Inc. systems.

Film Report


Nassour Studies Inc., Hollywood (independent motion picture producer), going into TV production with series of quarter-hour films starring Sabu as modern-day Aladdin. Seeking national sponsor. Firm plans five additional film series.


Constance Lazar, Television Director

Page 10 • TELECASTING March 13, 1950 BROADCASTING • Page 52
**INTERCONNECTION**

**Further Hearings Are Held**

FURTHER hearing was held before FCC examiner J. Fred Johnson Jr. last week to decide whether or not the commission should require interconnection of the inter-city television relay facilities of American Telephone and Telegraph Co. and those of Western Union Telegraph Co.

AT&T has issued a loud "no" to WU's equally vigorous "yes" on the interconnection issue.

The Bell System contended Western Union to compete with it unless WU furnishes customers with Bell facilities to piece out its own channels, which amounts to a private subsidy by one competitor to another. Western Union stated television is growing rapidly and will need both AT&T and WU facilities, indicating WU can compete with the Bell System.

Held Monday through Wednesday, the FCC hearing last week was recessed until April 10 when another week will be required to hear the case. The FCC last December had ordered the common carriers to interconnect their facilities with those of private broadcasters for the present because the common carrier channels are inadequate.

In mid-February FCC requested AT&T to further amend its tariffs to allow broadcasters to feed programs picked up off the air into the Bell System network for further relaying. (TELECASTING, Feb. 20. AT&T last week, however, in a petition opposing this request, charged that the question of general interconnection or interconnection only in a specific instance such as the WU New York-Philadelphia link, presently its only existing TV relay facility.

**KTTV (TV) MOVES**

Sets Nassour Studios For Film Making

UNDER a long term lease, with option to buy, KTTV (TV) Los Angeles within next 60 days will move from present quarters to Nassour Studios, 5746 Sunset Blvd., Hollywood.

Deal was worked out by Norman Nash of AT&T, with Edward and William Nassour, owners of Nassour Studios. Under the arrangement, KTTV will go into production of low budget television films, with national distribution to be handled by Television Sales, station subsidiary recently set up for syndicated programs.

Agreement in no way interferes with independent film production of Nassour Studios, it was said.

Under the 10-year lease with options, signed last Tuesday, KTTV will eventually take over the entire film lot consisting of executive offices, four soundstages, and workshops. Station will discontinue use of three sites which it currently operates.

Station expects to start filming six to eight half-hour programs weekly with move to the new quarters, according to Raymond Danham, KTTV general manager. First will be the Buster Keaton Show and the Stokey-Elbert Enterprises' Pantomime Quiz. KTTV also plans to bring in freelance producers, directors and talent to film its own packages.

Stockholders Approve

With CBS a 49% owner of KTTV, Frank Stanton, network president, participated in the stockholders' recent Los Angeles meeting that approved the deal with Nassour Bros.

CBS also will acquire a Hollywood film studio or its equivalent for its rapidly expanding television operations in that city. Several sites have been investigated, but as far as can be learned, no deal has been made.

Looking to the future, ample space, comparable to that occupied by the ABC Television Center in Los Angeles, will be necessary to accommodate the several live and filmed shows that CBS will originate from Hollywood. Faster quarters acquired now will eliminate future farming out of shows to rental studios as was done in radio, it was pointed out.

On March 1st, WMCT joins the Cable!

This is big television news in the Memphis market area, and even greater significance to advertisers throughout the Nation.

Already television set sales in Memphis and the Mid-South have reached 20,000, according to information received from distributors.

With the coming of the Cable, there will come also, a tremendous new interest and a new and greater audience than ever before.

For program and spot availabilities, we suggest you contact your nearest Branham office, now.

---

**RADIO and TV STATIONS**

**Profits Depend on Efficient Personnel**

Our Graduates are:

- Check lists
- Ability and Enthusiasm
- Appearance and Personality
- Integrity and Showmanship

Trained by:

- Network Professionals
- Do more than one job well
- Understand your operational controls

Trained with:

- How TV and Radio Commercial Equipment
- How to use Actual Broadcast Conditions
- How to handle Promot Free Service
- How to write
- Personnel Division

SCHOOL of RADIO TECHNIQUE

316 West 57th St., N.Y. • Plaza 3-2322

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**March 13, 1950**

**TELECASTING**
TV's Rising Cost
(Continued from Telecasting 8)
DuMont has pioneered in low-cost production, opened new time periods and developed profitable shows for inland stations and advertisers. Spreading fixed costs, he charged that prices must be about the same cost per thousand as in other media.

Because there are not enough hours to put TV on a sound and profitable basis even if all hours are sold, DuMont has gone extensively into daytime programming. TV in movie theaters was discussed by Robert H. O'Brien, secretary-treasurer of Paramount Theaters, New York. TV will alter but not replace theatre-going, because people will always want to leave their homes for entertainment, Mr. O'Brien said.

An opposing view, asserting that TV is moving the theatre into the home, was expressed by H. C. Bonfig, advertising manager of Zenith Radio Corp., who talked about technology, finance and talent making a "living out of TV," he claimed.

Ralph Liddle of Commonwealth Edison, Chicago, was moderator of the theatre TV discussion.

Research Important
Research will play an important role in TV, according to Hugh M. Beville Jr., NBC's director of plans and research. Five leading fields in which research can help TV, he said, are improved sets figure by markets, better and more frequent ratings, better measurement of TV audience size among non-owner families, knowledge of how to build more effective commercials and documentation of TV's sales effectiveness.

He proposed that ratings be made every third rather than every fourth week because of shows aired bid-weekly. Reporting a large bonus for sponsors because of high non-owned viewing, he said a recent NBC New York survey showed the network has a total weekly audience of 20 million viewers five years ago, and now 250 million of which are outside TV homes.

Appearing with him were Dr. Charles L. Allen, director of research, Northwestern U.; C. Nielsen, president of the Chicago market research firm bearing his name; Lawrence Roslow, general manager, The Pulse Inc.; James Schiller, president, research bureau, Chicago; and J. Daniel Hooper Inc. Robert Salk of The Katz Agency, Chicago, was moderator.

Speakers on the opening panel were Robert W. McCann, WDSU-TV New Orleans; Harry Bannister, general manager, WJW-TV Detroit; Alexander Stronach, director, TV program operations, New York; Seymour Mintz, advertising manager, Admiral Corp., Chicago, and Jeff Wade, vice president in charge of radio and television, Wade Adver-

gising, Chicago.

February 27, 1950

Additional programming will be possible in all the markets covered now in the Post-World War II era.
PREVIEW WNBQ-NBC (TV) Chicago show, Grand Marque, feature films series, is the program's sponsor, Paul E. Hauser (r.), president, Hauser Nash Sales, Chicago. With him at the station's office (1 to 1): Charles J. Zeller, radio-television director, Guenther-Bradford Agency; George Morris, WNBQ account executive, and John McDonald, station sales manager. Show is telecast Saturday at 9:30 p.m. (CST).


WHAS-TV Joins CBS TV

WHAS-TV Louisville, Ky., affiliates with CBS-TV network as a full primary affiliate effective March 20. This brings to 57 the number of CBS-TV affiliates. The station replaces WAVE-TV Louisville, a secondary affiliate.

CONNOLLY NAMED

Heads CBS-TV Program Sales

THOMAS D. CONNOLLY, manager of CBS radio program sales since July 1945, last week was appointed manager of CBS-TV program sales.

Mr. Connolly joined CBS as a member of the sales promotion department in 1939 after long service in department store sales and advertising. In 1940 he became director of program promotion of the network. In February 1948, he became assistant manager of program sales and was elevated to the managership the next July. He is a graduate of Harvard U.

WJIM-TV PLANS

Equipment Tests Start

WJIM-TV Lansing, Mich., commenced equipment tests on Thursday (March 9), Harold F. Gross, president and general manager, announced last week.

Owned by WJIM Inc., the new outlet operates on Channel 6 (8288 mc) with power of 2.5 kw aural, 5 kw visual.

February 24th:

Best Shows on WCPQ-TV:

- "two of top 3 shows are on WCPQ-TV"
- "Most Popular Station!"
- "WCPQ-TV 1st — WLW-TV 2nd — WKRC-TV 3rd"
- "Enthusiastic TV City!"
- "Viewers watch 2 hours in afternoon and 4 hours 20 minutes at night in Cincinnati!"

Mrs. Wood's Cincinnati Post Survey verifies and confirms PULSE — HOOPER — VIDEODEX that WCPQ-TV is Cincinnati's No. 1 TV Station.

We quote from Mrs. Wood's column of February 24th:

Mary Wood's Cincinnati Post Survey verifies and confirms PULSE — HOOPER — VIDEODEX that WCPQ-TV is Cincinnati's No. 1 TV Station.
TELEVISION advertising in January dropped to 2,133 accounts from the 2,300 recorded in December 1949. The loss of advertisers was reflected in all three classifications—national, spot and local.

This is the first marked drop in total advertisers since the mid-summer slump of June-July.

Network advertisers dropped from 75 in December to 73 in January although the number of sponsored programs increased from 89 to 95. Spot accounts went from 427 to 393 and local business dropped from 1,800 to 1,687.

This information is based on the Rorabaugh Report on Television Advertising published by the N. C. Rorabaugh Co. January figures are from 90 reporting stations in 83 markets. January information is based on reports from 91 stations in 55 markets.

Position figures are obtained from the network's headquarters in New York and include all stations which were operating during the month. Spot and local figures are supplied by the stations. There were seven stations which did not report for the January 1-7 sample week. A like number were omitted from the December report.

ABC-TV lost two and gained two accounts between the months to retain its total of 15. Two accounts lost by CBS-TV were brought to the January total by DuMont, which had eight accounts in December, added one for a total of nine in January. One account also was added by NBC-TV for a January total of 36.

In position of stations used and time purchased, Goodyear Tire and Rubber Co. was the largest advertiser, using four minutes of ABC-TV. The firm placed its Paul Whiteman Goodyear Review on 40 stations for a half-hour Sunday night Young & Rubiam is the agency. On CBS-TV, Crosby Div. of Arco Mfg. Co. backed "This Is Show Business" on 53 outlets. The half-hour weekly show was placed through Benton & Bowles. In amount of time purchased, Westinghouse Electric Corp. was the biggest ABC-TV advertiser. Through McGee-Ericson, the firm placed Studio One on 41 stations for an hour Monday nights.

Allen B. DuMont Labs sponsored the Morey Amsterdam Show on 51 DuMont stations for an hour Saturday night through Campbell-Ewald. In point of time purchased, Drug Store TV Productions backed Cavalcade of Stars for an hour Saturday night on 19 DuMont stations. S. B. Fisher is the agency. Sponsoring the largest number of NBC-TV stations was RCA Victor. The firm placed Kukla, Fran & Ollie on 56 stations for a half-hour on Monday and Friday nights through J. W. Thompson. The edge for time purchase went to another advertiser of radio and TV sets, Philco Corp. This sponsor backed Philco TV Playhouse for an hour on Sunday night on 54 NBC-TV stations, according to Rorabaugh. Hutchins placed the business.

