Twelve-year-old Judith Anne Prelipp, of Seymour, Wisconsin, won a radio for herself, another for her classroom, and a trip to Chicago to be guest of honor on the WLS National Barn Dance.

49 other boys and girls, from big Chicago to the smallest rural community, from public, parochial and private schools in the Midwest, won radio sets for themselves and companion sets for their classrooms.

But much more important... 5,271 boys and girls who submitted essays to the WLS “School Time” contest, gave extra thought to what it means to be an American citizen... to our American way of life.

WLS “School Time,” only daily classroom series broadcast by a commercial station in the Midwest, takes pride in this vigorous response to its continuing efforts to help build better citizens—true Americans—for tomorrow.
LOUISVILLE IS NOW ENJOYING

Televison IN THE WHAS Tradition

WHAS-TV
Louisville, Kentucky

VICTOR A. SHOLIS, Director  NEIL D. CLINE, Sales Director
You Get 4 Top Programs at a Cost of Only 2

ALAN LADD "BOX 13"
52 Half Hour Mystery Adventure Shows

DAMON RUNYON THEATRE
52 Half Hour Dramatized Famous Runyon Stories

THE UNEXPECTED STAR-STUDDED CAST
39 Quarter Hour Ironic Twist Dramatic Programs

"BEHIND THE SCENES" with Knox Manning
89 Five Minute Narrative Human Interest Stories

STRIKE IT RICH IN ’50
OVER 100 ORDERS IN LESS THAN 3 WEEKS
STATIONS HIT THE "SPOT" JACK POT.

YOU BUY THESE
YOU GET THESE AS A BONUS

You Get Free...
39 Episodes of "The Unexpected" and 89 episodes of "Behind the Scenes" as a BONUS, on buying Alan Ladd and Damon Runyon on a 52-week, non-cancelable basis.

Prices Like These:

Population

Up to 25,000   $15.00 for both Ladd & Runyon
25,000 to 50,000  22.50 for both Ladd & Runyon
50,000 to 75,000  25.00 for both Ladd & Runyon
75,000 to 100,000  27.50 for both Ladd & Runyon
100,000 to 150,000  30.00 for both Ladd & Runyon
150,000 to 200,000  35.00 for both Ladd & Runyon
150,000 and over   40.00 for both Ladd & Runyon

Larger Market Quotations Upon Request

You Get Free...

39 Episodes of "The Unexpected" and 89 episodes of "Behind the Scenes" as a BONUS on buying Alan Ladd and Damon Runyon on a 52-week, non-cancelable basis.

Plus

25% Discount...

If all or part of either the "Box 13" or "Damon Runyon Theatre" series has been used in your market, you will receive a big 25% discount on these programs used.

NETWORK CALIBRE Programming to Fit Local Sponsors’ Pocketbooks

Box 13—Successfully used on some 400 U.S. and Canadian stations, with ratings high as 19.2. Being rerun in some 20 markets including New York, Los Angeles, San Francisco, Denver, etc.

Damon Runyon—Features John Brown ("Digger O’Dell") of "Life of Riley" and "Al" of "My Friend Irma"). Already being used in some 100 markets in less than one year after its release. After only the 8th program and with no promotion, received a 12.1 rating in Los Angeles (44.2% of the audience).

The Unexpected—Each program a complete episode. Features such stars as Marsha Hunt, Lyle Talbot, Jack Holt, Jackie Cooper, Binnie Barnes, Barry Sullivan, etc.

Behind the Scenes—Featuring the voice of Knox Manning, one of radio’s greatest personalities. Manning narrated the best documentary film made in 1945. It won an Oscar. It was his voice you heard in the Academy Award Winner, "A Boy and His Dog," and "Facing Your Danger." Aside from such outstanding radio series as "Sherlock Holmes," and "Hollywood Preview," Knox Manning has had more than 500 movie credits.

WMOU—BERLIN, N. H.
Took Our Package Offer
Used SPOT ANNOUNCEMENTS
Turned $780.00 into $2556.00

Clever merchandising of easy-to-sell spot announcements to local sponsors paid off in added revenue and listeners for WMOU. Here’s how it was done:

39 The Unexpected—2 Announcements
52 Ladd Shows—3 Announcements each
89 Behind the Scenes—2 Spots each
568 Spot Announcements @ $4.50 ea.

WMOU 312 Spot rate @ $2256.00
Cost of Special Package in WMOU Market . . . $780.00

PROFIT . . . $1776.00

WRITE OR WIRE TO GET THIS RADIO BARGAIN FOR YOUR MARKET

Mayfair TRANSCRIPTION CO.
8515 SUNSET BOULEVARD
LOS ANGELES 46, CALIFORNIA

IS BOB HOPE going CBS? Transaction, similar to his pal Bing Crosby's deal, on capital gains basis, has been offered by CBS. Conversations followed word of plan of Lever Bros. to cancel out Hope on his NBC show. Hitch might be TV rights, since there's question whether Hope contract with Paramount permits kinescoping. Crosby has full TV rights.

WHETHER MUTUAL will tie-up with M-G-M may be settled within few weeks. After months of conversation, it's now reliably reported that mid-April deadline has been set on acceptance of proposition to M-G-M board which entails Mutual shareholders receiving about $1,600,000, and with commitment that M-G-M will operate network for minimum of five years.

THERE WILL be no final determination of new general manager of NAB until full board of directors gets together in pre-convention huddle in Chicago about April 16. Board advisory committee met in New York last week and decided to explore matter further. Five-man committee conferred with William B. Ryan, general manager of KFI Los Angeles, regarded as formidable prospect for $28,000 post, but its function is simply recommendation to President Miller and full board. Committee hopes to bring in unanimous choice.

IN LAST-DITCH effort to quell Cuban radio uprising against tentatively approved U. S.-Cuban NARBA treaty (story page 25), U. S. Ambassador Robert Butler may confer with Cuban President Prio early this week to urge agreement. Same high-level approach was made in attempt to unsnarl U. S.-Cuban differences at earlier Montreal sessions.

FRED ALLEN reportedly considering launching television show on NBC-TV from Chicago, probably next fall if plans materialize. Comedian understood to believe Chicago is more sympathetic to artistic enterprises than commercial hotbed of New York.

ALL-RADIO PRESENTATION COMMITTEE, at meeting this week, will consider offer of Schwerin Research Corp. to conduct audience reaction tests on "Lightning That Talks" preliminary to preparation of 20-minute version of promotion film for showing to general public.

WHO WILL HEAD FCC's new Broadcast Bureau—key spot in regulation of radio and TV under realignment plan? Harry Plotkin, senior assistant general counsel, is awowed candidate and believed to have support of Chairman Wayne Coy. But another name mentioned is John A. Willoughby, who relinquishes chief engineer's post effective April 3 when Curtis Plummer, present assistant chief in charge of TV, assumes newly created chief (Continued on page 90).

**Upcoming**

- **March 27-30**: Canadian Assn. of Broadcasters annual meeting, Brock Hotel, Niagara Falls, Ont.
- **March 29-April 1**: ANA Convention, Homestead, Hot Springs, Va.
- **March 30-April 1**: AAAA Convention, Greenbrier, White Sulphur Springs, W. Va.
- **April 12-19**: NAB Convention Week, Stevens Hotel, Chicago.

(Other Upcomings on page 89)

**Business Briefly**

- **P & G ACTIVITY**: Procter & Gamble Co., Cincinnati (Dreft), planning early morning tests aimed at farm audience in Des Moines and other mid-western markets. Company (for Oxydol) also mulling TV version of Revulol radio series this fall on ABC, Agency, Dancer-Fitzgerald-Sample, New York.
- **JOE D'IMAGGIO TO NBC**: Joe DiMaggio Show moves April 15 from Sat., 11:30-12 noon on CBS to Sat., 7:30-8 p.m. on NBC. M&M Ltd., Newark (candy), is current sponsor but change in sponsors expected with move to NBC.
- **HEIDT TV SHOW**: General Motors (Buick Div.) through Kudner Agency, and Philip Morris (cigarettes) through Blow Co., New York, considering TV version of Horace Heidt show. Philip Morris sponsors radio series on CBS, Sunday, 9:30-10 p.m.

**BERLE TAKES TOP RANK IN NEW YORK HOOPOERATINGS**

- **TOP THREE programs in New York Hooperatings, based on all homes, for February, were television. Highest ranking radio show was fourth in list of first 15. Nine TV shows and six radio shows consisted first 15.
- **Leaders were Milton Berle (TV) 25.6, Arthur Godfrey's Talent Scouts (TV) 17.6, Toast of the Town (TV) 16.5, Arthur Godfrey's Talent Scouts (radio) 14.5. Among "radio only" homes, leading programs were Arthur Godfrey's Talent Scouts 21.3, Radio Theatre 21.1, Bing Crosby 15.5. Among TV homes, leading programs were Milton Berle 68.3, Arthur Godfrey's Talent Scouts 45.3, Toast of the Town, 42.4.

**ELLIS A. GIMBEL**

- **ELLIS A. GIMBEL, 64, chairman of the board, Pennsylvania Broadcasting Co. (licensee of WIP Philadelphia), died late Thursday in Philadelphia following four-day illness. Mr. Gimbel, uncle of Benedict Gimbel Jr., WIP president and general manager, also was chairman of board of Gimbel Bros., department store chain founded by his father, as well as philanthropist. Among survivors present at death were Ellis A. Gimbel Jr., son; Mrs. Fridolyn Graham, daughter, and Mrs. Richard Gimbel, daughter-in-law.

**JOIN COMPTON AGENCY**

- **DONALD S. FROST**, formerly with Bristol-Myers Co. and Robert L. Nourse Jr., formerly with W. Earl Bothwell Inc., have joined Compton Adv. Mr. Frost will headquarter in New York office of agency as account executive for Drene shampoo and Mr. Nourse will be based at Hollywood office as account executive.

**LANTZ TO BRISTOL-MYERS**

- **WALTER F. LANTZ**, formerly with Lambert Pharmacal Co., New York, has joined Bristol-Myers Co. as advertising manager.
WDEL-TV advertisers are certain of three important things. First, they are assured the clearest picture for their products. Second, they reach the entire Wilmington, Delaware market—the chemical capital of the world. Third, their advertising is seen and heard by an established, enthusiastic audience showing a consistent and phenomenal growth. NBC network shows and versatile local programming make WDEL-TV a necessity in this market. Write.

WGAL-TV is an advertising must in the large, prosperous Lancaster, Pennsylvania market. It is the first and only television station in the area, no other TV station reaches this important section. The number of its viewers is showing an amazing growth. Audience loyalty and appreciation are assured through skillful local programming and the top shows of all four television networks—NBC, CBS, ABC and DuMont. No matter what your product—if you want to sell this extensive Pennsylvania area you need WGAL-TV. Write.

Represented by Robert Meeker Associates

Steinman Stations
Clair R. McCollough, General Manager

WGAL-WGAL-TV-WGAL-FM
Lancaster, Pa.

WKBO-WBBO
Harrisburg, Pa.

WDEL-WDEL-TV-WDEL-FM
Wilmington, Del.

WRAW
Reading, Pa.

WORK
York, Pa.

West West-FM
Easton, Pa.
because it proves, to every radio time buyer, something that's well worth knowing:

WFBM has one of the nation's soundest, most sales-producing promotion programs—not just for Kroger's, but for ALL of its advertisers!

We appreciate this fine acknowledgment of our efforts for promotion of Kroger's recent $65,000 Brand Name Treasure Hunt in a contest conducted among 31 of the nation's top stations. And, we're pleased to share top honors with WCHS, Charleston, and WAGA, Atlanta.

First IN INDIANA ANY WAY YOU JUDGE!
first

in Power

and Results

50,000 Watts

Radio—America's Greatest Advertising Medium

WJR

Michigan's Greatest Advertising Medium

Represented by

Petry

The Goodwill Station, Inc., Fisher Bldg., Detroit

G. A. Richards
Chairman of the Board

Harry Wismer
Vice President and General Manager
ANY ADVERTISER
Can...
MOST ADVERTISERS
Should...
USE
SPOT
RADIO
FEWER DOLLARS
SPENT...
EACH DOLLAR
WORKING HARDER

Shrewdly invested, your Spot Radio
dollar works at peak advertising efficiency
—only the markets you want—on the
station that serves it best—with
both program and time pointed at
the very audience you want.
That means waste pared way, way down
...effectiveness piled on thicker.
You harness radio’s mighty power
and drive it along the specific road
you want to travel.
No better starting point than this
potent station roster.

Represented Nationally by
EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT
ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA
WILLIAM KOSTKA, formerly with United States Brewers Foundation, New York and NBC, assumes management of W. W. MacGruder Inc., Denver agency, as executive vice president and general manager. Firm name changed to MacGruder, Bakewell & Kostka Inc. ROBERT D. MACGRUDER is president of new firm and GEORGE BAKEWELL Jr. is secretary-treasurer. Mr. Kostka will continue his public relations firm, William Kostka & Assoc.

HERBERT L. STEINER, who joined Ben Sackheim Inc., New York, on Jan. 1, elected a vice president and director of company.

JOHN WILSON, formerly copy supervisor with Kenyon & Eckhardt, New York, joins Dancer-Fitzgerald-Sample Inc., New York, in its copy department.

FARQUHAR & BAIR Adv. formed by JOHN T. FARQUHAR and EDWARD J. BAIR Jr. Offices in First National Bank Bldg., Utica, N.Y. Mr. Farquhar has been associated with agencies for past 12 years as radio and television director. Mr. Bair was art director at Devereux & Co., Utica. TED E. DAKOVE joins firm as account executive and merchandising director. Mrs. VIRGINIA BAIR is space buyer and production manager.