49 Agencies Buy

There were 49 agencies that bought national television time in January.

The largest spot account to be added in January, in point of stations, was the Buick Motor Div. of General Motors Corp. The motor company placed business on 54 stations through Kudner Agency, New York. A special 10 day schedule for Ladies Home Journal was placed by Curtis Publishing Co. on 37 stations through BBD, New York.

Dodge Division of Chrysler Corp., which had placed business on five stations in December, promoted its new cars nationwide by increasing the schedule to 52 stations, according to Rorabaugh. Rorabaugh & Ryan handled the account. Another automotive advertiser, Chevrolet Division of General Motors, upped its spot schedule from one station in December to twenty-four through Campbell-Ewald, Detroit.

There were 283 agency offices which placed television spot accounts during January.

In the local field Los Angeles led all other cities with 17.8 different advertisers on its seven stations. In a poor second, Rorabaugh reports 75 advertisers on the Philadelphia stations and 66 in Columbus. One Columbus station did not report local business.

Of the stations reported by Rorabaugh for January, KFI-TV Los Angeles led in the local field with 74 advertisers. WTMJ-TV Milwaukee had 66 and WSPD-TV Toledo showed 53.

In terms of total number of accounts WTMJ-TV led the January report with 37, WBNJ-TV Buffalo was second.

There were more advertisers of food and food products using television during January than any other product classification. A total of 356 different firms used the medium on the network, spot and local level (see table).

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Weekly Television Summary

March 13, 1960 Telecasting Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Number of Shows</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago</td>
<td>126</td>
<td>1,727</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>36</td>
<td>52</td>
</tr>
<tr>
<td>New York</td>
<td>24</td>
<td>36</td>
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<tr>
<td>Philadelphia</td>
<td>18</td>
<td>28</td>
</tr>
<tr>
<td>Washington</td>
<td>16</td>
<td>22</td>
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<tr>
<td>Detroit</td>
<td>13</td>
<td>19</td>
</tr>
<tr>
<td>Cincinnati</td>
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<tr>
<td>Dallas</td>
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<td>Pittsburgh</td>
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<tr>
<td>Columbus</td>
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<table>
<thead>
<tr>
<th>Number of Shows</th>
<th>Source of Sets</th>
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<td>1,015,000</td>
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<table>
<thead>
<tr>
<th>Network</th>
<th>Spot</th>
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<tbody>
<tr>
<td>ABC</td>
<td>32</td>
<td>34</td>
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<tr>
<td>CBS</td>
<td>55</td>
<td>57</td>
</tr>
<tr>
<td>NBC</td>
<td>17</td>
<td>19</td>
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<tr>
<td>WTIC</td>
<td>16</td>
<td>18</td>
</tr>
<tr>
<td>KSTP</td>
<td>14</td>
<td>16</td>
</tr>
<tr>
<td>WAVE</td>
<td>12</td>
<td>14</td>
</tr>
</tbody>
</table>

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1. Agricultural & Farming
4. Beer & Wine
5. Building Material, Equip. & Fixtures
6. Confectionary & Soft Drinks
7. Construction & Contractors
8. Drugs & Cosmetics
9. Entertainment & Amusements
10. Food & Food Products
11. Funeral Home & Embalming Services
12. Furniture
13. Households Furnishings, Equip. & Supplies
14. Industrial Materials
15. Insurance, Bonds & Real Estate
16. Jewelry, Optical Goods & Cameras
17. Office & Stationery Supply
18. Restaurants, TV Sets, Phonographs, Musical Instruments & Shops
19. Retail Groceries & Shops
20. Smoking Materials
21. Soap, Cleaning Materials & Polishes
22. Sporting Goods & Toys
23. Taires
24. Textile
25. Transportation, Travel & Resorts
26. Miscellaneous

TOTAL 73

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Editor's Note: The names of advertisers are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

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27.25.23. Soaps, Tobacco & Accessories.

---

2133 accounts dropped 2300 recorded in December 1949.
FIRST in Radio
FIRST in Television
CHECK ANY SURVEY ANY DATE
WHIO
WHIO-TV
RATED FIRST IN DAYTON, O.

AFFILIATED WITH THE DAYTON DAILY NEWS AND THE JOURNAL-HERALD

WHIO REPRESENTED NATIONALLY BY G. P. HOLLINGBERY COMPANY
WHIO-TV REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices</td>
<td></td>
<td>National Press Building</td>
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<td></td>
<td>Offices and Laboratories</td>
<td></td>
<td>1339 Wisconsin Ave., N. W. Washington, D. C.</td>
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<tr>
<td></td>
<td>ADAMS 2414</td>
<td></td>
<td>Member AFCCE*</td>
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<td>Santa Cruz, Cal. Member AFCCE*</td>
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<tr>
<td>A. D. RING &amp; CO.</td>
<td>26 Years' Experience in Radio Engineering</td>
<td></td>
<td>MUNSEY BLDG., REPUBLIC 2347 WASHINGTON 4, D. C.</td>
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<td>Member AFCCE*</td>
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<td>RAYMOND M. WILMOTTE</td>
<td>1449 CHURCH ST., N. W. DE. 1222</td>
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<td>WASHINGTON 5, D. C.</td>
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<td>Member AFCCE*</td>
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<tr>
<td>JOHN J. KEEL</td>
<td>WARNER BLDG., WASH., D. C.</td>
<td></td>
<td>MUNSEY BUILDING DISTRICT 8215 WASHINGTON 4, D. C.</td>
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<td></td>
<td></td>
<td></td>
<td>National 6513</td>
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<td></td>
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<td>RUSSELL P. MAY</td>
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<td></td>
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<td>Member Republic 3984</td>
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<tr>
<td>E. C. PAGE</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td></td>
<td>BOND BLDG., EXECUTIVE 3670 WASHINGTON 5, D. C.</td>
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<td></td>
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<td>Member AFCCE*</td>
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<tr>
<td>WILLIAM L. FOSS, INC.</td>
<td>Formerly Colton &amp; Foss, Inc.</td>
<td></td>
<td>927 15th St., N. W. Republic 3883 WASHINGTON, D. C.</td>
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<tr>
<td>JOHN CREUTZ</td>
<td>319 BOND BLDG., REPUBLIC 2151</td>
<td></td>
<td>WASHINGTON, D. C.</td>
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<td></td>
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<td>Member AFCCE*</td>
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<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg.—Sterling 0111</td>
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<td>Craven, Lohnes &amp; Culver</td>
<td>MUNSEY BUILDING DISTRICT 8215</td>
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<td>KEAR &amp; KENNEDY</td>
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<td>Philip Merryman &amp; Associates</td>
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<td>Bridgeport 5-4144</td>
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<td>RADIO CONSULTANTS</td>
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<td>LYNNE C. SMEBY</td>
<td>&quot;Registered Professional Engineer&quot;</td>
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<td>820 13th St., N. W. EX. 8073 WASHINGTON 5, D. C.</td>
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<td>ADLER ENGINEERING CO.</td>
<td>TELEVISION AND BROADCAST FACILITIES</td>
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<td>18 Grand St., New Rochelle, N. Y. RYE 7-1413</td>
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<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant</td>
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<td>Executive 5851 1833 M STREET, N. W.</td>
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<td>Executive 1330 WASHINGTON 6, D. C.</td>
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March 6 Applications

ACCEPTED FOR FILING

AM-510 kc
KJAN Best Co., Balaton Rouge, La.-Grant hearing application for extension of time to file exceptions to decision of Commission. 30 March 1965.

AM-1540 kc
Chesapeake & Ohio Co., Brooklyn Heights, N.Y.-Grant application for commercial television station for extension of time.

AM-1320 kc
WKML Clewiston, Fla.-Grant application for extension of date

AM-1250 kc
WNOW York, Pa.-Grant request for license renewal for AM station to change from 1250 kc to 1250 kc.

AM-1150 kc
KPPM Pullman, Wash.-Grant new AM station for extension of commitment date

LICENSE RENEWAL

Request for license renewal AM station KOIA, Des Moines, Iowa.

SERVICE DIRECTORY
FCC Actions

KA-3885 Cedar Rapids, la.

WAKR Rogers City, Mich.-Granted license to change station location.

WFLD Columbus, Ohio—Granted license covering area of usage.

WHKX-FM Johnson City, Tenn.-Granted license to change station location.

WPTL Bedford, Va.—Granted license for new AM station.

KXMY Twin Falls, Ida.—Granted license to change station location.

WWTN Columbus, Ohio—Granted license to change station.

WNNQ Chicago III—Granted license to change station.

WJAC-Columbia, Pa.—Granted license to change station.

WYNY Twin Falls, Ida.—Granted license to change station.

WTVN Columbus, Ohio—Granted license to change station.

WNNQ Chicago III—Granted license to change station.

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USED BY EFFICIENCY-CONSCIOUS BROADCASTERS

...THROUGHOUT THE WORLD!

Phasing Unit for 6 tower directional antenna system.

Special Antenna Tuning Unit for a directional system. Includes pattern switching and isolation coil for sampling cable.

Special 50KW Antenna Tuning Unit built for a South American station.

ANDREW phasing and tuning equipment has a long record of complete dependability and economy!

Whether your installation requires a single tower or a nine-tower directional array it will pay you, too, to specify ANDREW Equipment.

Andrew Corporation
243 East 75th Street - Chicago 9
World's Largest Antenna Equipment Specialists
BUYING POWER

EACH "listener that U. S. advertising reaches in 1950 will have on the average 39% more purchasing power than in the 'good' pre-war year 1940."

That was the statement made by Arno H. Johnson, vice president and director of media and research, J. Walter Thompson Co., as he summed up facts on the existing economy for the Advertising Club of Washington at a luncheon last Tuesday.

Pointing out that this means "real" purchasing power, after full correction for both higher taxes and higher prices, the agency executive cited as important factor the impending maturity of U. S. Savings Bonds—bond maturity begins this year at the rate of $1 billion and increases steadily for three years to a peak of over $8 billion, then levels off to an average yearly redemption of over $5 billion.

Saying that many business men underestimated buying power during 1949, he cited as an example cut-backs on television set production by manufacturers and on their inventories by retailers. Before the end of 1949 television sets were in such great demand that one major New York retailer suspended advertising because he didn't like to encourage buying when sets couldn't be delivered, Mr. Johnson said.

Giving a quick run-down of the facts, Mr. Johnson said:

- Total real consumer purchasing power can be 6% above 1949 (which would be 60% over 1940).
- In 1950 real purchasing power per capita can be 3.5% above 1949 (which would be 39% increase over 1940).
- In 1950 surplus income over basic living standards can be 6% over 1949 (or four times as large as 1940).
- In 1950 markets for "goods and services" can be $10 billion greater than 1949.
- Consumer debt is unusually low in relation to disposable income or individual savings.
- Consumer holdings of liquid assets are 3.5% times 1940, with double the purchasing power.

Mr. Johnson pointed out that "we need a recognition of the opportunities that exist for increased markets." The delicate balance between recession and prosperity can be kept safely on the side of prosperity in 1950, he said.