JACK PETERSON, formerly radio producer at CBS Chicago and more recently with Herbert H. Horn Inc., Los Angeles, joins Barns Chase Co., San Diego as radio-television director.

E. JOHNNY GRAFF, program director of WBKB (TV) Chicago, named vice president in charge of radio and television for Kaufman & Assoc., Chicago agency.


GILBERT McCLELLAND, former director of MBS Midwest operations, joins radio department of Leo Burnett Agency, Chicago.

RUTH JAROS CERRONE, formerly with Pedlar & Ryan, New York, joins creative staff of Sullivan, Stauffer, Colwell & Bayless, New York.


STUART R. SMITH, formerly manager of Canadian Adv. Agency Ltd., Toronto, joins James Lovick & Co., Toronto, as director and manager of Toronto office. He formerly was with Young & Rubicam, Toronto.


ANTON BONDY, formerly with J. Walter Thompson Co., New York, and BBDO, same city, joins media department of Kenyon & Eckhardt, New York.

BUD HOLTZMAN joins Gerome Adv. Inc., St. Louis, as head of television department. He formerly wrote radio scripts for WENR, WGN and WCFL all Chicago, KMOX St. Louis and Playmakers Production Co.

W. H. LONG Co., York, Pa., advertising agency, elected to National Advertising Agency Network.

YOUNG & RUBICAM, New York, commended by Greater New York Chapters of the Red Cross for "outstanding cooperation" for donations to volunteer blood program.

BILL JONG, formerly of Art Center, Los Angeles, joins Hal Stebbins Inc., that city, as production manager.

MARION E. WELBORN, for past two years partner in Associated Adv., Los Angeles, joins Walter McCreery Inc., as business manager for three agency

(Continued on page 79)
WVOK
690 KC
50,000 WATTS cp*
appoints
RADIO REPRESENTATIVES INC.
as
National Sales Representatives
Offices in
NEW YORK
CHICAGO
SAN FRANCISCO
LOS ANGELES

- WVOK serves Dixielanders with "their" kind of music
- WVOK carries more "live" hill billy music than any other Birmingham station
- WVOK pulls more mail than any other Alabama station (over 5,000 letters per week)

Cover Alabama's rich number one market... and receive plus coverage of all Dixieland...

BUY WVOK
BIRMINGHAM

Iralee Benns, Pres.
W. J. Brennan, Com'l Mgr.
we're finally settled 'n rarin' to go, at
OUR NEW AUDITORIUM STUDIO

1440 N. MERIDIAN STREET

PILLSBURY MILLS, Minneapolis, for Pillsbury's Best Flour, will sponsor Jack Hunt folk music, transcribed quarter-hour strip, on 40 stations from today (Monday) through May. Agency: Leo Burnett, Chicago.

BEST FOODS Inc., New York, for Rit dyes and Shinola shoe polish, begins one-minute and chainbreak schedules for both products in from 75 to 80 markets early in April, to continue through June. Markets increased on each about 15% since last spot campaigns. Agency: Earle Logan, Chicago.

PHILIP MORRIS & Co., through Blew Co., New York, to sponsor interviews by Dixie Dean preceding and following Yankee home games over WABD (TV) New York, beginning April 21. Schedule calls for 63 daytime games and 14 night games.


HEWLETT Bros., Salt Lake City (jams, jellies, syrups, preserves), appoint Ross Jurney & Assoc., same city. Firma starts mid-morning show over KDYL Salt Lake City. Ralph Herbert is account executive.

SHOTWELL Mfg., Chicago (marshmallows, candy), names Reinecke, Meyer & Finn, same city, to handle its advertising. Media plans will be set within fortnight, with radio and TV being considered.


PURE OIL Co., Chicago, will sponsor one-minute and 20-second sound-on-film commercials in evening hours in 13 markets, five per week, for 13 weeks starting end of April. Agency: Leo Burnett, Chicago. Petroleum products and automotive accessories will be advertised.

ADLER Co., Cincinnati (socks), begins first TV test in Chicago on WNBQ (TV) with two 20-second spots weekly for six weeks. Agency: Ruthrauff & Ryan, Chicago.

MODGLIN Co., Los Angeles (Perma-Broom), appoints Compton Adv., Hollywood, to handle advertising, effective June 1. Media plans now being discussed.

ATCHISON, TOPEKA and SANTA FE Railway, Chicago, through Leo Burnett Agency, same city, will sponsor one-minute sound-on-film TV spots in Chicago, Detroit, Los Angeles and New York from April 1 for six weeks. Each market will have 26 spots.

WESTCHESTER AQUARIUM appoints William Warren, Jackson & Delaney, New York, to handle its advertising. Radio will be used.

Network Accounts • • •

ARMSTRONG CORK Co., through BBDO, New York, buys Tuesday, 9:30-10 p.m. time on NBC-TV, beginning June 6, for new dramatic program being built by NBC-TV and as yet untitled.

BILTMORE TUNA, San Francisco, starts sponsorship of Cicco Kid, Frederic W. 21v package, on 12 Don Lee stations, Wednesday, 7:30-8:00 p.m. PST. Contract for 28 weeks. Agency: Harrington-Richards, San Francisco. INTERSTATE BAKERIES Corp., Kansas City, Mo. (Weber's Bread) currently sponsoring program on 12 Don Lee stations through Dan B. Miner, Los Angeles.

HOTPOINT Inc. purchases one-shot on CBS radio network, 5-6 p.m. Sunday, May 14 for special Mother's Day show. Maxon Inc., New York, is agency. Show will be dramatic program.


(Continued on page 79)
Last Summer, sixty national spot and local advertisers (25% more than the year before) used wcco all Summer long. Just as they did all year round. Many for the tenth straight year.

They have found that Summer campaigns on wcco make their sales grow. Because during June, July and August their customers in wcco territory spend more than $686,000,000 on all kinds of retail products.

Better still, wcco produces big Summer profits at a low Summer cost-per-thousand. In fact, since 1946, wcco’s average daytime Summer Hooper has jumped up 38.3%. And the cost-per-thousand has dropped 29.8%!

To be sure your sales grow all year round, join wcco’s sixty year-round sponsors. Just ask us or Radio Sales about a hot sales-personality (like Bob DeHaven, for one). You’ll find wcco sends sales UP with the temperature!
From where I sit

by Joe Marsh

Handy and Easy Are Both Wrong

Handy Peterson and Easy Roberts got in quite an argument the other day over at Fred’s Garage about the best spot to fish up at Green Lake.

“Opposite the old sawmill is the best spot,” says Handy. But Easy “pooh-pooh’s” him. “I’ve seen the biggest fish caught off Cedar Point,” says Easy. “I’ve been catching them there for years.”

Then Fred goes and brings out the biggest mounted rainbow trout you ever saw. “Bet you that was caught at the sawmill,” comments Handy. “Cedar Point,” says Easy. “Well,” says Fred, “you’re both wrong. I caught this baby right out in the middle!”

From where I sit, there are always two (or more) sides to every story. Let’s live and let live in the true American tradition of toleration. Your opinion is worth a lot, but so is the other fellow’s—whether it’s on politics, the best fishing spots, or whether he likes a temperate glass of beer and you like buttermilk.

Joe Marsh

Copyright, 1950, United States Brewers Foundation
a truly portable Field-Intensity Meter

- Weighing only 12½ pounds—including batteries, here's a small, compact field-intensity meter of high accuracy that carries around like a portable radio and operates almost as simply. You tune in a signal, adjust a built-in calibrating oscillator and receiver gain and read signal intensity directly in microvolts-per-meter. No charts, curves, or correction factors to worry about. No computations to make.

Designed with a wide sensitivity range of 10 microvolts/meter to 10 volts/meter, Type WX-2C enables you to make field-strength readings anywhere—from the very shadow of your transmitter, to the toughest location "down-in-the noise." Plenty of front-end selectivity, too. Loop antenna Q is approximately 100 at one megacycle; An r-f amplifier stage provides a very high order of image rejection.

Power supply: Ordinary flashlight dry cells for the quick-heating tube filaments—and a 67-volt battery of the size used in camera-type radios for the B supply.

A lot easier now to get the facts on your coverage, service area, and antenna efficiency... with RCA's new portable WX-2C. Ask your RCA Broadcast Sales Engineer for the facts. Or write Department 19-CC, RCA Engineering Products, Camden, New Jersey.

RCA Type WX-2C
540-1600 kc.

The new Portable Field-Intensity Meter, RCA Type WX-2C shown one-third actual size. A loop antenna is built right into the lid.
PROMOTIONAL play by KLER Rochester, Minn., on the hidden coin trick brought thousands of coin seekers milling about downtown streets in search for one of the payoff digits, according to General Manager Walt Brueze. The coin promotion, part of the "Golden Opportunity" campaign by KLER, utilized 16 teams of "coin droppers" who distributed 362 pieces between 7 and 8 p.m. on Feb. 20. Eighteen Rochester merchants cooperated in the drive which emphasized opportunities in America and acquainted people with call letters, frequency and program offerings of the station.

At deadline for the return of coins, 362 coins had been turned in, KLER, an ABC outlet, reports. Grand prize, consisting of a two-week vacation in Hawaii, was awarded to Mrs. W. C. Robinson, Rochester housewife, who brought in the first large coin. Other prizes ranged in value from electric blankets and toasters down to Zipp lighter. Contest was preceded by newspaper ads, station spot and merchant participation.

WHEN he was in elementary school, Milton Joseph Stephan's favorite subject was composition. This subject was to lead him into radio and television and eventually to his present position as director of radio and television for Allen & Reynolds Advertising Agency in Omaha.

Today, the radio and television department of Allen & Reynolds, under Milt's direction, is producing, writing and creating shows and announcements for over 50 clients.

Milt was born in Omaha on Aug. 11, 1924. After discovering his bent for composition in his early school years, he augmented this by packing in more than the required amount of subjects for a college preparatory course, with journalism, advertising or law in mind.

When he left high school, however, Milt decided upon practical experience over attending a university. While vacationing in California, he decided to seek employment there. For better than a year, he was associated with a patent medicine firm and watched closely the methods used in its marketing and advertising.

His entry into the advertising world was interrupted by the war. Milt had three years' service in the Navy, two of which were continuous overseas duty.

Still planning to make radio advertising his career, the ex-sailor made his official entry into radio: via an Omaha station and soon became director of continuity at Omaha Mutual outlet, KJON. Although television had not yet reached Omaha, Milt put in every available moment preparing for the advent of the medium.

He joined A & R July 12, 1947. Milt considers every campaign his favorite one - while he's working on it. Looking back on several campaigns, however, he especially likes to recall the Peter Pa Bread "Strength an Energy" series of transcribed spots with Jim Ameche narrator. Lately he has written and produced transcribed spots designed to increase the sales of TV sets in Omaha. This series of spots is the backbone of an industry-wide campaign sponsored by the Nebraska-Iowa Electricians Council, and designed to introduce television sets into 8,000 more homes within a 30-day period.

From the family standpoint, Milt has purchased a new home and i engaged to be married in May. He is a Mason, Nebraska Blue Lodge #1, A. F. & A. M. He likes to hunt and fish and, in addition, hopes some day soon to start building and collecting scale model replicas of automobiles.
Daytime listeners prefer WGAR. Hooperatings (Dec. '49-Jan. '50) show that from 8 A.M. to 7 P.M. weekdays, WGAR has the first five top rated shows... and 12 of the top 15! WGAR programs are first in 28 out of the 44 quarter-hour periods!

Popularity goes hand in hand with promotion. WGAR paid for lineage on station and program promotion appears regularly throughout the year in 15 leading northern Ohio newspapers. One copy of each of these newspapers with a WGAR ad, stacked together, would tower 18 feet! WGAR believes in advertising!

in Northern Ohio... WGAR
the SPOT for SPOT RADIO

Right: Mr. William E. Hunger, President and Treasurer of the Union Oil Company of Ohio, member of Cleveland Petroleum Club, Ohio Petroleum Marketers Association, Cleveland Rotary Club and Cleveland Chamber of Commerce. Left: Mr. L. L. Altman, Vice President and Secretary of the Union Oil Company, member of Cleveland Petroleum Club, Ohio Petroleum Marketers Association and National Paint, Lacquer and Varnish Association. Union Oil is a WGAR advertiser.

Don Hyde with “This Is Cleveland” is one example of a WGAR program available for sponsorship. “This Is Cleveland” features Clevelanders in the news and life in the city from an unusual angle. It includes such on-the-spot tape-recorded events as a jury-fix and the confessions of a dope addict.

RAD1O... America's Greatest Advertising Medium... WGAR... CBS... 50,000 watts... Represented Nationally by Edward Petry & Company
Well, not intentionally. But BROADCASTING—Telecasting will tell anyone who wants to know exactly how hundreds of national spot and network advertisers used radio and television in 1949. You’ll find it all in the APRIL 17th ISSUE . . . which incidentally is the same issue covering the NAB convention.

**from A to Z**

Here you’ll find the stuff that planning board sessions and leading time buyers consult all through the year . . . BROADCASTING’s copyrighted product analysis of 29 basic groups, from automotive to cigarettes to toiletries. On April 17th we’ll tell . . .

* national spot expenditures in 1949 by 29 product groups
* network gross expenditures in 1949 by product groups
* who spent the most advertising dollars and where in 1949
* how competing products split their advertising budgets between radio and television
* active spot accounts in 1949
* individual product analysis showing leading network and spot advertisers

**plus — — advertisers analysis**, the forecast by key people of business prospects for broadcast advertising during 1950.

Yes, sir, right here between the covers of BROADCASTING you’ll find this wealth of information. It’s a *really* complete analysis of network and spot advertising by every major classification of industry, company and product divided according to radio and television.
WHAT EVERY TIME BUYER, EVERY RADIO DIRECTOR WILL WANT
... this treasure house of data with year 'round worth ... an exclusive source for fundamental facts on broadcast advertising.

WHAT EVERY STATION SHOULD DO (now)
In a word, advertise.
And we mean in the April 17th NAB Convention issue ofBroadcasting. Think what extra attention such an information-packed issue will command ... what extra circulation you'll get. Over 17,500 total circulation.
This is no one-shot venture, but something invaluable—where the very people (advertisers and their agencies) you want to reach can see your station's story for the rest of 1950.

WILL THEY SEE YOU REPRESENTED THERE?

DEADLINE IS APRIL 7th.
... so don't be an April 18th mourner who wishes he'd done what you can still do. Get in Broadcasting's April 17th NAB issue for sure, right now. Regular rates prevail.
On a one-time basis that's - - -

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Write or wire (collect) your reservation to Broadcasting, National Press Building, Washington 4, D. C.
The Long Island story

LATEST CONLAN RADIO REPORT

-- SHARE OF AUDIENCE --

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<thead>
<tr>
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<th>Morning Periods</th>
<th>Afternoon Periods</th>
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<tr>
<td>&quot;A&quot; Network—50 Kw.</td>
<td>27.6</td>
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<td>&quot;B&quot; Network—50 Kw.</td>
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<td>&quot;C&quot; Network—50 Kw.</td>
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<td>&quot;D&quot; Network—50 Kw.</td>
<td>10.8</td>
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<td>&quot;F&quot; Independent—10 Kw.</td>
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<td>1.5</td>
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<td>All Others—FM-TV</td>
<td>6.1</td>
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Survey Periods: Monday thru Sunday—8:00 A.M. to 5:30 P.M.—February 1950, Hempstead, Long Island, New York.

In the Public Interest

KCOM Storm Service

REGULAR commercial schedule was dropped by KCOM Sioux City, Iowa, from 2:30 p.m. to midnight when the March 7 blizzard swirled through the Midwest. During that time period, the station accepted 1,500 telephone calls from people stranded on farms and in cities within a 60 mile radius of Sioux City. Requests included aid for a youngster stricken with polio, information for a separated family, night quarters for two homeless horses and messages of whereabouts for scores of isolated family members.

Clearing Service

WHLI

WHLI's news and others

WHLI

"A" Network—50 Kw. 27.6 26.5
"B" Network—50 Kw. 10.2 8.1
"C" Network—50 Kw. 14.3 14.3
"D" Network—50 Kw. 10.8 13.1
"E" Independent—50 Kw. 2.0 2.2
"F" Independent—10 Kw. 2.3 1.5
All Others—FM-TV 6.1 8.4

It's this sort of thing that makes it hard to do a Man-on-the-Street broadcast.

ports were fed on regular WNAX newscasts at the request of Harl Anderson, chief of AP's state bureau in Sioux Falls. Station news- men cued their broadcasts with these remarks: "Attention, American News, Aberdeen: Daily Plainsman, Huron, and all newspapers and radio stations cut off from new sources by the storm emergency. WNAX grants permission to copy or record this material for news purposes. WNAX is happy to cooperate with other agencies in the dissemination of the news. Please copy."

Unusually heavy snows in Northern Wisconsin laid the groundwork last month for some spirited action by WJMC Rice Lake, Wis. When word reached the station that some snow-bound Chippewa Indians were sick and starving, Manager Greg Rouleau and Harry Will's, WJMC program director, took a tape recorder to the reservation and interviewed Father Paulinus, a Franciscan friar stationed there. On their return, they set up food depots and invited the Paulinus interview, adding their own plea for aid. Within four days, during which WJMC broadcast an "honor roll" of donors, the supplies were on their way to the post.

Kent Trains Moving

IN NORTH Dakota, where a similar spring blizzard that tore down service wires, drew valuable news assistance fortnight ago from WNAX Yankton-Sioux City. Re-

Open Mike

(Continued from page 14)

phone in if they wished to express an opinion. Needless to say the CKNW switchboard was like a tower of jewels for the 15 minutes of broadcast time—and for a full hour after, most mornings!...

Sheila Hassell
Publicity Director
CKNW New Westminster, B.C.

[Editor's Note: Here's Mr. Hix's cartoon again.]

WJMC Aids Indians

Air Distress Messages

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Up here in the Red River Valley, every day is like a circus... Yessir, we all make big money—$1750 more per family than the national average—and we’re able to buy doggone nearly anything we want!

**WDAY, Fargo, keeps our wealthy hayseeds right up-to-date on brand names of all kinds.**

Here are the Dec. '49-Jan. '50 Hooper comparisons:

<table>
<thead>
<tr>
<th>Station</th>
<th>Morning</th>
<th>Afternoon</th>
<th>Evening</th>
</tr>
</thead>
<tbody>
<tr>
<td>WDAY</td>
<td>63.9%</td>
<td>69.1%</td>
<td>66.7%</td>
</tr>
<tr>
<td>Station “B”</td>
<td>20.6%</td>
<td>11.7%</td>
<td>13.3%</td>
</tr>
<tr>
<td>Station “C”</td>
<td>6.3%</td>
<td>11.6%</td>
<td>9.6%</td>
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<tr>
<td>Station “D”</td>
<td>4.9%</td>
<td>1.7%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Station “E”</td>
<td>4.8%</td>
<td>6.1%</td>
<td></td>
</tr>
</tbody>
</table>

Get all the facts about this remarkable station, **today**! Write to us or ask Free & Peters!

**FARGO, N. D.**

**WDAY**

NBC • 970 Kilocycles • 5000 Watts
You don't have to jump to any hazardous conclusions to determine what station is really outstanding in the Shreveport area. KWKH's superior experience and programming Know-How produce statistical proof of leadership!

KWKH's Clear-Channel, CBS signal comes in strong and clear in hundreds of booming Mid-South counties. . . . New BMB and mail-pull figures prove that KWKH is an outstanding favorite throughout these rural areas!

Shreveport Hooperatings (Dec. '49-Jan. '50) tell the same story of KWKH's urban superiority:

KWKH got a 70.9% greater Share of Audience than Second Ranking Station, for Total Rated Periods!

KWKH was first, weekday mornings, by an overwhelming 118.9%!

Let us send you all the facts—today!

50,000 Watts • CBS •

KWKH

Shreveport • Louisiana

Henry Clay, General Manager

The Branham Company Representatives

Texas • Arkansas • Mississippi
FORMATION of Broadcast Audience Measurement Inc., an industry-wide successor to the soon-to-be-dissolved Broadcast Measurement Bureau, was begun in New York last week.

The new corporation, first proposed at the NAB board meeting a month ago in Arizona [Broadcasting, Feb. 13], would acquire the assets and liabilities of BAM and perhaps eventually set in motion and conduct further audience measurement.

The decision to attempt the organization of the new corporation was made at a meeting of committee chairman J.C. Petty, the American Radio Advertising Agencies and the Assn. of National Advertisers.

A statement released after the meeting said incorporators of the new research organization would be chosen "from among those agencies, advertisers and broadcasters who have already indicated their desire to be associated with the inauguration of the new corporation."

It was learned that Don Petty, NAB general counsel, was preparing incorporation papers and hoped to acquire the signatures of 15 incorporators.

Present Proposal

At this stage of the plan, it is proposed that nine broadcasters and six agency and advertisers' representatives become incorporators. The numerical representation on the board of directors of BAM would be also distributed in the same ratio.

The identities of those proposed as incorporators were not known.

Earlier it had been reported that among broadcasters who had volunteered to act in that capacity were J. Harold Ryan, Fort Industry Co., BAM chairman and former NAB president; Roger Clipp, WFIL Philadelphia; Robert T. Mason, WMRN Marion, Ohio; Frank King, WMBR Jacksonville, Fla., and Clair R. McCollough, Steinman stations.

The AAAA will not participate officially in the incorporation of BAM, it was learned. Agency representatives who sign as incorporators will do so independent of the association. A similar position will be taken by the ANA, it was believed.

The action of the three committees last week was described as preliminary. The intention was to start the formation of the new corporation, leaving details of its structure and functions for later discussion.

According to the present plans, Broadcast Audience Measurement Inc. would be financed by stock issue. Broadcasters would pay the bill, with an agency and advertiser association refraining from financial participation.

It was reported that the committee hoped that Mr. Petty would complete the job of incorporation within two weeks—in advance of the NAB convention where the proposal would certainly be a subject of discussion.

NAB board approval of the launching of a successor organization to BAM, which will expire June 30, the end of its fiscal year, unless its life is unexpectedly prolonged by the NAB board, was given at the Chandler, Ariz., meeting a month ago.

The plan approved by the NAB board envisioned a research corporation of $1 million authorized capital, financed by an issue of $10 per common stock.

As outlined by the decision of the NAB, ANA and AAAA committees last week, the organization would seek the approval of the BAM board of directors to take over assets of BAM upon the latter's dissolution. These assets would consist principally of BAM Study No. 2 reports on stations.

Station Reports Released

The station reports have already been released to more than 600 BAM subscribers, and complete sets of reports have gone to about 350 agencies and advertiser members of the ANA radio and television group.

BAM is now busy servicing requests for additional information, and this service job would be another BAM function inherited by the proposed BAM.

It was emphasized that BAM, if organized to succeed BAM, would take over not only the assets but also whatever liabilities existed.

Outstanding among the latter is $76,000 owed to NAB which advanced the sum to support the production of Study No. 2.

It is regarded as probable that the debt can be repaid to NAB, assuming station subscribers pay outstanding obligations by the end of June.

The nature of future research projects to be undertaken by the newly proposed corporation was, of course, undecided. Any station or advertiser representatives attending last week's meeting were understood to have vigorously urged the continuation of industry-wide research, but the kind of measure

(Continued on page 50)
RADIO’S NEEDS

RADIO NEEDS new, fresh programming, a cost structure in balance with that of television in major markets and creative personnel with "the kind of thinking that brought radio to its peak between 1930 and 1940," Advertising and Sales Promotion Manager John B. McLaughlin of Kraft Foods, Chicago, asserted Wednesday. He spoke to members of the Chicago Radio Management Club.

Speaking from the advertiser's viewpoint, Mr. McLaughlin added, "We have rapped time charges in metropolitan areas. We don't want to offer the same potential audience in major markets that it could a few years back, so it seems that your product (radio) can no longer demand and get a premium price. When are...

ATLANTIC PLANS

Baseball Coverage Expanded

THIS year will be the greatest of Atlantic’s 13 consecutive years of baseball broadcast sponsorship, Richard Borden, advertising manager, Atlantic Refining Co., announced.

He said all home and away games of the Philadelphia Athletics and Phillies would be covered. The broadcasts will be handled by WIBG and WPEN, the former covering the Athletics’ schedule and the latter the games of the Phillies (BROADCASTING, Feb. 27, 20). WPEN has announced alternating sponsorship of its games by Atlantic, Supplee-Sealtest and Ballantine Ale & Beer. TV coverage also is being arranged for both the Athletics and the Phillies.

Other Atlantic Plans

As part of its expansion program, Atlantic has contracted for broadcasts of New York Yankees home and away games over a 12 station network, nine in New York state, and one each in Scranton, Pa., New Britain, Conn., and Springfield, Mass. Day and night home games of the Boston Red Sox and Braves, of the Pittsburgh Pirates and of the Baltimore Orioles in the International League are included in the sponsorship. Atlantic said. Each Saturday afternoon during the season, the company will broadcast a reconstruction of the "game of the week" in the major leagues over WRNL Richmond, WBTM Danville and WSLS Roanoke, all in Virginia.

A regional network will carry Philadelphia games to Eastern Pennsylvania, Mr. Borden added. If no game is played at Shibe Park, Atlantic said, the network will air the Philadelphia team’s contest being played that day or night away from home. Atlantic agency is N. W. Ayer & Son, Philadelphia.

Outlined By McLaughlin

You going to recognize the situation and make cost adjustments? Unless something is done quickly, advertisers like Kraft who are in both radio and TV are going to be fewer and farther between.

“Our problem is that to cover our markets we must have both AM and TV. Perhaps this will mean increased buying of regional sections of networks, or a combined TV-AM network package, or a simple rate adjustment to compensate for radio losses in TV markets.”

For 25 years radio did an effective talking-of-ideas job for advertisers at the lowest cost, Mr. McLaughlin said. TV, however, has chopped out large segments of AM audiences. There is a place for both media and always will be, he said, but there must be "a realignment of thinking, some changes in concept and a determination of just where each will fit into an advertiser’s picture and help him solve his marketing problem."

"Must Sell Use"

"Today the art of advertising, more than ever before, is that of fitting ourselves into people’s lives on their terms and in their interests. We must sell more than just the product, we must sell uses of that product. Advertisers must study the vehicles we employ to their advantage and help him solve his marketing problem."

"Must Sell Use"

Today's Costs Out of Sight

"Twenty years ago it was the advertisers who could afford to experiment in an endeavor to find new stars that would be winners, but today the cost is out of sight. Now, it must be the networks which do the experimenting, but they are not doing it. Certainly simply changing a big nighttime show into a daytime show is not going to be the answer, nor is network raiding the answer."

Rafael to RFE

WILLIAM RAFAEL, with the script and production department of ABC, resigned last week to become program manager of Radio Free Europe, the voice of the National Committee for Free Europe which will soon begin channelling recorded shows to Europe in six languages.

"...so in parting, ‘Your Tax Collector’ personally hopes that you did remember March 15th!"