OKLAHOMA MEET

Coy Scheduled To Speak

FCC CHAIRMAN WAYNE COY is scheduled to give the principal address at tomorrow night's (March 14) closing session of the fifth annual U. of Oklahoma radio conference which opened Sunday in Norman. Richard P. Doherty, director of NAB's Employe-Employer Relations Dept., is to address tonight's meeting. His subject will be "Economic Trends and the Broadcasting Business."

The Oklahoma meeting is "Great Expectations," according to Dr. Sherman P. Lawton, conference chairman and coordinator of radio instruction at Oklahoma. In attendance are station managers and personnel, advertising agents and radio students from the south-west.

Sessions are scheduled on sales and market problems, news television, FM and problems of getting started in the industry. Opening day of the conference was largely devoted to demonstration broadcasts by students from southwestern colleges and universities. Meetings are being held at the extension study center on the north campus and in the radio instruction laboratories on the main campus.

FIFTH Annual National Gagwriters Convention will be held in New York March 31. The National Laugh Foundation will present its seven "Comedy World Awards" during convention.

HOWARD CHAPIN

Aids McCloy in Germany

HOWARD M. CHAPIN, advertising director of General Foods, is slated to return to the United States in about two weeks to complete a special 45-day assignment as a consultant to U. S. High Commissioner for Germany John J. McCloy, the State Dept. said last week.

Mr. Chapin's activities centered at Frankfurt where he has been advising Commissioner McCloy. The State Dept. and Mr. McCloy, who also acts as ECA administrator for Germany, requested Mr. Chapin's aid. Comm. McCloy, the State Dept. added, is authorized to make requests for consultants from time to time.
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vision in Chicago as
Mr. McDonald.
Sep. 1949
-1950
McAndrew

Heads Radio Correspondents
WILLIAM R. McANDREW, general manager of NBC's WRC and
WNBW (TV) Washington, was
elected president of the Radio Cor-
respondents' Assn., at a meeting
in Washington
last Tuesday.
Mr. McAndrew
succeeds Elmer
Davis of ABC
who becomes
official member of the board.
Others named were:
Vice president,
Francis W.
Tully Jr., Washington Reporters
Inc., secretary, Bill Shadel, CBS;
treasurer, Hollis Seavey, MBS;
members at large, George Marder
of United Press Radio, George
Reedy of Arrowhead Network, and
Bex Goud of Transradio Press.
Mr. McAndrew is one of the 32
charter members of the Radio Cor-
respondents' Assn. and is one of
four members of the original ex-
cutive board which activated
the Senate Radio Gallery in 1940.
He formerly served as Washington
director of news and special events
for the NBC network. Mr. McAn-
drew joined NBC in 1936 and was
executive news editor of Broad-
casting from 1940 to 1942. He
returned to NBC in 1944.

GUILD CITES TWO STATIONS

CITATIONS for outstanding
achievement in radio were voted
fortnight ago by New York News-
paper Guild to two New York
stations, WMGM for Books on
Trinity, and WQXR for outstanding
music programs.

KRNT is the
LEADER in Des Moines!

HOOPER SHARE-OF-AUDIENCE

DEC., 1949 - JAN., 1950

TOPS IN MORNING: 8 A.M. TO 12 NOON

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<th>KRNT</th>
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<td>2,511</td>
<td>Homes Called</td>
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<td>St. A-24.2%</td>
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<td>St. C-10.7%</td>
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<td>St. D-1.9%</td>
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TOPS IN AFTERNOON: 12:00 TO 6:00 P.M.

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<th>KRNT</th>
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<td>3,776</td>
<td>Homes Called</td>
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<td>St. A-35.9%</td>
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<td>St. A-11.4%</td>
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<td>St. D-5.0%</td>
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TOPS IN TOTAL RATED TIME PERIODS

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<th>KRNT</th>
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<td>17,348</td>
<td>Homes Called</td>
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<td>St. A-24.0%</td>
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<td>St. A-22.8%</td>
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KRNT DELIVERS THE AUDIENCE YOU MUST REACH TO SELL! . . .
OUR LONG LIST OF REPUTABLE ADVERTISERS — NATIONAL AND
LOCAL — PROVES THE STATION'S ACCEPTANCE AND ABILITY.
ASK A KATZ MAN FOR DETAILS.

KRMU

Des Moines — The Register and Tribune Station
Represented by the Katz Agency

The station with the fabulous personalities and the astronomical Hoopers

March 13, 1950 • Page 63
LOCKE RETIRES
Hite Heads Tracy-Locke

RAYMOND P. LOCKE, president of Tracy-Locke Co. Inc., Dallas advertising agency, last week announced his retirement from the firm which he founded in 1913. His stock interests in the company have been purchased by his Tracy-Locke associates, Mr. Locke said.

Morris L. Hite, executive vice president who has been with the company since 1937, succeeds Mr. Locke as president. Clay W. Stephenson, with the firm since 1948, has been elected to the board of directors and will serve as executive vice president. In another organizational change, John H. Welenkamp, in addition to his duties as vice president and treasurer, becomes general manager of service operations, a newly created post.

Two additions to the staff also have been announced. Philip McHugh, formerly with CBS in New York and Brown Radio Productions Inc., Nashville, was appointed head of the radio and television department. He works closely with the Bruce B. Brewer Advertising Agency's Minneapolis office, will serve as account executive.

In announcing his retirement, Mr. Locke also stated: "After a long period of service in the advertising field, I have decided to retire at this time. I have worked hard and conscientiously; always our clients have been first. For all these years, we have subscribed to the philosophy that advertising must pay its way and pay a profit."

Leonard D. Taylor

LEONARD D. TAYLOR, 51, former account executive for WNJR Newark and WJZ-TV New York, died of virus pneumonia March 2 in Montclair, N.J., after a brief illness. Mr. Taylor also served with the Hearst papers in Chicago for 10 years. In recent months, he had been associated with Video Varieties Corp., New York.

ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects. Roy has made WRTA a household word in industrially rich Altoona. WRTA, the Roy Thompson station, will assure you a loyal, buying audience throughout the broadcasting hours.

ABC

1240 KC

Altoona, Pa.

Represented by ROBERT MESTER ASSOCIATES

HENDERSON MOVES
WFBC Airs Dedication Show

LOCAL, state and national dignitaries were heard in a broadcast originating from WFBC Greenville, S. C., when new quarters of the Henderson Advertising Agency in Greenville were dedicated.

The agency, established some three years ago by Jim Henderson, was congratulated by Gov. J. Strom Thurmond, Senators Burnett Maybank (D-S. C.) and Olin D. Johnston (D-S. C.), Rep. Joseph R. Byrnes (D-S. C.) and Mayor J. Kenneth Cain of Greenville. The Feb. 26 broadcast was transmitted for delayed broadcast by WKIK Columbia, S. C.; WAYS Charlotte, N. C., and WCOG Greensboro, N. C.
BROADCASTING

NIGHTTIME BIDS

FCC TURNS DOWN 4 DAYTIMERS

BIDS of four daytime-only stations requesting special night operation authority were turned down by FCC last week as being contrary to the North American Regional Broadcasting Agreement, now being renegotiated. Meanwhile, WKSR Pulaski, Tenn., has asked for night operation on grounds NARBA is no longer legally effective.

In a memorandum opinion and order, the Commission denied the requests of WPIT Pittsburgh, WKYW Louisville, WACE Chicopee, Mass., and WIVY Jacksonville, Fla., stating the frequencies involved are clear channels assigned to Mexico for Class I-A outlets under NARBA and according to the "gentlemen's agreement" with Mexico the U. S. has agreed to assign only Class II stations on these channels.

FCC said since both Mexico and the U. S. have "continued to abide by the terms" of the agreement, "we are unwilling to embark upon a course of action which will violate heretofore well-established basic principles and regulations which have governed and continue to govern the use of the standard broadcast band as between countries of North America." FCC noted also that NARBA is being renegotiated.

WKSR, assigned 250 w daytime on 720 kc, has asked for 100 w night operation. The station said NARBA is no longer law and likewise the "gentlemen's agreement." WKSR wished to provide Pulaski its first local night service. WPIT, also on 730 kc with 1 kw day, had requested 250 w at night while WACE, on that channel with 1 kw day, wanted 1 kw directional operation at night. WKYW, on 900 kc with 1 kw day, sought 100 w at night and WIVY, on 1050 kc with 1 kw day, wished to operate additionally from 6 a.m. to local sunrise.

Suspension Denied

WGNB (FM) Chicago, companion operation of WGN there, was denied permission by FCC last week to go off the air as a power conservation measure. WGNB said it wished to cooperate with the blanket order of the Illinois Commerce Commission requiring all commercial users of electricity to cut consumption 25% during the coal shortage. FCC's wire to WGNB said in part, "The Commission is concerned with proposal to completely curtail FM service. If the emergency justifies you in keeping your FM station silent, the same considerations would seem to require you to curtail operations of your AM and television stations."

COJX Yorkton is to increase power from 1 kw to 5 kw early in the spring. Northern Electric transmitter will be installed.

FCC BAR ASSN.

Executive committee of the Federal Communications Bar Assn., has decided not to participate or file any comments in the FCC proceedings relating to a uniform policy for applicants who have violated U. S. laws other than the Communications Act [BROADCASTING, Jan. 30, Feb. 6, 20]. FCBA President Neville Miller last week said the action was because the case relates to substantive questions of law rather than procedural ones.

Percy H. Russell Jr., chairman of the FCBA's committee on practices and procedure, which recommended the bar group not take part, observed that the Commission has not instituted a rule-making proceeding, but proposes in lieu thereof to enunciate a policy statement which cannot have the same effect and force as a rule. FCC has postponed its hearing in the case until April 24, with comments accepted by April 10.

WVSH Dedicated

DEDICATION of WVSH Huntington, Ind., 10 w educational FM station, has been announced by the Huntington school system. Operating on 88.1 mc, WVSH now has a regular broadcast schedule of one hour each school day. Programs include participation by pupils from both grade schools and high school, transmitted shows containing material for classroom use, and broadcast of a sectional basketball tournament. M. McCabe Day is director of WVSH.
COMMUNITY COVERAGE

WTAG Wins Praise From Its City Government

WTAG-AM-FM Worcester, Mass., has been cited officially for its efforts to tell the public about the city’s new council-manager form of government. In passing a unanimous vote of thanks, the Worcester city council specifically cited the current Your City Government show, a weekly presentation Sunday at 12:50 p.m.

Giving city officials a chance to inform the public on what is going on at City Hall, the program each week features two councilmen who discuss problems being tackled under the recently established "Plan E" form of government. The last program each month is taken over by the city manager who reports on progress for that month.

WTAG-AM-FM has been providing this type of coverage since last fall when the city started to vote under a new form of city government. Instead of the old mayor-council system, the voters now faced rule under proportional representation, a system with which they were unfamiliar.

Hess Series

Realizing the necessity for public education, WTAG introduced a weekly series done by Clyde Hess, the station’s news analyst. Figuring that the best way to get information on the new government was to ask the cities that already had it, Mr. Hess questioned authorities in five cities already operating under council-manager government. General theme of his questions was, "How is this council-manager form of government working for you folks? Do you like it? Is it practical?"

The answers were recorded by respondents and air-mailed back to WTAG. Then Mr. Hess took the discs, wove them into "interviews" which were filled out with his own comments and interpretations of the answers in terms of Worcester’s problems. This series ran for the five Sundays preceding the elections.

The show, A Plan of Two Cities, so impressed the Massachusetts Committee for the George Foster Peabody Radio Awards that it was given first award for public service in the Bay State.

Several other programs of this type were used, including the question-and-answer series, The ABC’s of Plan E, done by Newman Dick Jacobs and also running up to election time.

The Your City Government Show, planned for a limited run, proved so popular that the program is now a permanent part of the WTAG-AM-FM schedule.

DECCA RECORDS Inc., New York, declared quarterly dividend of 12½ cents per share on capital stock, payable March 28 to stockholders of record at close of business March 14.
SMOOTHLY running activities between station executives and school officials resulted in "High School Day" on KVOR Colorado Springs, Colo. between 6 a.m. and 11 p.m. Feb. 28, virtually every job on staff was taken over by 60 high school students, chosen from 100 who applied. Students had been practicing during previous week and were able to handle news writing and announcing chores with comparative ease. Staff members supervised all activities, but some of their work appeared on the air. Even selling activities were handled by students. Unprecedented number of calls were received commenting on day, station reports.

Pictured Promotion
SINGLE-page bulletin, with pictures of five stage shows featured on WAAM (TV) Baltimore, illustrating station's program line-up, sent to trade by WAAM. In center of page, surrounded by pictures which bear show outlines describing show's format, is statement concerning number of hours devoted to local five network shows. Bottom of page carries caption noting station's ABC-TV and DuMont affiliation.

Cool, Clear Water
"LAN originated on Great Gildersleeve show on NBC, calls for sending if water canteen to 16 different cities, where once of water is added by each local water commissioner. Canteen is sent to NBC affiliates in cities from Los Angeles to Washington, and bears large tag reading that it will eventually be sent to water commissioner of New York City. Mr. Gildersleeve, of show, is water commissioner of fictional town.

Descriptive Booklet
BROCHURE, which includes pertinent data concerning WEDV (TV) this fall, is outlined in great detail concerning WEDV's growth in that area, sent to trade by station. Rate card, coverage map, line-ups of station equipment and market studies are given on mimeographed sheets which have been taped to folder. Excerpts from letters, in original handwriting also are given.

Bulletin Announces
LARGE white bulletin from WFMJ Youngstown, Ohio, sent to trade bearing announcement of station's new broadcast transmitter at 1390 kc with 5 kw. Brief text remarks that city is nation's "fourth largest steel center and Ohio's third market." Facts on ABC affiliation and other data conclude bulletin.

Shamrock Green
SHAMROCK GREEN ink on white paper make up latest promotion from WOW New York. Head reads, "The Irish Will Love it and So Will Everyone Else." Announcement of show, a Ramble in Erin, hour of Irish music, folk songs and guest stars, is made. Show is aired Non-Fri., 11 p.m.

Religious Spots
TAPPING a usually unsuspected classification of business, KSOM San Mateo, Calif., is making religious broadcasts pay off by selling spot announcements before and after its Sunday Catholic sermon, to church goods stores in two neighboring communities.

KRAM's Neighbors
UNUSUSPECTED revenue source in retailers of communities scattered 10 to 500 miles away uncovered by KRAM Las Vegas, Nev. Utilizing half-hour program, religious and music and slanted to specific community, under title Know Your Neighbor, broadcast is sold in quarter hour segments to merchants in drug, general merchandise, grocery and gasoline categories.

Free Blotters
BLOTTERS sent to Canadian advertisers and agencies by CKAC Montreal bear message, "The good things in life are free—enterprise." Promotion bears call letters of CKAC, signing itself "a free enterprise station since 1922."

Maps Mailed
AMONG first stations to put its new BMB study map into mail is KDAL Duluth, Minn. Maps were sent with additional data showing station's increases to complete agency and client lists in station's files.

Personnel
RAY C. HUFNER, formerly on public affairs staff of WPAA Dallas, appointed sales promotion manager for station. HARRY L. KOENIGSBERG, formerly with station's continuity department, named public relations director.

RONNIE MANDRIUS, formerly publicity manager for Standard Radio Transcriptions and West Coast representative for Music Business magazine, joins KFI-A.M.-TV Los Angeles as assistant to promotion and publicity director.

SAM PARNAS, formerly news writer with KMox St. Louis, appointed director of press information.

SELVIN DONNEX, with sales staff of WWRL Woodside, N. Y., for past three years, appointed to newly created post of sales promotion manager.

WFMI (FM) Chicago, sister operation of WJJJD there, has told FCC that Muzak Corp. was wrong in its charge that some FM stations are violating the Commission rules by supplying "background" music deleted by means of a supersonic signal—to local business establishments [BROADCASTING, Jan. 23].

Muzak wants the Commission to amend its regulations to allow the firm to distribute its functional music services via regular FM stations in lieu of telephone lines. These special programs would be "carried" on the regular program transmission of an FM station, using a supersonic signal multiplexed to provide several types of special music service such as now programmed by Muzak. The supersonic signal would not affect the regular FM program and it would be picked up in the establishment of the Muzak client on a special receiver.

The piped-music firm believes the FCC's rules must be amended to allow this type of transmission and to allow broadcasting of program material without identifying announcements as now required by the rules.

Muzak told FCC that some FM stations are supplying such a service, indicating they were using their regular programs but eliminating reception of all voice announcements in establishments buying the service by means of the supersonic signal. This high audio-frequency signal causes the special receivers in such establishments to shut off when voice transmissions occur. Muzak contended this procedure violates FCC's FM rules because these rules do not provide for the unique type of transmission.

WFMI contended that according to scientific and dictionary definition the supersonic signal of 20,000 to 25,000 cycles is within the same category as the audible program signal and may be construed program-wise the same as sound effects or other non-music or non-voice material. WFMI held no additional equipment would be required at the transmitter, as Muzak indicated, and no rules amendment would be needed. The station explained that so long as the intensity of the modulation level is limited for signals above 15,000 cycles, no emission would occur outside the authorized channel.

WFMI explained that with even slight limitations on the intensity of the modulation level for frequencies of 20,000 and 25,000 cycles, the emission band width can be held within the same band width that would result from 100% modulation with a 15,000 cycle signal.

"BACKGROUND" MUSIC Not Violation, WFMI Says

For a nice piece of business, aim at North Dakota's multi-million dollar market, where cash and bond holdings of a billion dollars have consumers ready and willing to buy. To tap this market, you'll need KFYR's coverage, based on 25 years of listener loyalty. Ask any John Blair man for the facts.

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MAJOR LEAGUE
BASEBALL
Things to Bet for
LIBERTY!

Millions of people listen to
major league baseball over
Liberty Broadcasting System
... and major league base-
ball has made Liberty the
largest baseball network in
the history of radio!

Sentimental comedy
series, titled That
Young Couple, reportedly first
originated in the north on
New England video, debuts March 19
on WBZ-TV Boston. Show is live,
half-hour situation which, like all
recent network radio and television
productions, is handled by Al
Hargrave of Brattle Theatre Co.
Program is sponsored by Boston Gas
Co., written by Rupert Frey and
production is handled by Al
Hargrave of WBZ-TV and Albert
Marre of Brattle.

Blowing Its Stack
SEVEN THOUSAND ton smelter
stack in Denver, Col., was blown
up because it constituted a hazard.
Four speeches of dynamite
which reduced it to rubble were
described to listeners by KOA Denver,
Feb. 25. Three blasts, broadcast
at three-minute intervals, were
aired by Starr Yelland, announcer,
Special Events Director Bill Day
and Al McClelland, engineer.

Production Event
WHEN first production model of
XB47, jet bomber, moved off
production line at Boeing Wichita
plant, KANS Wichita was there to
witness and relate spectacle to
listeners. Special interview with J.
Earl Schaefer, vice president and
general manager of plant,
was conducted by George Gow,
news chief of KANS and Ted
Heithecker, promotion manager. Interview,
together with short story of event
was aired nationwide on NBC's News
of the World that evening.

Disc Panel
PANEL of three well-known
personalities in music world comment on
new releases aired over The Record Forum
on KRON-TV San Francisco. Experts
were Danny Kaye, Jack Oakie and
Lester Young.

New Sports Angle
STORIES and interviews with players,
coaches and other National League
team members are featured in new
sports show, Notre Dame fighting Irish,
on WPEN Philadelphia. Show is heard
directly from team's training camp in
Cleveland, Ohio, and is aired by Gene
Kelly, play-by-play announcer for all
Notre Dame games. After training season,
show will originate from WPEN.

Program Highlights
ONE-TIME show on WKTY LaCrosse,
Wis., featured George Briggs, U.
of Wisconsin agronomist and weed
control specialist, in interview concerning
all phases of weed control. Also guest
on show was Tom Burgert, LaCrosse
Tribune farm editor. New series on
WKTY is 13 school music broadcasts with
bands, orchestras and glee clubs of
72 local high, Junior high and grade
schools featured. Weekly programs
are sponsored by Consolidated Dairies
of LaCrosse.

Drawing Fun
NEW addition to line-up of programs
on WBAL-TV Baltimore is Fun With
Freddy, audience participation feature.
Show is conducted by Edward Freed-
man, artist, advertising executive and
author. Mr. Freedman tells well-
known story while viewers, draw along
with him pictures illustrating narration.
Prizes are given for best drawing
in studio audience. Show is aired
Saturday, 5:30-6 p.m.

Memorial Program
SPECIAL show was aired Feb. 27 at
9 p.m. on WCOP Boston commemorating
the death of Harry Lauder, enter-
tainer. "Harry Lauder Memorial Show, program was made up of Lauder
recordings from personal collection of
Program Manager Gene King and
script was written by Ed Sullivan,
continuity director. Another one-time
show on WCOP, Junior Press Confer-
ence, in which 400 high school
students quizzed their governor on
matters of local and state government,
proved so popular with audience and
local civic and educational organiza-
tions, that it will become regular program
feature of WCOP.

Polo Telecasts
WHAT is believed to be first tele-
casting of polo match was started
recently with telecasting of first of
series of 12 matches from Beverly
Hills Polo Club on KNBH (TV) Holly-
wood. Competing in series from week
to week will be top polo teams from
U. S. and Mexico. Frank Roche, polo
writer and authority, is announcing
games; Frank Barton does color.
Packard-Bell Co., Los Angeles is
spending $1,000 with Ted Meyers han-
dling interviews and Paul Knight as
producer.