PAT STANTON (II), writer, producer and broadcaster of A Rambler in Erin, new feature on WOV New York, has announced that he is going on leave for a few weeks — by Richard E. O'Dea, president of WOV, on the occasion of Mr. Stanton's bringing his well-known show to the New York station.

BEN STROUSE

Is NAB FM Director-at-Large

BEN STROUSE, WWDC-AM-FM Washington, was elected to the NAB board as an FM director-at-large last week in a run-off election following a tie with Cy Lawrence, WCOP-AM-FM Boston. The two were deadlocked last month in the mail balloting for 17 board posts (BROADCASTING, March 6).

The return on this initial ballot had brought 12 new faces to the reorganized board, leaving only the FM post undecided.

Strouse's Plurality

With over 70% of FM station casting ballots in the run-off voting, Mr. Strouse is understood to have had a plurality of about 36 votes. Run-off ballots had been mailed to FM members March 3.

Mr. Strouse has been active in NAB committee affairs and was a director of FM Assn. prior to its merger with NAB. He will serve a one-year term. Frank U. Fletcher, WARL-AM-FM Arlington, Va., was re-elected as Fair and As Co.'s director-at-large for a two-year term, having the most votes in the February balloting.

NAB Secretary-Treasurer C. E Arney Jr. last week mailed a ballot to members covering a proposed by-laws amendment which would allow contracts with staff personnel for more than a year. The amendment would give President Justin Miller power, with board approval, to enter into employment contracts for periods in excess of a year.

March 31 Deadline

The amendment is designed to stabilize the NAB structure, Mr. Arney explained. Ballots must be returned by March 31. At its February meeting in Arizona the board approved the proposal to take a referendum on the matter. The board tabled until its June meeting a proposal to set up an agenda plan for NAB employees.

Drawn for BROADCASTING by Sid Hix

Page 24 • March 20, 1950
HOPES for a U. S.-Cuban NARBA treaty, which had been accepted as an accomplished fact a few days earlier, was reported virtually doomed last week by a last-minute Cuban revolt.

Instead of the agreement they had anticipated—and which they had reached "in principle" [BROADCASTING, March 6, 13]—negotiators of the U. S. delegation were at last only likely to terminate discussions with an agreement to disagree now and hope for fruitful negotiations later.

A resurgence of the "radical" element of the Cuban broadcasting industry was blamed by U. S. observers for the reversal of the past few weeks' trend toward an amicable settlement of U. S.-Cuban allocations differences.

The minority in the 5-2 Cuban industry vote for tentative acceptance of the U. S. allocations proposal was reported to have swung Cuban radio officials when almost all problems were settled, upon much more far-reaching channel rights.

Ether War Seen

Thus the chances of a U. S.-Cuban ether war, which seemingly had been averted, loomed again even though it was accepted that U. S. allocations and at least some of the Cuban representatives would push for retention of the status quo pending new negotiations.

Further discussions, if they prove necessary, presumably would come with resumption of the overall NARBA conference. This is slated between April 1 and Aug. 1, but authorities felt last week a later date might be necessary to accommodate Mexico, which U. S. and other representatives are hopeful of bringing into the talks.

Despite her failure to participate in the Montreal NARBA sessions last fall, U. S. hopes of reaching a bilateral agreement with Mexico in the meantime—an agreement comparable to the U. S.-Cuban treaty which had seemed certain—would be seriously threatened by failure of the Havana discussions, U. S. observers agreed.

It had been hoped that such a commitment could be assured agreement within a few weeks [BROADCASTING, March 13]. Any bilateral agreement thus reached with Mexico, authorities felt, might be a step toward a treaty between the two nations even if overall NARBA negotiations should fail.

Similarly it had been planned that the U. S.-Cuban treaty would govern U. S.-Cuban channel relationships either as a part of the ultimate NARBA or as a separate bilateral agreement.

Officially, last week's developments at the U. S.-Cuban negotiations in Havana were negative. The Cuban delegation had been slated to report Monday on terms worked out on the basis of tentative Cuban acceptance of U. S. proposals. All indications pointed to approval of the plan.

Instead, the Cuban group made reports that the Cuban plan had offered none late in the week. One was expected shortly—perhaps Friday or over the weekend—but observers had been led to expect that the plan would be accepted.

Some authorities said the Cuban representatives now were seeking "future attachments" on U.S. channels—that is, that they wanted the right to renegotiate for further rights on U.S. channels in event the Mexicans, for instance, fail to approve some of the Cuban operations envisioned in the agreement with the U.S.

One operation to which Mexico almost certainly would take exception here involved a proposed 5 kw Havana station on 730 kc, a Mexican 1-A clear channel.

There was also a fear that the Cubans would come back with demands for rights exceeding those they advanced earlier in the Havana sessions or those made at the Montreal meetings.

The Montreal demands, which the U.S. refused to accept, led to the current recess of the overall conference so that efforts could be made to compromise the bilateral differences [BROADCASTING, Dec. 5, 12, 1948].

Cuba's reversal of its attitude toward the "agreement" apparently began to develop while FCC Commissioner Rosei H. Hyde, chairman of the U.S. delegation, was in Washington two weeks ago for hurried conferences with FCC, State Dept., and Capitol Hill authorities.

He had been given the twofold reason for discussion of details of the tentative agreement. The first indication of a Cuban balk came after his return to Havana.

Advisors Return

Reports that the situation had suddenly worsened sent several U.S. industry advisors hurrying back to Havana last week. These included Raymond Guy of NBC, Edmund A. Chester of CBS, and Louis G. Caldwell of the Clear Channel Broadcasting Service.

No further attempt at renegotiation now was expected in event the Cubans make far-reaching new demand. Comm. Hyde was expected to return to Washington this week regardless of the outcome.

Earlier, reports of an imminent agreement had aroused U.S. industry protests against failure to notify the stations which would be affected by the proposed terms. NAB had recalled its representative, Engineering Director Neil McNaughten. The alarm seemingly subsided, however, with Comm. Hyde's assurances that any agreement would be subject to Senate ratification and therefore open to possible scrutiny before becoming effective.

In the meantime, supplementing its detailed analysis of Havana progress [BROADCASTING, March 6, 13], NAB included a picture of the U.S.-Cuban agreement which had been proposed, along with revisions in its proposed terms reflecting protection to and from U.S. stations.

The agreement text as reported by NAB traced the history of NARBA, which expired last March 29, and of the current negotiations. It specifically provided that "nothing in this agreement shall be construed as an attempt by either Cuba or the U.S. to foreclose or prejudice any negotiations that may be necessary between Cuba or the U.S. and any ... other country as the result of any objection such other country may have to such provision."

The terms which had been tentatively agreed upon included provision for special Cuban use of three U.S. broadcast channels and relinquishment of rights which it formerly held on a fourth; rights for Cuban use of more than 5 kw (Continued on page 87)

LICENSE FEE BILL

Would Set Treasury Study

FURTHER stimulus to legislators' efforts to assess license fees on commercial stations [BROADCASTING, March 18] was added last week in developments which included:

Rep. Olin B. King (D-Calif.), member of the House Ways and Means Committee, introduced a bill (HR 7711) which would direct the Treasury Secretary to study ways of collecting fees and charges by government agencies as a revenue-raising measure.

Sen. John L. McClellan (D-Ark.) indicated the FCC would be receptive to such a bill if the commission felt for certain of its special services which at the present time are "a burden of the taxpayers at large."

Colin F. Stowe, chief of staff of the Joint Committee on Internal Revenue, Taxation, was expected to launch into the license fee proposals by the House Democratic majority when the present tax revision problem is cleared.

The King measure would call for a report by the Treasury to Congress on ways and means of placing on a "reasonable" basis charges on services which are rendered by agencies of the government. Agencies of the government, the bill points out, means "executive departments, commissions, boards, Government corporations, and other establishments in the executive branch of the government."

Details, now the licensing move started in Congress were disclosed to BROADCASTING in the meantime. A close associate of King, who had introduced the bill, reported a newspaper publisher had approached the Congressman with the suggestion that the House Ways and Means Committee look into the matter of charging "fees for agencies' services which fall outside the scope of public benefit. The idea then was transmitted to members of the House Commerce Committee. Sen. McClellan, it was said, had also been informed of the proposal and he proceeded with his committee investigation.

FCC Activity

Sen. McClellan last Wednesday said the FCC had been "particularly active" in studying the question of charging fees for special services. He released an FCC report received by the committee, which, he said, shows "the types of problems that if this important matter is interested and appears to point up the practicality of shifting to the recipients and beneficiaries a greater portion of the actual cost incurred by the Government in rendering special services which at the present time are a burden of the taxpayers at large."

In its report, the FCC indicated it would be inclined to go along with the Congressional group on assessing fees for CalChina licensing. The FCC said:

"Applications for construction permits are required in the case of all new broadcast stations and other stations with the exception of amateur, ship, aircraft, and railroad mobile stations. These construction permit applications constitute the Commission's most important workload."

"In the case of broadcast stations, many of them—and the number is constantly increasing—must go to a formal hearing, since the granting of one application very often means that one or more other applications must be denied. (The Communications Act requires that applicants be afforded the opportunity of a hearing if the Commission is unable to find, from the application, that it should be granted.) Therefore, the FCC could be required to accompany each such application."

The FCC emphasized that "the processing of applications for new (Continued on page 58)
NAB CONVENTION

PROGRAM plans for the NAB convention week event to be held April 12-19 at the Stevens Hotel, Chicago, began to assume final form last week.

Basic events for the second annual Independent's Day, conducted for unaffiliated stations, were scheduled by Ted Cot, WNEW New York, who is serving as program consultant at the request of the NAB Unaffiliated Stations Committee and Lee Williams, KBKR, Baker, Ore., committee chairman.

Unlike the Management Conference opening on noon April 17, Independent's Day will be conducted at the workshop level and stress basic sales and business problems. Theme of the management sessions is the 'American Broadcaster's Responsibility in the World Today.'

The Monday morning FM agenda is making progress. Detailed plans for this 24-hour session, immediately preceding the formal management opening, were discussed last week by the FM Committee at a meeting in Washington (see FM story page 30).

Babcock to Speak

It was learned last week that H. E. Babcock, widely known farmer, businessman, educator and author, will address the Management Conference the afternoon of April 15 on 'The American Broadcaster's Responsibility in Agriculture.' Mr. Babcock is a director of Aveo Mfg. Corp. and other corporations. He is a former chairman of the Cornell U. board of trustees.

Mr. Babcock pioneered many modern farm techniques on his farm near Ithaca. He has talked and written extensively on his concept of a food and farm program based on a strong animal agriculture, soil building and better diet for the country as a whole. Last December he was awarded the Distinguished Service Award by the American Agricultural Editors Assn.

Other Management Conference speakers include FCC Chairman Wayne Coy; Paul G. Hoffman, ECA administrator; Herman W. Steinkras, president, U. S. Chamber of Commerce; Carlos Romulo, UN General Assembly president.

The complete agenda has not yet been announced.

Industry Panel Planned

Industry panel for the annual FCC-Industry Roundtable to be held April 15 in connection with the NAB Engineering Conference is about complete. Taking part for the industry will be E. K. Jett, vice president Baltimore Sun stations, WMAR-FM and WMAR-TV; Raymond F. Guy, manager of radio and allocations engineering, NBC; Frank Marx, ABC vice president; E. M. Johnson, MBS vice president; William B. Lodge, CBS vice president or J. W. Wright, CBS chief radio engineer. (FCC participants and engineering agenda appeared in the March 13 BROADCASTING.)

Sunday Program

The Sunday Independent's Day program, which will have no set speeches, will be opened by Mr. Baker, whose topic is 'It Ain't July 4 but It's Independent's Day.' Dr. Sydney Roslow, president of The Pulse Inc., will discuss out-of-home listeners, described as radio's unexplored audience. He will sub-

mit a research report on this audi-

ence, supplemented by color slides. A panel will follow, with Hugh M. Felicia, KING Seattle, and Norman Glenn, Sponsor, among the partic-

ipants.

Edgar Kobak, business consultant, newly elected NAB board member for small stations and for-

mer MBS president, will address the Sunday luncheon. He has been given an assignment "to tell every-

body everything they want to know.

In the afternoon a sports panel will be moderated by Patt McDonald, WHIMM Memphis. Leonard H. Marks, of the radio law firm of Cohn & Marks, will discuss legal aspects of sports broadcasting.

Ben Strouse, WDWC Washington, elected last week as an NAB board member representing FM stations (see story page 24), has been invited to discuss program-

ming and selling sports adjacencies. The NAB legal staff is to submit a report on laws dealing with sports.

New Program Sources

Panel on development of new program sources for sales will be moderated by Arnold Hartley, vice president and program manager for WOY New York. Carl Haverlin, BMI president, will give a demonstration talk on BMI's services. Ed Gruskin, chief radio officer, ECA, will fly from Paris to bring the Orchestras of the World transcription series, recorded in European musical centers by ECA for the use of independents.

Spokesmen for record companies will outline their programming tools. John L. Sinn, executive vice president of Frederic W. Ziv Co., will discuss specialized program services and representatives of tape recording companies will show how to use tape in sales and program-

ming.

Taking part in a panel on mail order business will be Cecil Hoge, partner of Huber Hoge Inc., New York; and Ralph Weil, vice president and general manager of WOV New York.

With its emphasis on the various types of commercial service available to the Monday morning FM session is expected to attract heavy attendance, since most delegates will have no other major commitments on the calendar, other than the equipment exhibits.

At its Monday meeting the NAB FM Committee recognized that many AM station operators attend-

ing this convention will be seeking facts to help them in decid-

ing what to do with their FM service.