ANTI-GAMBLING
Sen. Wiley Lauds ABC Show

ABC COMMENTATOR Robert
Montgomery's radio campaign spot-
lighting Frank Costello's activities
has drawn congressional praise
from Sen. Alexander Wiley (R.
N.J.) in connection with a Capitol
Hill movement to probe interstate
activities. Sen. Wiley congratulated
Mr. Montgomery, who also is an
ABC TV producer, for bringing to
listeners the "whole question" of
Mr. Costello's citizenship rights
in A-B (ABC, Thursday, 8:45-9 p.m.
EST) to phases of Mr.
Costello's career, and urged an
investigation of interstate gam-
ing. The congressional resolution
was proposed by the Senate Judi-
iciary Committee. Sen. Wiley's com-
ments, urging Justice Dept. action
were inserted in the Congressional
Record March 2 issue.

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PRIZE of $1,000 scholarship
awarded to Glen Holt, high
school senior from Smithfield, N.
C., as winner of statewide Student
Forum for Safety quiz series. Ameri-
can Mutual Liability Insurance Co.
of Boston sponsored contest on WBIC
Greenboro, WPTF Raleigh and WBT
Charlotte, latter as key station. Sixty
students were chosen from area of
each station to participate in series of
10 shows, in which they were quizzed,
six each week, on safety problems.
Eleven short show piloted winners of
previous contests against another to
determine six finalists who were
quizzed in final show on WBT, which
was fed to statewide network.

Weather Facts
TWO shows on KOY Phoenix, Ariz.,
utilize weather reports in different
circumstances. At 6 a.m. daily, News
Editor Paul Gribben airs his phone
calls from police, sheriff and state
patrol headquarters. Highway and
road conditions, as well as weather
reports are given in calls. Daily com-
parison of temperatures between
Phoenix and Eastern U. S. areas is given
by George Graham on his Record Mat-
tinee show. Purpose of this feature is
to heighten the enjoyment of eastern
vacationers in Arizona.

'Alcoholism in Washington'

SERIES of eight broadcasts, Alcohol-
ism in Washington, aired over WMAL
Washington will discuss new Wash-
ington Alcoholic Clinic, work of Alco-
holics Anonymous and activities of
other organizations. Program is
aired by George Graham, managing
editor, WMAL.

Fire Covered
NEAR million dollar fire which razed
Hargrave Military Academy, Chatham,
Va., was covered by WVDY Danville,
Va., via battery operated Mini-tape
recorder. Announcer Dick Campbell
described inferno and one incident, in
which Mr. Campbell stood on the
building while explosion occurred in
side, necessitating a quick trip to
safety, was forwarded to Mutual.

Newsreel
Newsreel of the week is sponsored
by D. C. Health Dept., Alcoholic
Clinic, Washington Committee for
Education on Alcoholism, Washington
Evening Star and its WMAL.

Liberty Broadcasting System
Dallas, Texas
AFA CONVENTION
Come To Address 1950 Meet

FAIRFAX M. CONE, chairman of Foote, Cone & Belding, will be one of several prominent advertising and industry figures who will address the 46th annual convention of the Advertising Federation of America, to be held at the Statler Hotel in Detroit May 31-June 2.

Built around the general theme, "Advertising's Responsibilities in a Dynamic Market," the three-day program will cover from the standpoint of advertisers, media, agencies and creators. Featured speaker at an opening general luncheon session May 31 will be Eric Johnston, president of the Motion Picture Assn. of America. He will discuss "Challenges in a World of Propaganda."

A varied program is being prepared by Detroit host clubs headed by Charles B. Lord, retail advertising manager of the Detroit Times, and Edythe Fern Melrose, radio personality and member of the Women's Advertising Club of Detroit. Ted Little, vice president and general manager, Campbell-Ewald Co., is chairman of the convention's steering committee.

Initial list of speakers was announced jointly by Elliott Shumaker, Detroit general chairman for the convention and advertising manager, Detroit Free Press, and Elon G. Barton, president and general manager of the federation.

James A. Nassau
JAMES A. NASSAU, 51, radio pioneer, died Feb. 23 in the home of friends in Glenisle, Pa. He entered radio in 1918 as a staff member of 3XJ, first licensed experimental station in the country, at Glenisle. In 1923 he joined the former WLIT Philadelphia, as an announcer, remaining there until going to WFTL Philadelphia in 1938. He at one time owned WIBG Philadelphia and served as its program director until 1939. In 1949 he joined WAEB Allentown as program director, holding that position until his death. He is survived by a brother, Joseph M. Nassau, and an aunt, Sister St. Maurice, S.T.D., of Philadelphia.

Carrier Current
JOINT government-industry committee named by FCC last summer to obtain field intensity measurements of line radiating devices and systems is to meet June 6 at FCC's Washington headquarters, the Commission announced last week. Meeting date earlier had been set for March 21. Six working groups are now obtaining field data, FCC said, and are expected to complete their reports by Aug. 5. The FCC has invited all interested persons to attend the meeting. Among the groups affected in the proceeding are college "wired-wireless" stations.

CONSUMER MARKETS
makes easily accessible all the state, county, and city market indices that market and media men ordinarily use for market comparisons and selection.

IN ADDITION, the Service-Ads of many individual media contribute much helpful supplementary data that you will find useful in judging various market potentials.

Consumer Markets

One of many Service-Ads that supplement and expand the voluminous listed data in CONSUMER MARKETS.

Send for Full Explanation Folder describing in detail the scope and the information the 1949-1950 Edition of CONSUMER MARKETS makes available.

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KRLD MOVES
AM-FM-TV Now in One Bldg.

KRLD Dallas moved its AM and FM studio operations March 3 from the Hotel Adolphus to the new KRLD Bldg. on Herald Square at Pacific, Griffin and Camp Sts., which has been the home of KRLD TV since Dec. 3. Station had maintained studios in the Hotel Adolphus since 1926.

Station staff members made the switch in the hours between midnight and dawn, when office records, furniture, recordings and miscellaneous equipment were hauled to the recently completed new headquarters. Clyde Rembert, KRLD managing director, attracted a smooth changeover to careful advance planning dating back several months.

The KRLD Bldg., over which towers the TV antenna, is across the street from the Dallas Times Herald building, publishing affiliate of UNESCO, New York.

CAB Plans Meeting

PLANS now are nearing completion for the annual meeting of Canadian Assn. of Broadcasters at Niagara Falls, Ont., March 27-29. Guest speaker at the annual dinner on March 28 at General Brock Hotel, will be Dr. Robert Stanforth, liaison officer of UNESCO, New York.

Mr. Joe Field
Compton Advertising
New York City
Dear Joe:

Notice symphony's other day that's real important ter folks like you. Did you know that WCHS local blazes was UP in 1946 over what hit your ter town last year? WCHS sold more time ter local merch last year than it had in big year '45. Merchs here in W.Va. are growin' sick'n tired, they know that this ain't up time ter pull in yer advertising hammer. Ain't kids mighty significant to us too, when they lobbied 'round ter get their message ter kids' homes, they chose WCHS. Now we shall figure that what kin home folks called a message is what really counts, we know that you, our natural fellers feels it's some way, after all, you will have news ter station local folks turn to must ter keep their hearts 'pinion' strong, 'cause that's bound ter be kin' the most pleasant things to, um in Charleston hit's WCHS!

Yes, Algy

WCHS
Charleston, W. Va.

KGPL FIRE

Damage Estimated at $50,000

KGPL Missoula, Mont., found itself without a home when an early morning fire gutted the station's downtown studio Feb. 19. Station was back on the air eight hours after the flames broke out.

Firemen were still pouring water into the ruins when the station took the air from its transmitter-on schedule at 8 a.m. Manager A. J. Mosby had KGVL staffers at work as soon as possible, salvaging what could be saved from the ruin. Staffer Marion Dixon was able to rescue program logs and some transcriptions. Another control board, soundproofing, desks, typewriters and whatever equipment could be collected were installed in a nearby office building.

Though reported to be slightly cramped, KGVL was operating from its temporary headquarters by the next morning. Mr. Mosby estimated loss from the fire at about $50,000. The fire is believed to have started in the record library room to the rear of the two-story structure. About 85% of the records and transcription have been destroyed—a loss of about $10,000—Mr. Mosby said.

The building, owned by Mosby's Inc., was covered by insurance, according to Mr. Mosby. He immediately announced plans for rebuilding and estimated that work will not be completed for about six months. In the meantime, he added, KGVL will operate from its temporary studios.

Hearings Rescheduled

RESCHEDULE of hearings on fiscal 1951 funds for FCC and other independent offices tentatively has been set for March 21, a Senate Appropriations subcommittee spokesman said last week. Order of testimony to be taken has not yet been completed. A House Appropriations subcommittee already has concluded its sessions on 1950-51 funds, FCC officials testified before that group on President Truman's budget request for an approximate 2 1/2% increase in the agency's appropriations.

WJBK Gets Menjou

FREDERICK W. ZIV CO. has announced sale of its 15-minute "Mr. and Mrs." show, Meet the Menjou, for sponsorship to the Awrey Bakery chain in Detroit. Ziv said the Awrey-sponsored show will be heard for the next three years on WJBK Detroit. Agency is Ralph W. Sharpe & Assoc.

JOHN SINCLAIR appointed pro- production manager of WXG in Rich- mond, Va., succeeding ROBERT J. JENKINS, appointed promotion and production manager of station. Mr. Sinclair entered radio as an actor at KOA and KLZ Denver. He has been associated as production manager, announcer, program director or station manager with KSL, KUTA, Salt Lake City, KID Idaho Falls, Idaho, KLO Spokane, Kennewick, Wash., and WBRW Welch, W. Va. He was production director for WXG before his recent appointment.

GUNNAR BACK, formerly member of news staff of CBS, and author of prize-winning series, The Undiscovered, and another series, The Lonesome Road, starts new series, Alcoa in Ingredient, on WMAL, on WL that city (see Programs).

JERRY SPITFIRE, formerly announcer with KPRO Longview, Tex., KALB Alexandria, La., and WERS Cleveland, joins announcing staff of WERE Cleveland.

MALCOLM RICHARDS, formerly disc jockey for WCPQ Cincinnati, joins WJBK Detroit in similar capacity.

ED VIEHMAN, member of WCCO Minneapolis announcing staff since 1941, joins production staff. BILL WIGGINTON rejoins station as announcer.

ROBERT L. CARROLL, formerly with WHAP Hopewell, Va., and WTOM Bloomington, Ind., joins WCTW New Castle, Ind., as announcer and newscaster.

CHARLOTTE GARNER, formerly with WAGS Huntington, W. Va., joins cast of Macy'sModels show on WCKY Cincinnati, Ohio.

ROBERT C. MICHEL, formerly program director for WRK Cortland, N. Y., joins announcing staff of WBVR Syracuse, N. Y.

FRANK SHAPLER, formerly with KFQD Anchorage, Alaska, and KBYR same city joins KRMD Sheveport, La., as staff announcer and continuity writer.

EARL WITHROW, formerly with WJJD Chicago as program director, and WAIT same city as general manager, appointed coordinator of program and sales departments at Kool Phoenix, Ariz.

JUNE JENNINGS, new to radio, joins KWVW Pasadena, Calif., as copy writer.

LOUIS BREAULT, formerly public affairs director for WFAA Dallas, Tex., appointed head of continuity department.