For this reason the committee decided to have four key speakers, who will discuss four types of spe-

cial FM service—FM networking; leasing of FM sets to busines firms and radio clubs; musical and other FM stations; and store broadcasting. Three of these—store broadcasting, leasing and transit—reach out-of-home audi-

ence.

One speaker, probably Edward A. Wheeler, WEAF (FM) Evans, (Continued on page 48)

AAAA, ANA SESSIONS

TOP radio advertiser and agency officials will address next week's conventions of the Assn. of National Advertisers, meeting at the Homestead, Hot Springs, and the American Assn. of Advertising Agencies, meeting at the Greenbrier, White Sulphur Springs, W. Va.

Over 70 industry representa-

tives are expected to attend these sessions, which will be held almost concurrently. The ANA conven-

tion gets underway Wednesday, March 29, the AAAA March 31. Members of both associations will combine for a joint meeting Friday evening following conclusion of the ANA meet. Sessions will wind up following day.

Television's relation to radio and other media will be explored by ANA at the Wednesday meeting, with Niles Trammell, chairman of the board, NBC; Frank Stanton, CBS president; A. C. Nielsen, president, A. C. Nielsen Co., and other leading executives.

ANA Theme

Theme of the ANA meet is how advertising can produce more sales, and how advertising faces today on a number of levels.

Meanwhile, more than 500 agency, media and advertisers are expected to attend the AAAA's 32d annual convention, including 210 from AAAA member companies.

Opening day sessions Thursday will be limited to member agency personnel. With sessions to be opened to some 125 media guests and others the following day, Thursday evening Water Craig, Benton & Bowles, chairman of the AAAA radio-television production committee, will preside over a presentation of TV film commercials. A discussion of TV problems from the viewpoint of agency man-

agement will follow.

Keynotes address this year will be delivered by Commerce Secretary Charles Sawyer at the annual din-

ner Friday evening. He is expected to talk on "Advertising's Respon-

sibility to the American Economy." Commerce Secretary Sawyer will be intro-

duced by Stuart Peabody, Border Co., secretary of the new advertis-

ing advisory committee.

Clarence B. Gehorn of Benton & Bowles, New York, chairman of the AAAA board of directors, will preside at the first open session Friday evening, with Louis N. Brockway, Young & Rubicam, intro-

ducing a symposium on adver-

tising personnel.

Ben Dubuque, BDGD, New York, chairman of the AAAA media relations committee, is slated to discus-

s a new project proposed by his group, while advertising ethics

(Continued on page 48)

COUNTING up the measure of success in the WDSU New Orleans origination of ABC's Old Gold Original Amateur Hour recently are II to vi: Nick Keesley, vice president in charge of radio, Leland L. Mitchell; Robert D. Sweazy, WDSU general manager; Ted Mack, show's m. c., and Lloyd Marx, Amateur Hour's director.
FCC REORGANIZATION

A REORGANIZATION PLAN concentrating FCC's executive and administrative functions in the Commission Chairman was sent to Congress by President Truman last week.

The breadth and seeming exclusivity of the powers which the Chairman would have as contrasted with those of his colleagues aroused concern among observers and seemed to destine the plan for close scrutiny if not outright opposition on Capitol Hill.

The President's proposal, one of 21 affecting government agencies, came on the heels of Congress initiation of its own wide-scale reorganization of the FCC staff along functional lines [Broadcasting, March 13].

Within the framework of the general policies, decisions and determinations made by the full Commission, the Chairman, President's plan would have charge of administrative and executive functions including "(1) the appointment and supervision of personnel employed under the Commission, (2) the distribution of business among such personnel and among administrative units of the Commission, and (3) the use and expenditure of funds."

Control to Chairman

Thus, observers pointed out, the Chairman would have substantial control over the Commission's purview of persons, the selection of its personnel, and the assignment of its work.

The fact that the Chairman's actions in these respects would be subject to general policies of the Commission, and that his appointments of heads of "major administrative units" would be subject to full Commission approval, these observers felt, would not materially limit his authority or substantially enhance the controls of his colleagues.

Since the Chairman is always an Administration appointee, it was pointed out, he could generally count upon his colleagues—or at least a majority—to rubber-stamp his proposals.

Congressional authorities for the most part reserved judgment pending further study of the proposal, but indicated they may have serious questions to ask.

Under the Reorganization Act of 1949, the proposals with respect to each agency will be come effective in 90 days unless disapproved by one or both Houses of Congress.

Chairman Ed C. Johnson (D-Co.) of the Senate Interstate and Foreign Commerce Committee, to which the FCC and four similar federal agency reorganization plans were referred, said the proposals represent "an extremely important regulatory step," involving "a matter of principle.

He pointed out that the plan would in effect place the Chairman directly under the Executive Branch of Government, whereas he and other Congressional leaders regard such agencies as arms of Congress.

Sen. Johnson did not, however, attempt to pass judgment on the proposal but said it and those affecting other agencies would be considered by his committee in a meeting Wednesday (March 22).

Rep. Robert Crosser (D-Ohio), chairman of the House Interstate and Foreign Commerce Committee, took much the same position, saying he too wanted to study the proposals more fully. He observed that he welcomed efficiency in regulatory bodies so long as the efficiency does not go too far, but speculated on the dangers of giving men "too much power" and making "Frankensteins" of them.

More critical observers felt the President's proposal could in effect transform the agencies into "one-man commissions," would reduce their standing as "judicial" agencies, and would violate the principle of "independent" regulatory bodies.

In submitting his proposals President Truman said they stemmed from the work of the Hoover Commission on Organization of the Executive Branch and should result in ultimate economies. With respect to the regulatory agencies, he said, the objective is "to establish clear and direct lines of authority and responsibility for the management of the Executive Branch."

He said:

"The heads of departments and the chairmen of the regulatory bodies will be made clearly responsible for the effectiveness and economy of Governmental administration and will be given corresponding authority, so that the public, the Congress, and the President may hold them accountable for results in terms both of accomplishments and of cost."

...In regard to the regulatory agencies, the plans distinguish between two groups of functions necessary to the conduct of these agencies."

(Continued on page 50)

Hill Opposition Seen to Truman Bill

Mr. COTTON
FCC General Counsel

Mr. PLUMMER
FCC Chief Engineer

Mr. NORFLEET
FCC Chief Accountant

OTHER top flight FCC appointments included (1 to r) Harold J. Cohen, assistant general counsel in charge of common carrier division, to head of the new Common Carrier Bureau; John A. Willoughby, acting chief engineer, to be assistant chief engineer; William K. Hall, acting executive officer, to be executive officer in charge of the Office of Administration; Examiner J. Fred Johnson Jr., to be chief hearing examiner in charge of the Hearing Division.

(Continued on page 50)

NIelsen PLANS

'Tooled Up' for Added Service

A. C. NIelsen Co. is "tooled up" for bigger things than meet the eye following its recent deal with C. E. Hooper Inc. [Broadcasting, March 6].

Last week President Arthur Nielsen told Broadcasting that:

1. An "electronic digital computer" is being custom-built so that NRI reports can be produced with "ever increasing speed."

2. A stockpile of Nielsen Audience Meters is ready for any contingency, including installations for local audience ratings—both AM and TV.

Apparently well prepared for his acquisition late last month of Hooper's National and Pacific Radio, and National TV Network services, Mr. Nielsen said his company is well-staffed with client service men so that the handling of former Hooper accounts as well as new NRI clients will be "no great burden."

He explained that these positions, equivalent to an account executive in an agency, usually are filled from a reservoir of field men and statisticians, with only a few qualifying direct from agencies and advertisers. Twenty to 30% of the cost of NRI he attributes to client servicing.

Mr. Nielsen disclosed that 200 stations from coast to coast, as well as many advertisers and agencies, soon will receive a pitch that NRI is equipped to be a "better BMB." (The stations selected account for about 67% of the nation's total home-hours of listening.)

NRI could perform most of the functions of BMB and do a "far more accurate and comprehensive job," he insisted.

The new electronic digital computer on order at the Nielsen Co. will perform 20,000 multiplications or divisions per second, accomplishing in a few minutes certain operations that now take days. In addition to speeding the delivery of reports, the new mailable audience meters are able to record on a

(Continued on page 50)
FLATLY accusing FCC's star witness of withholding important papers, counsel for G. A. (Dick) Richards in the FCC hearing on his news policies last week demanded that the examiner be permitted to compel delivery of the material.

The subpoena was issued near the end of the first week of the hearing on charges that Mr. Richards, principal owner of KFWB, KFWB, WJR Detroit and WGAR Cleveland, had ordered KMPC staff members to "slant" news reports. The hearing opened in Los Angeles last Monday.

Clete Roberts, former KMPC director of public affairs, whose cross-examination was started Thursday after three days of testimony for FCC, was expected to produce the requested papers when he returns to the stand today (Monday).

The papers were described as "letters, memoranda, notes, newscast scripts and commentaries, correspondence, Gen. MacArthur biographical folder, and other material." The examiner had ordered Mr. Richards to produce the material.

Under cross-examination Mr. Roberts testified that some material removed from KMPC files at the time of his discharge in February 1948 are now "under my daughter's bed." Counsel for Mr. Richards had previously asserted that "we regard the papers as having been stolen from KMPC.

Mr. Roberts conceded claims that he had "fought" Mr. Richards' orders several times, but denied Richards counsel's charge that he had been "dishonest, disloyal and had used sly tactics behind Rich-}

ard's back" in his presentation of newscast.

He added that as long as violations of Mr. Richards' orders were done "with the knowledge of the manager of KMPC," he did not feel it was "a moral or ethical thing to do." He also repeatedly admonished by defense counsel against injection of remarks that his defiance of Mr. Richards' orders was known to the station, filed Monday, asking for a subpoena requiring FCC 


tory to the philosophy of the present political administration.

Mr. Fulton charged the current hearing "was asked for by James Roosevelt on stationery of the Democratic party." He said the charges included assertions that Mr. Richards "in recent years was in the pay of the Com-}

munist party," and opposed to election of Democrats, and was opposed to Communists and proponents of extreme left wing views." He claimed the charges arose from "digrum-
trolled former employees of KMPC."

Calling attention to the three stations' public service records, he reminded Examiner Johnson that the FCC during the past 20 years has readily renewed Mr. Richards' licenses and granted him permits for KMPC.

"The Commission is not authorized," he said, "to persecute any person holding divergent views from the Commission, or the politi-
cal views of any of its officials." He noted that Mr. Richards had no trouble with the FCC during the first two terms of Franklin D. Roosevelt, during a time when Mr. Roosevelt was a supporter of the New Deal.

Portraying Mr. Richards as a "Horatio Alger" type who rose from poverty to wealth, Mr. Fulton characterized him as a "rough dia-

(Continued on page 88)
A WARNING for broadcasters to clean up programming or risk public demands for "the more drastic remedy of governmental action" was sounded by FCC Chairman Wayne Coy last Tuesday in a speech at the U. of Oklahoma's Annual Radio Conference (also see story below and TELECASTING p. 4).

"Poor taste," he said, "is not in the public interest."

Citing "poor taste and crime programs on the air," he said the Commission has "been getting an increasing amount of mail and an increasing amount of verbal comment, too, on both subjects. The complaints, he said, use such words as "disgusting" and "filthy," "vulgar double entendre," and "downright indecency."

He pointed out that the law forbids "obscene, indecent or profane language" on the air, but contains no prohibition against poor taste, apparently on the assumption that "licensees would exercise good judgment in good taste.

But, he cautioned: "It seems to me that the question of just how bad poor taste can get before it verges over into downright indecency may be settled one of these days if the present drift in that direction is not checked."

In Hands of Public

Chairman Coy reiterated that he did not think the Commission competent to "determine the kinds of programs that we should see and hear," and that he felt it "would be big and dangerous" for seven people to have such authority.

"The real control of American radio is in the hands of the public," he said.

Warning that "clearly there must be a day of reckoning," he said: The Commission is rightly prohibited from censoring programs, but it is required to see that the stations operate in the public interest.

"Violating the law regarding obscenity, indecency and profanity is not in the public interest. Poor taste is not in the public interest."

I think it is far better for the radio station licensees and the networks to clean house before public opinion demands the more drastic remedy of governmental action.

It is far better for the 9,000 licensees and the radio networks to do what they know in their hearts is the proper thing to do than to have such delicate matters determined by government for settlement upon a commission of seven members in Washington, D.C.

'Aware' of Situation

Mr. Coy said he was "fully aware" that many broadcasters carry network shows containing material which they would not allow in a local origination. Because it comes from a network "on an all-or-none basis," he said, "they feel helpless and act that way except in an emergency."

When a comedian gets so big that his network can no longer handle him, then we have a case of the tail wagging the dog. The boy who used to express himself with chalk on a wall is now provided with a television screen. The world has moved from the horse-and-buggy days to the electronic age but this type of communication still peddles old humor. The radio and the television bring him straight into the home without having taken the precaution to see that he is housebroken. Profanity is sacrificed for profits. The result is off-color television—tainted telecasts.

Turning to "crime on the air," Mr. Coy said FCC "is the recipient of mounting protests against the merchants of death and hawkers of horror on radio and television," that "our files of letters protesting crime programs are bulging," and that the situation is rapidly worsening.

He quoted from protests received by the Commission—some directly from listeners, others relayed via Congressmen—and from studies and reports on crime programs.

No Day-to-Day Judgment

He pointed out that FCC cannot pass upon a licensee's day-to-day judgment in matters of bad taste or in the handling of crime programs "except in gross instances," and that renewals are based upon considerations of "the overall operation of a station during its entire license period."

"The most effective day-to-day check on a licensee's program," he said, "is an immediate and intelligent reaction from the listening public."

R. B. McAlister, general manager of KICA Cloris, N. M., and former news director of KWOS Lawton, Okla.; Dr. Forrest Whan, U. of Wichita; Lawton Mabrey, of Baylor U., and Charles Tower, assistant director of NAB's Employer-Employer Relations Dept. were three-day conference, which opened on Sunday with demonstrations of school broadcasting by eight colleges and universities, was "Great Expectations," Chairman of the sessions was Dr. Sherman P. Lawton, co-ordinator of radio at the U. of Oklahoma.

In his address Monday, Mr. Noth also pointed to the inadequacy of the Voice of America. He stated that to his knowledge no other government agency has had so much trouble in obtaining the most elementary funds for what he termed its "shoestring budget" if compared to other expenditures for the enforcement of our national policy and security.

Urging creation, or perfection, of a bigger and better international broadcasting tool, Mr. Noth said: "We must in all instances convey that spirit of fearless freedom and fearless striving for peace which..."
BMB Compiling Listener Data

By FRANK BEATTY

REPORTS showing the FM circulation of AM stations subscribing to the No. 2 study of Broadcast Measurement Bureau are being compiled by BMB and will be published in the near future, according to Dr. Kenneth H. Baker, acting president.

Failure of the original station reports released early this year to show FM circulation caused a stir at the Monday meeting of NAB's FM Executive Committee, held in Washington. The committee adopted a resolution voicing its feelings on the subject.

The resolution called on NAB to tell BMB that the committee feels AM ratings should show the audience of FM duplicating stations. It expressed the committee's belief that the FM information obtained in March 1949 by BMB for FM covers should be made available to subscribers.

AMA Data First

Dr. Baker told Broadcasting that AM data had been made available first because AM money paid for the service. He reminded that the reports of individual AM stations carry an asterisk indicating they have FM affiliates, a suggestion originally made by the FM Committee.

He said the FM figures will be "roughly comparable" to AM reports but will be issued in memo form to the stations involved (AM subscribers with FM outlets). While AM data do not reflect coverage where less than 10% of the audience is reached, Dr. Baker said the FM data may include FM coverage as low as 5%. He added that BMB does not claim figures below 5% are accurate.

Respondents who filled out BMB cards had a chance to indicate the FM stations heard but these individual reports are accepted only when the FM dial position is indicated. This dial position was not required in the case of AM stations.

The FM provision was based on the widespread use of double AM-FM call letter announcement by many stations.

Lower Figures

Preliminary estimates indicate that the FM figures shown in the BMB data will be lower than some FM stations are selling. Estimates of total number of FM-equipped sets in the hands of the public range from 4 million to 6 million.

Everett L. Dillard, WASH (FM) Washington, a retiring NAB board member, said FM coverage data is completely undisclosed to date in BMB reports, with an AM station getting no credit for the coverage of its duplicating FM affiliate. This penalizes everyone with an FM duplicating station, he said, and fails to give the total audience of AM-FM duplicating stations.

In other words, Mr. Dillard added, an AM-FM operation is reported with fewer listeners than it would have shown if the station operated AM-only.

Frank U. Fletcher, WARL-FM Arlington, Va., recently re-elected to the NAB board, felt BMB should make its FM information available to subscribers since present reports seem to penalize stations that have developed an FM audience by duplicating AM programs.

Edward A. Wheeler, WEAW (FM) Evanston, Ill., and WORZ AM-FM Alton, Ill., said: "It is difficult to understand how BMB could 'unintentionally' be responsible for penalizing AM stations because of duplication on FM. Most of the audience of a duplicating station is taken from the AM station and the stations must get credit for this audience. BMB must publish its supplementary FM data immediately.

WQUA MOLINE SALE

Le Masurier Buys Control

SALE of 86% of stock of Moline Broadcasting Corp., licensee of WQUA Moline, Ill., was announced last week subject to FCC approval. Benjamin Le Masurier, president of Moline Broadcasting, sells his 86% interest to Dalton Le Masurier for approximately $155,000. Mr. Le Masurier is owner of KDAL Duluth, Minn., and minority stockholder of WIRL Peoria, Ill.

Transaction was handled by Blackburn-Hamilton Co. WQUA operates with 250 on 1230 kHz. Vern Flambaum, manager of WQUA, will retain his 5% interest and his present connection with station as will other stockholders owning the other 10% of the corporation.

SHIFTS IN PROGRAM, SERVICES UNITS

By YALE LAW JOURNAL

SUGGESTION that the U. S. Supreme Court outlaw completely the police power to punish broadcast stations and newspapers for reports on pending criminal cases was made last week by the Yale Law Journal.

Discussing the "Baltimore Gas" case, in which a city court had attempted to fine several stations for broadcasting news of an arrested murder suspect, the editors suggested the Supreme Court's refusal to review a Maryland Court of Appeals decision had left the contempt rule "dangerously vulnerable." They also denied a petition by the state to hear the upsetting of the city gag rule [Broadcasting, Jan. 18].

The journal noted that the refusal to award sanctions "is unusual opinion dissociating any implication that it approved the Maryland decision." Effect of this action is to leave courts free to decide whether the "clear and present danger" contempt rule, it was suggested.

REORGANIZATION and widespread reassignments in NBC's radio program and integrated services departments were announced last week.

Night program department, under Thomas C. McCray, director, the following changes were made, effective April 1:

Leslie Harris, assistant national program director, becomes production manager.

James E. Kovach, operations manager of the production division, assumes manager of program operations.

Mitchell Benson, administrative assistant and coordinator of new package programs, becomes packaging program and talent contact manager.

Joel Hamml, manager of literary rights, becomes program supervision.

Samuel Chaimoff, general radio director, and Sterling Fisher, manager of public affairs and education, continue in their present positions and will serve both in radio and television. Mr. Harris will be in charge of continuity acceptance, which is headed by Stockton Heffrich; script preparation supervisor, Van Woodward; supervisor of directors, Edwin Dunham, and producers Richard P. McDonagh, Wade Arnold, Ken MacGregor, and Robinson.

Under Mr. Kovach, who has the responsibility for maintenance of the network program schedule, will be grouped the program business office supervised by Grace Smilin; talent auditions supervised by Leonard Goldstein, and talent casting supervised by Claire Trainor.

Other Assignments

Reporting to Mr. Corwith are, in general, music director, will be Ernest La Prade, music research supervisor.

Reporting to Mr. Fisher, manager of public affairs and education, will be Margaret Cuthbert, supervisor of public affairs; Doris Corwin, supervisor of religious programs and hosts; Jane T. Wagner, supervisor of educational and special projects, and Hilda Watson, office manager.

Realignment of program services functions under the integrated services department was announced by William S. Hedges, vice president in charge of integrated services.

William Burke Miller, now night program manager for television, is appointed night executive officer for the company, reporting to Mr. Heffrich. The television department, provided by the staff of associate directors, has been transferred from program to integrated services, Allin Robinson, former night program manager for the radio network, is appointed supervisor of associate directors, reporting to Arch Robb, manager of the program department.

Also transferred from the radio network program department and reporting to Mr. Robb will be the literary rights and script readers, with Tom Adams appointed as supervisor. Central bookings, supervised by Mary Cooper, and night operations, supervised by Robert Wogan, are also transferred from network programs to program services, reporting to Mr. Robb, as will program analysis under the supervision of Miriam Hoffmeier. Isabel Finnie will be in charge of the business office for program services.
PLUS ONE ELAND

Now that mama eland has a baby, there's plus one eland in the St. Louis Zoo.

There's a radio station in Baltimore with a great big plus for advertisers. It's W-I-T-H, the BIG independent with the BIG audience.

Here's how the PLUS comes in: first, W-I-T-H delivers more home listeners-per-dollar than any other station in town. And, in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in barber shops, 49.3% were tuned to W-I-T-H.

That means low-cost results. That means that small appropriations accomplish big results on W-I-T-H. Call in your Headley-Reed man and get the full W-I-T-H story today.
BY BILL THOMPSON

LAST Aug. 28 about 65,000 devotees of the square dance converged on a large parking lot in the Hampton Village section of St. Louis. They came at the invitation of Grasso Bros. Fuel Co., which had an $8,000 stake in the affair.

Much of this amount was laid out for a 10-piece cowboy band, handsome trophies for the best costumes, and a multitude of other entertainment features. But about 29% of it went for promotion—exclusively via radio.

"I got off light at that," says Frank Grasso, president of the firm. "Think what it would have cost to corral a mob like that by other advertising methods. Besides, it was worth it to find out just how potent radio can be."

Early last July Mr. Grasso started dreaming up "the greatest of all outdoor folk dance festivals." KXLW St. Louis made his dream come true. One of the station's representatives, F. Lee Price, sold him a half-hour of square dance music six days weekly (7:30 to 8 p.m.), with the sixth session featuring live "callers." Roy Queen, one of the most popular dispensers of folk music in the St. Louis area, turned the discs. Cost to Grasso Bros. was a little under $200 a week.

Station-Client Team

Almost at the outset, the show started promoting the proposed festival, and KXLW officials, notably General Manager S. E. (Art) Sloan, showed the new client what the word "cooperation" means. Mr. Sloan furnished steal horses for a parade on the night of the fete, and he lined up the 5,000-car parking lot where the event was staged. He also arranged for choice spot adjacencies on KXLW. Toward the end of the promotion these totaled 15 a day.

Working hand in hand with him was Roy A. Shannon, president of the St. Louis advertising agency by that name which handles the Grasso account. Mr. Shannon persuaded the Greater St. Louis Folk & Square Dance Federation to cooperate and to encourage outstanding square dance callers of the area to participate. He also obtained help from the Missouri Folk Dance Supply Co. in nearby Kirkwood, Mo., which provided records and consulted with him on technical aspects of the show.

The results of all these preparations were best described the day after the festival by an official of Grasso Bros. In a letter to an insurance company executive who had inquired as to radio's effectiveness as an advertising medium, C. F. Price, sales manager, wrote:

"I was amazed with the results of a check we have made as of the above date (Aug. 29) over the corresponding period of last year. This year's new coal tonnage amounts to five times that of last year. At this writing we have not proven this to be all due to radio, but we are satisfied the greater part of the credit is due to this type of advertising. Just last night the results of our advertising through KXLW amounted to the staggering figure of approximately 66,000 people seeing or hearing the name of our firm in one concentrated area."

No Halt for Strike

The company continued its sponsorship of the Roy Queen show throughout the coal strike last fall. Having wisely stored a superabundance of fuel in anticipation of the walkout, it was able to attract dozens of new customers. By November, with its telephones ringing an average of 40 times an hour, it reported an increase of 30% in the number of patrons. During the month, it sold a total of 150 car-loads of coal.

This same month, The Black Diamond, a leading trade journal in the coal industry, paid tribute to Grasso Bros. "outstanding" record.

"How can this be?" it asked. "Retail coal is supposed to be a dying field. Many retail outlets report loss of 30% of their customers. The inroads of oil and gas heat are said to be restricting the coal business insofar as domestic use is concerned.

10 New Clients Daily

"The Grasso brothers wouldn't know from that. They are much too busy finding new coal customers, far too involved in being of maximum service to their present 15,000 customers in the metropolitan St. Louis area to worry about losing business. On the contrary, they have consistently been gaining customers at the rate of 10 a day."

The Black Diamond noted that "in the field of advertising, the operations of the brothers Grasso leave one a little dizzy and almost out of breath.

"Libelously borrowing techniques long employed in selling soap and cigarettes," it continued, "they have treated their fuel products just like any other household commodity... and with such results. First of all, they sponsor a highly listenable 30-minute radio program six days a week."

By Dec. 1, Grasso Bros. had in-

BROADCASTING • Telecasting

AT the head of the parade on the night of the festival is none other than Frank Grasso, company president.
increased its radio budget more than $100 weekly for spot announcements on the "Spider." Burks show, which has one of the highest Negro ratings in the midstwest. The firm aimed a spot a day at upping fuel oil sales among lower-budget families. At mid-winter, gallonage had been increased 6,000 a day and the company found it necessary to buy two new 1,500-gallon fuel trucks.

"We got an added bonus from this type of business because the family with a space heater always pays cash," Mr. Grasso observed.

This month (March) Grasso Bros. starts Saturday night sponsorship of an hour-long "barn dance" type of show over WIL, known as St. Louis' leading sports station because it has an exclusive contract for the Cardinals baseball broadcasts. The program will originate at the Ideal Roller Rink, one of the largest and most modern roller skating emporiums in the country. Frank Grasso has $75 earmarked for special talent to be used on the "kickoff."

50% Allotted to Radio

Although 14 years old, the company never used radio until last July. Yet, in 1950, it will spend more than $15,000 in what Mr. Grasso describes as "the most effective medium of all." This is 50% of his advertising budget for the year. The remainder will be divided between neighborhood newspapers and direct-mail advertising.

Only 34 years old, Frank Grasso decided in 1938 that his father's truck gardening business was not for him. The only thrill he got out of it was hauling 1,000-bushel loads of tomatoes to Chicago's South Water Street Market. With a few dollars supplied by his father, Tony Grasso Sr., he bought an old truck and with his brothers Joe, 16, and Tony Jr., 12, he began making coal deliveries to neighbors. As business (and his brothers) grew, Frank discarded his notebook-in-the-pocket type of bookkeeping. Young Tony, with the help of an accountant friend, set up a system, and Joe took over dispatching and trucking. This left Frank free for general administration and promotion.