HELEN BOYLE FREDERICK, formerly of WIBC Indianapolis, joins WLS Chicago copy staff.

JOE FRANKLIN, former technical advisor for ABC's Paul Whiteman disc jockey program, signed with WPAT Paterson, N. J., as consultant. Mr. Franklin, who currently is producing half-hour show on WJZ New York, and owns collection of more than 20,000 records, will produce and be m.c. for his own recorded show, Joe Franklin's Matinees. He also will work with station's other disc jockeys.

SCOTT YOUNG, former studio di- rector at WMCM-TV Milwaukee and production assistant at KBNH TV Hollywood, joins WKBV (TV) Chicago as producer. He is former radio actor, announcer and newscaster.

ROBERT E. HOLT, formerly with KICD Spencer, Iowa, and KFGW Kearney, Neb., in various capacities, joins WDTV (TV) Pittsburgh, as assistant coordinator.

JO STAFFORD March 28 joins CBS Club 15 for Tuesday and Thursday singing sessions. She replaces EVE- LYN KNIGHT.

JOHN FONDOJEF, film editor and chief projectionist for WAAV TV Baltimore, is the father of a girl, born Feb. 24.

RDN ALEXANDER, Hollywood and San Francisco freelance, and LESLIE SPURGEON, formerly Quean for a Day writer now with KRON-TV San Francisco, have announced their marriage.

HAL MOORE, disc jockey for WCAU Philadelphia, is author of book of poems to be published by Andrew Walker Co., Philadelphia. Poems were written for Mr. Moore's show, The Bugle Call.

FRED HENRY, program director, KLAC AM-TV Hollywood, is the father of a girl.

JACK MELROY, m.c. of ABC Breakfast in Hollywood, is the father of a girl, Marilyn Lodoule.

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Kansas City, Mo.

BROADCASTING • Telecasting
AUDIENCE REPORTS

BMB Mails Sets to Stations

BMB LAST WEEK mailed complete sets of Station Audience Reports—680 individual reports, a bundle of some 50 pounds—to members of the American Assn. of Advertising Agencies and Assn. of National Advertisers requesting them, Dr. Kenneth H. Baker, BMB acting president, reported.

He noted that in addition to these reports on BMB subscribing stations, advertisers and agencies may get reports on non-subscribers by requesting them through subscribers serving the same areas, provided that the subscribing stations are willing to pay the cost of tabulating these data. Dr. Baker added that BMB’s millions of punch cards are available through Statistical Tabulating Co., which handled the study, for any special tabulations which stations, advertisers and agencies want to order.

WHHH BANNED

Broadcast of Hearing Denied

WHHH Warren, Ohio, Tribune station, was barred by the Civil Service Commission March 1 from recording Police Chief William Johnson’s suspension hearing.

Transcribing equipment being installed in the court room was ordered removed by commission members after they had rejected WHHH’s request to record the session.

Although no official vote was taken among the three commission members on the subject, all three objected to the broadcast, WHHH reported. H. R. Farrell, WHHH manager, was told by Commissioner Mark Williams that broadcasting the hearing would prevent a fair trial. Mr. Williams gave no specific reason as to how a fair trial would be prevented, Mr. Farrell said.

Robert Meermans, WHHH attorney, argued that there was precedent for recorded broadcasts from this type of session. “Congressional committee hearings customarily permit wire tape recordings and newscast photographing during their sessions,” he declared. “In this area, it is customary. Tape recordings are made of Youngstown City Council sessions and the same has been done in the past here at Warren City Council meetings.”

Mr. Meermans told commission members that he contacted Chief Johnson’s defense attorney and the Warren safety-service director before the hearing and that neither lodged any objections.
Classified Advertisements

Payable in Advance—Checks and money orders only. Situation wanted at least 
$5.00 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per inch.
Deadline two weeks preceding issue date. Send box replies to Box Department, 870 N. Michigan Avenue, Chicago, Illinois.

Broadcasting is not responsible for the return of application materials (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Successful sales manager—Texas ABC and New York networks, with five years
ex- perience. Permanent. Equitable compen-
se. Experience in national advertising, please. Box 227E, BROADCASTING.

Sales manager for station in medium size market, less than 100 miles from
Boston. Salary plus commission. Per-
manent. Give complete record, refor-
mes, and sell yourself in first letter. If you have the stuff, the interview will be arranged. Box 457E, BROADCASTING.

Manager with good selling background, twenty years selling, twelve years in the west, forty days inde-
pendent in Manhattan, Kansas. Start-
ning salary $10,000. Please write for details. Must be thoroughly qualified in previ-
ous experience. Box 266E, BROADCASTING.

Wanted

Broadcasting Magazine, Chicago, Ill., needs
an announcer-engineer. Salary to be
arranged. Send full sales experience of
products. Box 415E, BROADCASTING.

Salesmen

1090 watt network station in Eastern
market, looking for an experienced
salesman. Box 407E, BROADCASTING.

Advertising

WANTED—Experienced mailorder
pitchman, over twenty years experience
in all night programming. Send disc, salary wanted and proof of your ability, full
mail, first reply. Only sober, con-
tentious men need apply. Box 294E, BROADCASTING.

Experienced

Southern network station will use
as announcer, with highest broadcast
class license. Box 428E, BROADCAST-
ING.

4300 watt, fulltime station in one of
the five cities needs first rate an-
nouncer. Must have experience in
$300 monthly plus any talent you
can attract. Box 430E, BROADCAST-
ING.

Announcer

Announcer with first class license. $60
per week for right man. Send full
details. Box 438E, BROADCASTING.

Can place young man with first ticket,
as announced in Chicago. Box 419E,
BROADCASTING.

Proctoric North Carolina independent. Will consider most
experienced man. Box 418B, BROADCAST-
ING.

Technical

WGM, Gulfport, Mississippi, has open-
ing for chief engineer.

Need engineer-announcer who can
handle two-way communities. Good com-
pany, send disc and sample commer-
cials to WCLF, South Boston, Va.

Production-Programming, others

Program director who can announce, has
five years in California network
station. Living and working conditions en-
couraging. Excellent salary and
discipline. Send letter and disc to WCLF, South Boston, Va.

Selling

Salesmen

WANTED—Successful salesmen to
sell 1000 watt station in southern
Florida. Twenty unusually successful
years in network radio. Must have
newspaper. Best of qualifications in
selling national accounts. Experience
in national advertising, please. Box 305B, BROADCASTING.

Selling

Excellent salesmen. Five years
in the game with some
benefits. Educational background
preferred. Send salary wanted and
experience. Box 324E, BROADCASTING.

Selling

Excellent young professional play-
by-play sports announcer. Five
years experience in the business.
Salary $50,000. Will work
anywhere. Box 343E, BROADCASTING.

Selling

Selling

Selling

Excellent young sports announcer
with proven ability. Will work for
reasonable terms. Box 343E, BROADCASTING.

Selling

Excellent young commercial
announcer. Five years
experience. Salary and
commission. Box 343E, BROAD-
CASTING.
NOBODY LOVES THE DISC JOCKEY!

Nobody but us, that is. We're a talent agency specializing in disc jockeys. In fact, far as we know—we're the only D. J. talent agency in the business.

If you feel, as we do, that D. J's will be here for a long, long time—maybe we should get together. We can do two things for you—(1) If you have a D. J. job open, we can find the right man for it—(2) If you have a time-slot that isn't doing right by you, we can provide a complete D. J. package—an experienced man plus a show format that has been dollar-tested in stations like your own.

Just drop us a note. Tell us what you want, how much you want to pay. We'll call you back. No ads for you to run, no wasted expenses, no subscriptions to return, no false alarms to chase after. We do everything for you. You pay nothing.

Kaye-Deutschman, Inc.
1440 B'way, N. Y. 18, N. Y.

—EVERYTHING IN DISC JOCKEYS—

BANK RADIO

Survey Finds Rising Use

MORE than 3,000 commercial banks—or about one out of every four banking firms in the U. S.—are expected to use radio this year, according to a survey of 1950 bank advertising completed by the American Banking Assn.

Out of a total of 2,800 banks responding to the survey, about 862 said they planned to use radio advertising, ABA said. Projecting this proportion to the total of 14,500 commercial banks in the country, about 3,200 excluding mutual savings banks, will allocate a portion of their advertising budget to radio.

Banks are expected to push such services as regular checking and savings accounts and auto mortgage and personal loans in that order.

Radio executives desire to obtain a detailed analysis of 1950 bank advertising plans should write to ABA's public relations council, 12 E. 36th St., New York 16, N. Y.

An allocation of $39 million will be spent this year, according to a recent tabulation of advertising purposes, falling under the $40 million mark set in 1949. Radio ranks fifth in use of media, according to ABA's survey.

BAB SALES DATA

Women's Shows Value Is Stressed

AN elaborate sales presentation on "Radio's Feminine Touch," first of a series designed by Broadcast Advertising Bureau to stress the value of particular types of programs, has been mailed by BAB to over 300 member stations.

The 32-page desk-top brochure will be distributed to national advertisers and agencies, along with a new directory compiling facts on over 700 women's programs now on the air. Directory was compiled by BAB cooperating with Assn. of Women Broadcaster, in response to requests from agencies and advertisers. About 1,100 copies of the brochure will be mailed.

Stations will be charged $7.50 per copy for the presentation in order to defray partially the bureau's expenses in connection with the project.

Measuring 11 by 14 inches and containing headline copy and bold illustrations, presentation provides case histories and other document data for advertisers. Pages are doubled and by unfolding the inner pages the sales presentation becomes a promotion piece.

Cites Advantages

Copy points out eight specific advertising advantages in women's programs. Program ads (1) reach a responsive group of women; (2) get immediate results; (3) bring rapid acceptance of advertising claims and quick demand for goods; (4) register believable, lasting impressions; (5) increase and broaden the advertising budget; (6) add human interest sales power; (7) turn loyal listeners into loyal customers; (8) deliver influence and impact on buying minds of women.

Other types of programs slated for future treatment in the copy series are news, sports, farm and transcription shows. Copy was written by Lee Hart, retail specialist, now on leave from his job, to give the writer an opportunity under supervision of BAB Director Maurice Mitchell.

HAMMOND NAMED

Gets Raytheon Sales Post

CURTIS R. HAMMOND, prominent sales figure in radio and TV receiver manufacturing fields, has been appointed equipment manager of Raytheon Mfg. Co.'s Receiving Tube Div., with headquarters in Chicago. He will take charge of sales of radio receiving tubes and cathode ray picture tubes to equipment manufacturers. Direction of the sales will be centered at Raytheon's Chicago warehouse.

Clifford H. Morse, reporting to Mr. Hammond, will continue to service the radio and television sales made by the East Coast, with headquarters at Newton, Mass. Mr. Hammond joined the company in 1945 after serving 13 years in sales and engineering work with Ken-Rad Tube & Lamp Corp.

KPAB CASE

Injunction Request Denied

REQUEST of KPAB Laredo, Tex., to secure an injunction against FCC's proceeding to revoke the station's license was denied Feb. 28 by Judge Edward A. Tamm of the U. S. District Court for the District of Columbia. Meanwhile the Commission postponed its KPAB hearing from March 5 to March 21. FCC has charged KPAB with transfer without approval.