Volume Grows

The accounting is still handled by Tony today, but he has a $5,000 bookkeeping machine and the advice of a firm of legal consultants. Before radio started "like lightning" last year, three young ladies did the work of the new machine. Now one only of them operates the device, while the other two handle incoming orders for coal and oil.

Brother Joe, who commanded a fleet of seven coal trucks and seven oil tankers before the company entered radio, now has 50 carriers in all. They are brightly painted, and bear the company name in letters a foot high. Lacquered to make the finish more durable, they are washed once a day, if necessary, to keep them attractive.

Following the successful square dance festival, Frank Grasso kept the cowboy band on his payroll. He hauls them around to civic functions in a $5,000 special Buic Riviera sedan, done up in purple and yellow with a miniature chrome-plated horse as radiator ornament. An over-sized set of longhorn steer horns is mounted about the windshield, and a plastic neon sign along the top reads: "Grasso Coal Yard Cowboys." This aggregation raised $3,000.

The Day of the Festival...

TOP—KXLW St. Louis, the station that first put Grasso Bros. Fuel Co. on the air, broadcasts the festival program. At lower right, in broad-brimmed hat, is Frank Grasso.

MIDDLE—The parade that preceded the festival also found several local merchants taking advantage of the event to promote their own products.

BOTTOM—This is just one small segment of the crowd of approximately 65,000 that attended the festival.

Lobby Issue

Proposal to Exempt Radio

PROPOSAL that radio be exempted from the Lobby Registration Act will be made when the House Select Committee on Lobbying Activities begins its hearings March 27.

Rep. Frank Buchanan (D-Pa.) chairman of the committee, told Broadcasting he personally will ask the committee to place radio on equal footing with "newspapers and other publications" specifically exempted in the Act. Under section 308 of the lobbying law which is part of the Reorganization Act of 1946, exemption is granted to "newspapers or other regularly published periodicals."

The Congressman also disclosed that he plans to ask Judge Justin Miller, president of NAB, "or some other industry representative," to appear before the committee, to "show why radio should be given exemption."

His disclosure came on the heels of an announcement March 6 that the committee hearings March 27 "with an academic review" of the lobbying problem. Scheduled to follow this review are studies of the role of governmental agencies in influencing legislation and efforts of lobbyists in seeking to influence departmental and agency actions.

Rep. Buchanan, who appeared before the House Administration Committee along with Rep. Charles Hallock (R-Ind.) to request an additional appropriation of $48,000 for the broadcasts, said he could not determine at this time how far, if at all, the committee would go into communications aspects of the departmental study.

The Buchanan committee is trying to determine whether certain organizations have failed to register as lobbyists and whether certain registrants have complied with the Act (Broadcasting, Jan. 29).

News Saleability

L. A. Panel Airs Problems

MORE interesting news presentation and fewer newscasts were chief suggestions forwarded by a three-man panel representing network radio, local station and advertising agency on "How to Improve the Saleability of Radio News" at the Los Angeles Radio News Club meeting March 10.

Frank (Bud) Berend, NBC Western Division sales manager, spoke for network radio; Clyde Scott, manager of ESKA Hollywood, represented local stations; and Thomas C. Dillon, vice president of BBDO, gave the agency slant. All panel members agreed that newscasts for the most part needed livening up and more emphasis on human interest and local angle. They further urged more up-to-the-minute reporting of the news. A discussion followed the talks.

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GENERAL FOODS Will Use More Radio In 1950

GENERAL FOODS expects to spend more for radio time in 1950 than in 1949 but not as much for radio talent, Charles Mortimer, vice president of the company, said last week in New York during a news conference to reveal the firm's 1949 annual financial report.

He also explained that the company would be spending more in television for the same number of shows.

The corporation's net sales reached a new high of $474,637,030 during 1949. Clarence Francis, chairman, and Austin B. Iglehart, president, stated in a jointly signed annual report to stockholders. This compares with net sales of $468,386,031 during 1948.

It was the 16th consecutive year in which net sales for the company surpassed any previous year. Net dollar earnings were also the best in company history with $27,445,943, equal, after preferred dividends, to $4.77 a common share. In 1948 net earnings were $24,555,782, or $4.25 a common share. There were 5,757,403 shares of common stock outstanding both years.

$13 Million in Dividends

Out of the $27 million in earnings, $13 million was paid in dividends to holders of common and preferred stock. The remaining $14 million was retained in the business.

"Although television made great strides in its development as an advertising medium in 1949, we continued to spend most of our advertising dollars in magazines, newspapers, and on radio. We invested more money in advertising last year than in 1948. The additional investment was necessary in order to produce higher sales and better earnings," Mr. Francis stated in the report.

As the commercial value of television grew in 1949, General Foods added to its television shows. In March, Sanka coffee began sponsoring The Goldbergs, a CBS-TV program telecast Monday, Tuesday, Wednesday, Thursday, and Friday at 7:30-8 p.m. EST.

McDonald at Boston

JOSEPH A. MCDONALD, ABC vice president and general attorney, spoke on some of the legal aspects of the broadcasting business at the biannual luncheon meeting of the Boston Radio Executives Club March 8. Head table group also included President Craig Lawrence, WCOP Boston general manager, and the five-newly elected directors: Harold E. Fellows, WEEI Boston general manager; Fernall Harrison, president of WMAS Springfield and WLHH Lowell; Paul Provandie, Paul Provandie Inc. agency; Stacy Holmes, E. A. Filene Sons, and Bert Geoghegan of Transcard Corp.

KFVD Los Angeles Harlem Matinee has added half-hour daily to its Monday through Saturday hour schedule.

TIME SALES

'49 Billings Remain High

RADIO time sales made a good showing in 1949, although it had been thought that the increasing sponsorship of television programs would reduce radio advertising, according to the current analysis of advertising conducted by Standard & Poor's Industrial Surveys, New York.

Some networks, such as CBS, were able to augment broadcasting revenues and the 1949 total of gross billings for the four major networks was only 6% below the 1948 total, the analysis revealed. The report also said that improvements in the quality of television programs is likely to be substantial this year. Seeing some increase in overall revenues and continued heavy costs, Standard & Poor said networks engaged in both radio broadcasting and telecasting should experience a revenue rise.

Because of keen competition for markets, advertising budgets are expected to remain large and prevailing rates indicate that revenues will be well maintained over coming months, according to Standard & Poor.

DISCUSSING Federated Mutual Insurance Co.'s sponsorship of U. of Minnesota conference basketball games over KDHL Faribault, Minn., are (l to r): Edward C. Ellis, Federated sec.-sales dir.; Virgil Radke, KDHL; Bob Meyer, adv. mgr., Federated, and John A. Buxton, president of Federated Mutual.

ON THE DOTTED LINE...

CONTRACT for 26 weeks of Midnight Dancing Party on WBT Charlotte is set by J. H. Lane (seated), gen. mgr., Eastern Div., Atlantic Beer and Ale. Looking on are (l to r): Kurt Webster, m. c.; Hugh Deadwyler, pres., Hugh Deadwyler Adv.; Keith Byerly, general sales mgr., WBT-AM-FM and WBTV (TV).

PLANS for WCDL Carbondale, Pa.'s show, Irwin of the Arctic, are completed by (l to r): Seated, Ekik Comack, Eskimo partner of Explorers; Dave Irwin; Dean Johnson, Dean Johnson Motors, sponsor; Mr. Irwin; standing, William Fletcher, William Ware, W. R. Carlson Jr., all WCDL.

IT'S a new 5 kw transmitter for WTSP St. Petersburg, Fla., as J. F. Kelley (l), general manager, contracts for delivery of the equipment. Looking over his shoulder is Rex Rand, southern representative of the Corp. Mr. Kelley was southern representative for RCA for about four years.

BASEBALL cops and triple handshakes came into play as this trio set contract for sponsorship of all 1950 Trenton (N. J.) Giants games on WBUD Morrisville, Pa. L to r: Stanley G. Conley, Morrisville, and Joseph M. Volk, Trenton, Dodge-Plymouth dealers and co-sponsors; George E. Hoover, WBUD.

DISCUSSING Federated Mutual Insurance Co.'s sponsorship of U. of Minnesota conference basketball games over KDHL Faribault, Minn., are (l to r): Edward C. Ellis, Federated sec.-sales dir.; Virgil Radke, KDHL; Bob Meyer, adv. mgr., Federated, and John A. Buxton, president of Federated Mutual.

WNOR Norfolk, Va., coverage of the 1950 Norfolk Tars baseball games is arranged by (l to r): Seated, Murray Glasso, pres., Glasso Brewing Co., sponsor; Earl Harper, WNOR gen. mgr.; standing, Eugene Lipscomb, sec.-trees., Glasso; J. Diggs, acct. exec., Lindsey Adv., Richmond; Bob Rogers, WNOR.
WNOX gratefully acknowledges the ALFRED I. du PONT AWARD 1949 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 community.

Scripps-Howard Radio, Inc. WNOX KNOXVILLE, TENN.

CBS 990 kc 10,000 watts Represented by Branham
STATION TAX

TAXATION of radio and television stations in Virginia by cities, towns, counties and other local governmental units is forbidden under legislation signed by Gov. John S. Battle, the Virginia General Assembly by INC., March 6).

The Virginia action marks the first halting of the trend toward exaction of local taxes from broadcasting and television stations. With the industry serving as the latest victim of tax-hungry cities and counties, the Virginia legislation provides a means by which other states can stop local governments from assessing taxes.

Burden of the fight to obtain passage of the Virginia bill was carried by the Virginia Asso. of Broadcasters, of which Philip P. Allen, WLVA Lynchburg, is president. Among those active, besides Mr. Allen, were C. T. Lucy, WRVA Richmond, chairman of the VAB Legislative Committees, and Frank U. Fletcher, WARL Arlington, an NAB board member.

The Virginia taxes had been instigated by the Municipal League of Virginia. In Arkansas the idea of municipal taxes was developed at Little Rock. Protest against the tax was made by Little Rock stations whose position was upheld by a lower court. On appeal, the state's highest court reversed the lower tribunal and held that the U. S. Supreme Court would not hear an appeal on the ground there was no federal question.

Text of Va. Law

Text of the Virginia bill, as passed by the House and Senate: A BILL to amend and reenact §§ 58-266.1, 58-266.2 and 58-266.3 of the Code of 1950, relating to city, town and county license taxes, so as to prohibit cities, towns and counties from enacting or operating any radio or television broadcasting.

Be it enacted by the General Assembly of the Commonwealth of Virginia: That §§ 58-266.1, 58-266.2, and 58-266.3 of the Code of 1950 be amended and reenacted, as follows:

§ 58-266.1. City and town licensees; business exempt.—In addition to the State tax on any license, as hereinbefore and hereafter provided for in this chapter, the council of a city or town may, when anything for which a license is required is to be done within the city or town, impose a tax for the privilege of doing the same and require a license to be obtained therefor; and in any case in which they see fit they may require from the person licensed a bond, with sureties, in such penalty and with such conditions as they may deem proper or make other regulations concerning the same.

No city or town shall impose upon or collect from any person any tax, fine or other penalty for selling farm or domestic products within the limits of any such town or city outside of the regular market houses and sheds of such city or town; provided, such products are grown or produced by such person.

No city or town shall require a license to be obtained for the privilege of printing or publishing any newspaper, or for the privilege of operating or conducting any radio or television broadcasting station or service.

§ 58-266.2. Licenses in certain counties.—The governing body of any county in this state with a population of more than two thousand per square mile, according to the last preceding United States census, and of any county having an area of less than sixty square miles, is hereby authorized to levy and to provide for the assessment and collection of county license taxes upon businesses, trades, professions, occupations and callings and upon the persons, firms and corporations engaged therein within the county, whether any license tax be imposed thereon by the State or not; provided that no county license tax shall be levied in any case in which the levying of a local license tax is prohibited by any state's law or statute of this State, and provided further that no county shall require a license to be obtained for the privilege of operating or conducting any radio or television broadcasting station or service.

§ 58-266.3. Licenses in counties with county manager form of government.—The governing body of any county which has adopted the county manager form of organization and government provided for by chapter 11 of Title 15, whenever it deems necessary, may require from the person licensed, bond, with surety, in such penalty and with such condition as it may deem proper. The ordinance imposing such tax shall provide for the time and manner of collection thereof and issuance of such license. Any license so obtained shall be in addition to any license tax imposed by the State or any town in such county.

No such county shall require a license to be obtained for printing any newspaper, or for the privilege of operating or conducting any radio or television broadcasting station or service.

FTC Charges Koken

FEDERAL Trade Commission has entered a complaint against Koken Cos. Inc., St. Louis, alleging the firm's product, Vanish, is not a cure or an effective treatment for dandruff contrary to its representations in radio and periodical advertising. The FTC maintained in its complaint that Vanish "does not have any beneficial therapeutic effect in the prevention, treatment or cure of unhealthy scalp or hair conditions, and it will not promote the health of the scalp or hair." Firm was given the usual 20 days in which to answer the complaint.

STATION TAX

SALES AIN'T POPPING LOUD IN CORK (Ky.)!

If you think it will do you any good to put the advertising screws on Cork (Ky.), Mister, you're bubbling over with a case of Pollyanna-itis! Cork simply doesn't have the people or the dough to produce a sales-geyser!

But if Cork's crew can't help you, the Louisville Retail Trading Area certainly can! Its 27 Kentuck-y and Indiana counties are effervescant with high-proof people, business and money—almost as much business and money as in all the rest of the State combined. And WAVE pours out its soul to this one great market exclusively!

Shall we start pouring for you—now?

LOUISVILLE'S WAVE

NBC AFFILIATE FREE & PETERS, INC., NATIONAL REPRESENTATIVES

5000 WATTS . 970 KC

Page 36 • March 20, 1950
ARE YOU MAKING YOUR BEST BUY IN CHICAGO?