KPAB contended that FCC's hearing was premature and violates principles of the Administrative Procedure Act. In its request for injunction, KPAB contended it should be notified of the errors FCC alleges it has committed and first be allowed to correct them in good faith before such drastic action as revocation is ordered [Broadcasting, Feb. 27].

FCC argued the Communications Act's provisions detailing revocation procedure allow adequate judicial relief and hence KPAB's injunction request was out of order. FCC also explained that, legislative background of the Administrative Procedure Act shows this act was not intended to set aside administrative and judicial procedures specifically established in older statutes, and in this case the Communications Act.

Miles Renews

### FCC ROUNDUP

#### New Grants, Transfers, Changes, Applications

**SUMMARY TO MARCH 9**

**Summary of Authorizations, Stations on the Air, Applications**

<table>
<thead>
<tr>
<th>Class</th>
<th>Total AM Stations</th>
<th>On Air</th>
<th>Licensed</th>
<th>Con'd</th>
<th>250</th>
<th>GPs</th>
<th>850</th>
<th>FMs</th>
<th>TV</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM Stations</td>
<td>2,673</td>
<td>745</td>
<td>2,078</td>
<td>267</td>
<td>56</td>
<td>48</td>
<td>24</td>
<td>146,555</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FM Stations</td>
<td>156</td>
<td>25</td>
<td>171</td>
<td>7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV Stations</td>
<td>50</td>
<td>18</td>
<td>32</td>
<td>0</td>
<td>4</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Non-Docket Actions**

**AM GRANTS**

Hilo, Hawaii—Island Bstg, Co., granted new AM station, licensed and conditioned installation costs $18,300. Co.

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#### FCC Actions

(Continued from page 60)

**March 9 Applications**

**APPLICATIONS AND OTHERS**

WPTD-TV, Miami, Fla., for transfer of license to WMMJ, April 13. Granted.

West Virginia—WVSN-TV, Wheeling, W. Va., is granted transfer to Grant L. Holcomb.

Grant L. Holcomb, owner.

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FCC Roundup

(Continued from page 75)

Decisions Cont.: "Mr. Marks says, that in Tulsa employees of many firms insist that they belong to their employers and want off the air hourly and watch for the workers’ numbers. Someone has started a number-listening service of selling $1 (see illustration page 25). "The impact in one city is so terrific that a competing station manager has approached us to see if we can ship up the contract," Mr. Marks said.

Officials of Social Security Administration in Washington said that the Social Security Act might be approved by Congress once before the time of the large advertiser. They indicated they might rather not have such use made of accounts numbers since it is often difficult for those on the need of keeping cards in safe places and don’t like the idea of people carrying their cards around because of cause of radio programs.

Chances Explained It was explained that since cards are based on a nine-digit formula (999,999,999 possible numbers) and only 90 million are out, the chance of a number representing an active card is one in 11 if the full number is read. Then there is the danger of people getting several cards through deceptive practices. However, a check, decription is possible; phoney names are used. The index has over a million Smiths, for example.

In Baltimore the Better Business Bureau looked into the plan of a Kentucky city had made an inquiry. The bureau indicated it was quite possible since it could find misrepresentation.

Stations listed by the Aarac agency as present users of the plan are: WXYK Evansville, Ind.; WBBR Macon Ga.; KFMM Tulsa; KSFL St. Louis; AKB Alliance, Pa.; WBBM Chicago, Ill.; WBBN New York; WBT Richmond, Va.; WCSS Cleveland; WBBF Waco, Texas; WWCW Paterson, N.J.; WBBR Providence, R. I.; WWDC Washington (modified version).

Legan Cites WJR

WJR Detroit was presented a distinguished service citation by Detroit’s Frederick M. Alger Post No. 96 American Legion Wednesday for the station’s “outstanding support of patriotic projects and Americanism programs.” The citation was accepted by William Sieberg, WJR’s treasurer. The post also announced that it had passed a resolution recommending the station for a national Legion award.

February Box Score

STATUS of broadcast station authorizations and applications at FCC as of February 28 follows:

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total authorized</td>
<td>2,254</td>
<td>762</td>
</tr>
<tr>
<td>Total on the air</td>
<td>2,118</td>
<td>722</td>
</tr>
<tr>
<td>Licenses issued (All on air)</td>
<td>2,045</td>
<td>485</td>
</tr>
<tr>
<td>Construction permits</td>
<td>182</td>
<td>265</td>
</tr>
<tr>
<td>Conditional permits</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>1,095</td>
<td>196</td>
</tr>
<tr>
<td>Renewals filed</td>
<td>492</td>
<td>37</td>
</tr>
<tr>
<td>Request to change existing facilities</td>
<td>228</td>
<td>37</td>
</tr>
<tr>
<td>Deletion of licensed stations in January</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Deletion of construction permits</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Deletion of conditional grants</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

License Fees

(Continued from page 82)
to develop fully the facts in relation to the cost of these services and to proper fees that should be charged therefor.

Sen. McClellan emphasized, however, that it is not the intention of the committee to assess "any charge for ordinary and normal governmental services." On the other hand, he said, consideration is being given to the question of which the government is essentially responsible (would be) borne by the recipients and beneficiaries thereof.

Many governmental departments will come under the committee's search. Included are the National Bureau of Standards and the Bureau of the Census. The latter's activities which perform services for any "special interest" would come under Sen. McClellan's category of services liable. The Bureau begins a natural concern for radio and television sets on April 1 for the 1960 decennial census (see story page 38).

FCC Asked For Data The FCC has been asked by the committee to provide data on service costs, present charges for any services rendered, a comparison of like services, how many stations would be affected should fees be recommended, and how large a fee would be applicable, the committee spokesmen said. Of particular importance to the committee are FCC's inspection services dealing with "transmitter devices and receiving equipment."
The committee, at this point, the spokesman added, believes religious and educational-owned stations would be exempt from any such proposed fee.

Staff investigators have no time limit to their probing. However, it was indicated that this information be obtained from departments polled in about "several weeks." It also was pointed out that an attempt to impose licenses on stations made in 1932 when the House passed a bill embodying such proposals, subsequently killed in the Senate. Committee members who overhearings are called "industry spokesmen will be afforded an opportunity to testify."

CCKT St. Catherines now operating with 1 kw directional antenna on 620 kc, having moved from 1550 kc.

FCC GRANTS

Regional grants on 970 kc, recommended for Bakersfield and Modesto, Calif., last summer, were set aside. In the meantime, new grounds that this evidence shows they may interfere with another [Broadcasting, Aug. 19, 1949]. Further hearing was ordered.

Marmat Radio Co., operator of KMAR (FM) Bakersfield, and Stanislaus County Broadcasting Co., Modesto, are the applicants involved. In the initial decision of Hearing Examiner Leo Resnick, Marmat received proposed grant for 1 kw night, 5 kw day, directional day and night and a 1 kw nighttime. The hearing examiner directed that the proposed grant on that channel with 1 kw fulltime, directional day and night. FCC denied for default the bid of Central Valley Broadcasters for 1 kw daytime on 980 kc at Merced, Calif.

The initial grants were set aside upon petition by FCC's general counsel, who contended that the soil conductivity measurements in that area show "severe co-channel daytime interference would exist" if both stations were finally granted.

Number Show

(Continued from page 85)

security numbers enter broadcast programming? "Take Birmingham, for example," Mr. Harris said. "Glen V. Tingley, president of WA-KY, phoned the other day. He had 5,000 phone calls the first day. Phones were jammed and the station couldn't do business."

"Then Mr. Tingley had an idea. The station went on the air with a phone-in and it turns out that listeners called in independent neighborhood grocers if they wanted to check on numbers that had been read on the air."

Mr. Tingley told BROADCASTING at the deadline that station salespeople had not been able to contact 100 stores that wanted in on the program. "I've never seen business roll in like this," he added. "We have signed 93 new accounts, approved and placed them on the books in the last two weeks. They are given brief, official copies, one sponsor before and one after each program. When the stations are assigned to answer telephone queries. They promise inquirers a list of "approved stores" and suggest the store owners be urged to contact the station if not among the sponsors. Numbers are posted in stores after they are read on the air." WRAX charges $5 to $10 a spot, depending on the size of the sponsor’s store, Mr. Tingley said.

Mr. Harris said that in Tulsa employees of many firms insist that they belong to their employers and want off the air hourly and watch for the workers’ numbers. Someone has started a number-listening service of selling $1 (see illustration page 25). "The impact in one city is so terrific that a competing station manager has approached us to see if we can ship up the contract," Mr. Harris said.

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General accountant. Undoubtedly would warranted revision and engineering! also division.

Similarly, the new Office of Chief Engineer will take over non-common carrier functions and personnel of the present Engineering Bureau. These are positions and personnel of the immediate office of the chief engineer and those of the Engineering Division (headed by W. Chaplin). Technical Research Division (headed by E. J. T. Men), and Frequency Allocation and Treaty Division (headed by L. Mabry). Chief Engineer's Office The present office of Chief Engineer includes, in addition to acting Chief Willoughby, Virgil Simpson as assistant to the chief; Rexon Rent, a member of the North American regional Broadcasting Committee, and Braxton L. Peele, chief of the cartographic and drafting unit. assistant chief engineers are William N. Krebs, George S. Turner, and Marion H. Woodward, who is in charge of the common carrier division and slated for a key post in the new Common Carrier Bureau.

Until further order the positions and personnel of the following two were transferred from the Engineering Bureau to the Office of Chief Engineer: Standard Broadcast Division (headed by James E. Perry); Television Broadcast Division (Curts B. Plummer); FM broadcast Division (Cyril R. Raum); Aviation Division (headed by Edwin L. Noble); Radio \( ^{1} \) and Television Division (headed by George K. Rollins) Marine adio and Safety Division (headed by Mr. Krebs); Public Safety and National Security Division (headed by Glen E. Nielsen); and Field Engineering and Monitoring Division (headed by Mr. Turner).

Observers feel the functions and duties assigned to the new Office of the Common Carrier Bureau may be taken to indicate the broad type of responsibility and authority which will be vested in the other bureaus in their respective fields, and that the reorganization is completed.

The Common Carrier Bureau's functions will consist of "carrying out the common carrier regulatory program of the Commission under applicable statutes, international agreements, and procedural regulations, including the regulation of common carrier rates, services, and accounting, and the licensing of common carrier wire and radio services."

Its duties include "initiation of rules and regulations, except as otherwise specifically provided in the law, and the enforcement of the provisions of the Chief Accountant, Chief Engineer, General Counsel, and the Special Legal and Technical Department." The latter is responsible for a half-dozen staff members who serve as special assistants to the Commissioners, aside from each Commissioner's individual legal assistant.

Other Duties Other duties of the bureau include participation on behalf of the Commission in international conferences; provision of assistance and recommendations to the Commission, and collaboration with representatives of state regulatory commissions and with the National Association of Utility Commissioners in making cooperative studies and the like.

The bureau chief's functions will include, aside from administration of bureau affairs, the initiation of policy recommendations to the Commission; the anticipation and analysis of program and policy problems; coordination of bureau activities with those of the other bureaus; maintenance of liaison with other government agencies on matters related to the administration of the Commission on Commission-wide and inter-departmental committees; dealing with members of the public and of the industries concerned.

Field offices of the Common Carrier Bureau will be located at New York, Chicago, St. Louis, and San Francisco. A chief will be named for each.

The broad overall functions of the General Counsel, Chief Engineer, and Chief Accountant under the new organization will be delineated as the realignment progresses. With respect to common carrier matters their duties are similar in their respective fields. For the General Counsel, these functions will consist of "carrying out the common carrier regulatory program of the Commission under applicable statutes, international agreements, and procedural regulations, including the regulation of common carrier rates, services, and accounting, and the licensing of common carrier wire and radio services."

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FRANK MCKINNEY
Mentioned as Army Secretary

ANOTHER broadcaster may become Secretary of the Army, it was reported last week, with mention of Frank E. McKinney, principal stockholder of WISH Indianapolis, as a prime contender for a place on the President's "little cabinet.

If named to the Army post, Mr. McKinney would succeed Cordell Gray, president and owner of WSJS Winston-Salem and WMT (FM) Charlotte, N. C., who has resigned to accept the presidency of the U. of North Carolina [BROADCASTING, Feb. 13]. Secretary Gray plans to leave Washington in August or September.

Mr. McKinney's radio holding is one of many interests which include partial ownership of the Pittsburgh Pirates baseball club (other owners are Bing Crosby and John Galbraith of Columbus, Ohio), of which he is president, and also a presidency of an Indianapolis bank. A treasurer of the Democratic Party's organization in Indiana, Mr. McKinney had been beckoned to Washington previously to serve as treasurer of the Democratic National Committee, but he declined. He has been interested in the study housing shortages at defense establishments, traveling to Alaska and reporting directly to Defense Secretary James Forrestal.

According to news reports, Mr. McKinney conferred with Washington officials earlier this month, at which time the Army secretaryship offer reportedly was made.

WILLIAM WARE
Named KSTL President

WILLIAM E. WARE, former president of the now-defunct FM station of KSTL St. Louis, it was reported last week. He succeeds Frank E. Pellegrin, who becomes vice president. KSTL is assigned 1 kw during the day and 5 kw at night.

Mr. Ware formerly was general manager, vice president and part owner of KSWI and affiliated KFMX (FM) Council Bluffs, Iowa. It was reported he received option to purchase part interest in KSTL. Mr. Pellegrin, former director of broadcast advertising at NAB, is vice president in charge of sales for Transit Radio Inc., to which he devotes considerable time.

KOH Increases Power

KOH Reno, Nev., outlet of the McClatchy Broadcasting Co., has announced it will increase its daytime power from 1 kw to 5 kw tomorrow and Wednesday. KOH, now on 930 kw in the daytime, will remain unchanged, the station said. KOH went on the air in 1928 with 100 kw. Power was increased to 500 kw when it became a McClatchy station in 1931, and to 1 kw in 1940. KOH frequency is 630 kc.

March 15, 1950 • Page 77
At Deadline...

MEXICO CITY SESSION ON NARBA PROPOSED

CONFERENCE in Mexico City between U. S. and Mexico to work out bi-lateral pact comparable to U. S.- Cuban treaty, in final stages at Havana late last week (story page 27), under consideration at weekend.

Both Cuban and Mexican pacts would be intended for inclusion in new overall NARBA. Suggestion made that all NARBA nations be invited to Mexico City instead of U. S., as originally thought in effort to draw up all treaty. It's speculative whether special delegation to Mexico City would be same as Havana delegation, headed by FCC Comm. Hyde, or a new group not identified with Havana sessions.

POLICY BOARD STUDIES FREQUENCY PROBLEMS

INITIAL PROBLEMS of organization canvassed Friday by President Truman's Communications Policy Board in group's first meeting, held at FCC [Broadcasting, Feb. 20, 27]. Headed by Dr. Irvin L. Stewart, 1934-37 FCC Commissioner and now president of West Virginia U., board is assigned to appraise frequency use and communications problems. FCC Chairman D. W. Rose attended session where informal statements were made by representatives of various government agencies interested in use of radio. Next meeting scheduled April 20.

Before meeting Dr. Stewart met with Sens. Edwind C. Johnson (D-Col.) and E. W. McFarland (D-Ariz.), who had similar communications studies underway, and entire board met with latter late Friday afternoon. Whole frequency situation and board objectives were reviewed with emphasis on international communications problems.

IMPROVEMENT CLAIMED IN CTI COLOR SYSTEM

SUBSTANTIAL improvement in operations of Color Television Inc.'s color TV system reported Friday following private showing for FCC members and staff executives. Viewers said quality of pictures—particularly color reproduction—was better in second session than in earlier showing, both for official record of FCC's color hearing, though some problems in registration and in monochrome reception of color signals were still evident. CTI, CBS and RCA are cooperating for FCC approval of their respective systems.

Meanwhile, Theodore A. Wetzel, Milwaukee, told FCC his "compatible" color system has "advanced considerably beyond the theoretical," that he actually has transmision and reception equipment and in a few weeks will be ready to request opportunity to demonstrate. FCC earlier had turned down bid to stage experiment on its equipment. He claims filters do not move and will fit any size screen.

AMERICAN ON CBS

AMERICAN TOBACCO Co., New York (tobacco manufacturing), effective April 2 will sponsor program Sunday, 7:30-8 p.m. on CBS. BBDO, New York, is agency. Show may be "This Is Show Business" currently in that period.

WHOL REORGANIZATION OPPOSED BY EASTON

NEW REORGANIZATION proposed by WHOL Allentown, Pa., was opposed Friday by Easton Pub. Co., operator WEEX (FM) Easton, as being contrary to FCC's rules and unfair in further comparative hearing ordered by Commission on original 1947 grant to WHOL [Broadcasting, Feb. 27]. Easton Pub. lost in competitive hearing to WHOL for 250 w assignment on 1290 kc, petitioned FCC to dismiss WHOL's transfer bid, filed in early February.

Further hearing was ordered by FCC upon remand of case following court appeal by Easton Pub. Commission among other things indicated it wished to redetermine qualifications of both applicants in view of ownership changes. Easton Pub. in petition explained WHOL ownership change to improve financial condition was approved by FCC while appeal was pending. New transfer of WHOL to group headed by Victor C. Diehm, it was said, also is to improve financial status which was one of original issues in case. Easton Pub. claimed to allow such further change would be to unjustly allow substitution of new applicant and improve competitive position of WHOL.

CHICAGO URGES UNFREEZING OF TV GRANTS TO CITY

ILLINOIS delegation in Congress and FCC notified by Chicago city officials that City Council has called for granting of full seven-station TV quota to which it is entitled under FCC's order. Local council also indicated it would oppose any further action taken by FCC in case which followed resolution first introduced by Alderman Pacini in January [Closed Circuit, Jan. 23].

Council complained that city only has been granted four licenses though it has applications for all seven facilities. FCC freeze will grievously injure Chicago industries and residents and impair city's ability to compete against New York and Los Angeles as TV center, resolution states.

INDUSTRY TV GROUP TO MEET WITH ASCAP

NEGOTIATIONS for per program licenses covering use of ASCAP music on television to be resumed March 15 when committees of TV broadcasters will meet with ASCAP group. This will be first meeting since Christmas as ASCAP officials have been fully occupied with working out details of consent decree to provide clearance at source on motion picture music, with license fees paid by picture producers rather than theaters.

Decree, expected to be filed in New York Federal Court this week, will modify previous consent decree which followed radio's revolt against ASCAP's demands and resulted in reorganization of society.

NAMED ERWIN WASEY V-P

THOMAS ERWIN named vice president and publisher of Wasey & Co.'s Chicago office.

DIAZ PROMOTED

RAY DIAZ, former traffic manager for ABC, promoted to Stations Dept. Friday, and Regina (N. Dak.) TM. Promotion is result of New York transmissions, elected to Mr. Diaz's former job. Mr. Diaz will be in charge of New York, New England and Ohio territories.

Closed Circuit

(Continued from page 4)

session in New York this week of President Miller's advisory committee (Clair McLough, WGAL Lancaster, chairman; Howard Lane, WJJD Chicago; Harold E. Fellows, WEEI Boston; Robert D. Swezey, WDSU-TV New Orleans; Cal Smith, KFAC Los Angeles). William B. Ryan, KFI Los Angeles, who is seen as foremost prospect, will be in New York as chairman of NAB's BAB Committee, and presumably will be interviewed as to availability.

WHILE NO ANNOUNCEMENT was forthcoming from Chicago meeting of committee on private invitation to President Truman there was substantial support for Mr. Ryan—if he's available. It wasn't unanimous, however, with indications of 4-1 split. President Miller understood to regard Mr. Ryan as acceptable as his second in command for $25,000 post.

ACTION OF FCC in WBAL Baltimore renewal case wherein Pearson-Allen seek to wrest 60,000-w facilities from Heast-owned outlet, may take unusual Commission turn, split 3-2 (Coy, Walker and Webster for Pearson-Allen, and Ryan, Test for WBFY renewal). Two separate opinions—one written as if to grant WBAL renewal, and other to grant Pearson-Allen—are being prepared. Then exceptions and oral argument would follow prior to "final" decision. Comr. Jones didn't participate because of Pearson vendetta against his confirmation two years ago, in which Mr. Pearson did ignominious prat-fall when Senate unanimously confirmed nomination.

O. L. (Ted) TAYLOR has resigned effective April 1 as manager of KGQ Amarillo and KPYO Lubbock, Tex., but Taylor Co. will continue to represent stations in national spot. He will devote energies to Taylor company operations and to his owned-stations.

KBTV (TV) Dallas, acquired by Dallas News from Potter Television Co. for $575,000, approved last week by FCC, will become WFAA-TV Dallas. Mr. Ryan, city manager of KGQ and KGQ Amarillo and KPYO Lubbock, Tex., but Taylor Co. will continue to represent stations in national spot. He will devote energies to Taylor company operations and to his owned-stations.

NEW APPROACH indicated in renewal of license proceedings involving G. A. Richards stations (WJR Detroit, WGAR Cleveland and KMPC Los Angeles) scheduled to begin today in Los Angeles. American Jewish Congress and other agencies which figured in pre-hearing interchanges have elected to sit on side-lines as observers, rather than file applications. I-99, operated by Community Broadcasting Co., is termed "headquarters organizations will be alert to new course considered.

ANOTHER "radio day" at White House last Wednesday. Almost in succession, President Truman had interviews with FCC Chairman Wayne Co, CBS President Frank Stanton and House Majority Commerce Committee Chairman Robert Crow at White House. Following this interview President was not quoted, but it was generally surmised that overall radio-TV pictures were discussed, since: Chief Executive has evinced avid interest in subjects late.

CBS POST TO OMMERLE

HARRY G. OMMERLE, former package producer, appointed manager of program sales for CBS, effective March 20.

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