If you’re on WGN in Chicago, your answer is “yes”. Because advertisers and agencies all over the country recognize WGN as the top power and prestige station in Chicago... the station that gets results. When they have a choice of local stations, WGN is tops on the list.

Of the four network stations, WGN consistently carries more local business than any other.

This is strong evidence to consider when placing your clients’ advertising. Take your cue from other dollar-wise advertisers. Take advantage of WGN’s responsive listening audience.

Remember, too, for years WGN has reached more people each week than any other Chicago station.*

This is the biggest marketplace in the world… bigger than any other place where people go to find the things they want to buy.

Where else do so many people get together, week after week—from every part of the country?
People Shop Every Week

Where else can you find 25 million people standing in front of the same counter at the same time focused on the same product? Only in Radio.

In all radio CBS draws the largest crowds—a million and a half more customers than any other network.

And every year these crowds of customers grow bigger.

That's why, when America's leading business men offer for sale the things most people want to buy, they showcase them in the biggest and busiest market place in the world... The Columbia Broadcasting System
Editorial

The Fee-Bite

IN THE QUEST for new money to meet expanding cost of Government, two separate moves are under way in Congress which would assess license fees, franchise taxes or other imposts upon users of Government service. Radio, as always, is singled out as a latent source to be tapped most expeditiously.

How far these projects will go we do not know. Every other attempt in the last dozen years has died aborning, because of obvious discrimination against radio. This year, however, the pressure is on—not necessarily against radio, but all new revenue sources.

It is significant that the FCC is the first to pop up with a written report to the Senate suggesting how its licensees can be tapped. The Senate Committee asked for comments on Feb. 20 and got its report on March 8. That's about as fast a job as the FCC has ever done, and infinitely speedier than its elapsed time in handling the simplest of applications.

We won't belabor the pros and cons of radio license fees or franchise taxes now since hearings obviously will be held before any definitive action occurs. A bit of simple arithmetic: The FCC uses a budget of about $7,000,000. Let's say that half goes to the mass radio media operations. These media did about $450,000,000 in net times sales in 1949. They paid Federal taxes accordingly. They've already paid for their portion of the FCC's administration—and then some—but had no voice in the management of the FCC's affairs.

One more point. The payment of license fees or filing fees would be no hardship for the larger stations or the networks. No matter how slight, they would be burdensome to the smaller operators. Last year, according to the FCC's own statistics, 25% of the licensed stations lost money.

Take a Look, Congress!

WHEN THE Hoover Commission for reorganization of the executive branch of Government was functioning last year, both the official and private word was that it would have little or no effect upon the Federal Radio Commission.

That does not appear to be the case, now that President Truman has submitted his plan to Congress. It would vest in the Chairman of the FCC (and in those of other administrative agencies) almost limitless power with respect to appointment and supervision of personnel, and to the assignment of duties.

When viewed in juxtaposition with the FCC's own functional reorganization announced within the last fortnight, the President's proposal becomes even more sweeping. Indeed, there would appear to be little need for a seven-man commission. The chairman, his new high-level advisory council (general counsel, chief engineer and chief accountant) and the provision for new major bureau chiefs would seem to preempt practically all the policy and executive work now done by the FCC, possibly exist.

The complaint has been that the lawyers have been running the FCC policy. The McFarland Bill (S-1973) which unanimously passed the Senate, and which now is being fought in the House, would not consider what that abuse and place responsibility where it belongs—with the seven-man Commission.

The combination of the FCC's functional reorganization and the proposed plan of the President would seem to shovel new power precisely where the Senate unanimously said it should not reside when it passed the McFarland Bill.

FCC chairmen come and go. There have been eight in the 16 years of the FCC's tenure. There have been good and bad chairmen; strong and weak chairmen. Under a good chairman, the President's plan might work well. Under an unscrupulous one, dire things could happen.

The reorganization plan seems to ignore the fact that the FCC is a bi-partisan agency. Not more than four of its members can be of the same political faith. As we read the President's plan, he would control all personnel and all funds. He could hire and fire virtually as he sees fit. There might as well be a Commission of seven Democrats, or perhaps it would be just as effective to have just one member—an administrator—and thereby save the salaries and staffs of the six other commissioners.

The President's plan is premised upon direct lines of authority for the management of the "executive branch." We have never understood that the FCC is responsible to the Chief Executive alone. Congress has always maintained that the FCC is its creature to which it delegated its legislative authority because it has neither the time nor the expert knowledge to handle it.

There are aspects that need clarification. We hope Congress takes a good, hard look before permitting the plan to become effective. That happens automatically unless House or Senate or both act within 60 days.

Signs of Our Radio Times

A FEW WEEKS AGO the All-American Conference against Communism was held in New York. The Administration is sponsoring legislation to broaden and make permanent the loyalty program for Federal employees in so-called "sensitive" agencies. Communism has taken over China and its seething millions. The Soviet presses into non-Communized Asia and Europe. Berlin blockade is on-again-off-again. Soviet delegates—keep the UN doors revolving on their succession of walk-outs. And there's the go-ahead on the hydrogen bomb.

All this means more to radio than news of this turbulent day. It is of the very essence of radio.

The All-American Conference at its Jan. 29 meeting recognized this vital point. There was specific mention of the "steady infiltration" of Communism into radio—as well as into the schools, colleges, press and screen.

We have called attention before to the tendency in radio to give short shrift to talk about Communistic boring-in. Communists and Communist sympathizers should have no place on our air or even behind the microphone.

Though most people have forgotten it, we and our guests at the FCC are a radio audience. Therefore it is the duty of broadcasters to ascertain that those with views contrary to our form of government be excluded.

The insistence of the labor unions that they will assume the burden is interesting but of little importance in itself. Let's not forget the lessons of World War II; of the Axis Sallys and the Lord Haw-Haws; of armed guards around stations and no admittance to the studio; of no audience-participations or man-on-the-streets.

A microphone in the hand of an Orson Welles some years ago brought pandemonium when he depicted an illusory invasion from Mars. What might a Communist do with a story on a hydrogen bomb invasion even today?
KOIN

the number one* radio station
of the OREGON MARKET

CELEBRATES

25 YEARS

OF SUCCESSFUL SERVICE AND SELLING

FOR 25 YEARS KOIN HAS BEEN AN INTEGRAL PART
OF OREGON—THE FASTEST GROWING STATE IN THE NATION

1st weekday mornings ... 1st weekday afternoons
1st evenings (Sunday through Saturday) 1st total
rated time periods. (Houser station audience index, Oct. '49 through Feb. '50)

KOIN
PORTLAND, OREGON

and ... KOIN FM

Avery-Knode, Inc. National Representatives

A Marshall Field Station
Respects

(Continued from page 40)

cessful regional network.

He is a believer in sound broadcasting. It is his opinion that AM broadcasting will long outlive those in the business who are gloomily predicting its demise. While an energetic preacher of AM radio, Mr. Bridges also is an unrelenting booster of FM. He says FM is technically sound and that it is only a matter of time before frequency modulation will be the system preferred for sound broadcasting.

In the same breath, he shuns the prediction of immediate radio-replacement by television. While he doesn't ignore its existence—a nigh impossibility today—the Arrowhead keynoter sees TV as too costly, particularly to the advertiser who pays the bills. It is Mr. Bridges' opinion that the operating cost of video must be reduced and technical refinements advanced.

Having probed his way in broadcasting by acquiring an intricate knowledge of its engineering parts, he is unimhibited when it comes to radio planning and production. Instead of thinking in past radio terms, Walter Bridges sees a new avenue of approach opening up in commercial radio.

His approach to radio is based upon the belief that productions must be improved and that the advertiser should get his deserved return on the dollar. Mr. Bridges brushes aside the term "announcer" and refers to the men at the microphone as "air salesmen." On this same theory he calls radio salesmen "merchandising salesmen in radio."

The latter, he says, must do something for the advertisers and not be just order takers.

In the Bridges office, the accent is not so much on getting contracts as it is on getting results from contracts and renewals. In this way, the follow-up on sales in the Bridges organization keeps the advertiser first in mind. And it is this philosophy which Mr. Bridges believes will make his network the strongest in regional merchandising and permit expansion.

'Human Dynamo'

Walter Bridges is a constructive man. Short, weighing about 160 lbs., usually hatless, and bustling with energy, he resembles in many ways the proverbial human dynamo. It is said about Arrowhead that Mr. Bridges gives drive to any man who works with him.

A devotee of good music such as opera, ballet and symphony Mr. Bridges also can be found listening to a hot jazz number. While he pours through countless volumes of classical literature for intellectual fare, he is equally at home with a detective yarn.

At Superior, Wis., Mr. Bridges lives a modest life, maintaining a simple home that has housed his family for many years. His wife is the former Ella Gleason. They have one daughter, Mary Gleason Bridges.

He works constantly to improve his summer home at Wiss Lake in Wisconsin. As an outdoor man, Mr. Bridges spends a good amount of his hobby time culti- vating various types of shrubbery and trees. In addition to his forestry abilities, he raises pet animals and then releases them from their wired homes to return to the wilds of the woods surrounding the location.

A hard-working community man, Mr. Bridges is member of the American Legion and Kiwanis Club, among others.

And, not content to leave radio "at the office," he maintains a 1 kw amateur transmitter and radio tower at his summer home. Radio not only is his livelihood and first interest but also his perpetual study.

POLITICAL TIME

Young Answers Taft Charge

SEN. ROBERT TAFT's charge that the President "commandeers at will" time on all four radio networks has been branded by Rep. Stephen M. Young (D-Ohio) as "an irresponsible statement, an insult to the free enterprise broadcasting industry, and an affront to the American people."

Rep. Young, speaking on behalf of the Democratic Party, offered his rebuttal on Bert Andrews' weekly ABC broadcast Feb. 22. A week earlier, on a similar broadcast, Sen. Taft (R-Ohio) had accused the party of operating the "biggest" propaganda machine in political history, and charged that President Truman could "commandeer" network time anytime he felt inclined. Sen. Taft referred specifically to the President's Jefferson-Jackson Day address carried by all networks.

Rep. Young said that each network was notified of the speech and decided independently to carry the broadcast. "Senator Taft probably forgets . . . that radio is private enterprise and that each network does its own programming," he added.

Capital Comment, official organ of the Democratic National Committee, in denying the Taft charges noted that "on virtually every occasion in the last three years when Republicans have asked for and received time to answer Presidential speeches, Taft has appeared on the Republican broadcast."

ACWU PLANS

More Radio-TV Use Seen

WITH at least $14,000 of a new advertising budget get initially appropriated to radio, An unagitated Clothing Workers Union (CIO) is further eyeing radio and television to put across its institution "buy a union-label suit" message.

ACWU invaded the radio field for the first time March 7 in New York with sponsorship of ABC's Town Meeting of the Towns on the "Willie" network. The union previously had not used radio. Union and agency officials think it may well double its overall ad allocation (to an even $1 million) at the national conference in Cleveland May 15. Such a resolution now is in the mill.

While radio plans hinge on the outcome of the meeting, radio and television spot campaigns probably will be explored if additional funds are made available, according to George Pampell of Ben Sackheim Inc., New York, which handles the union account. He conceded that use of both media already has been mulled, and added that TV is a "natural" for the label campaign.

Pat Buford

WORD has been received of the death Feb. 12 of Pat Buford, 47, former owner and manager of KIEB, Okmulgee, Okla., in a Me- Allen, Tex., hospital, following a brief illness. Mr. Buford operated KIEB from 1940 to 1949 when the station was sold to the Times Publishing Co. He moved to the Rio Grande Valley last October. He leaves his wife and three sons, all of McAllen.

R. W. BAXTER, president of Rio Grande National Life Insurance Co., assumes duties as member of Dallas Radio Commis- sion, which has supervision of city-owned WRR Dallas. He was appoint- ed by County Court to fill unexpired term of C. R. McHenry, who died recently.

JAMES M. SEWARD, CBS vice presi- dent in charge of technical operations in Hollywood for two-weeks conferences.

GENE WILKEY, general manager of WCCO Minneapolis, received plaque from the National Foundation for Infantile Paralysis on behalf of sta- tion for outstanding public service in cooperation with March of Dimes.

ARTHUR HULL HAYES, vice presi- dent of CBS and general manager of KCBS San Francisco, entered Palo Alto Hospital March 13 for major operation. He is expected to return to his duties at KCBS in two weeks.

FRANK MARX, ABC vice president in charge of engineering, is the father of twin sons born March 11.

THE STATION WITH THE BIG RESPONSE-ABILITY!

WEAU

Eau Claire, Wisc.

Eaton Station

NETWORK

Represented Nationally by RA-TEL Reprs., Inc.

Page 42 • March 20, 1950

MANAGEMENT

BROADCASTING • TELECASTING
No question about the really BIG voice in this rich Midwestern market! It's WOWO. In survey after survey, WOWO programs lead in listenership... morning, afternoon, and night.

And remember... when you buy WOWO, you're not buying just the prosperous area within Fort Wayne's city limits. You're buying an urban-and-rural market that covers 49 BMB counties! You’re buying a loyal station-audience of nearly 300,000 Radio Families. That's as big as St. Louis! For availabilities, check Paul Mills at WOWO — or Free & Peters.
College Network

CLAIMED by its participants to be the first direct line intercollege broadcasting network in the country, the Pioneer Broadcasting System will have its formal opening and first official broadcast on Wednesday evening (March 22) at Smith College. The network is comprised of student-operated stations WAMP Amherst College, WMU A. of Massachusetts and WCSR Smith College. Student heads of the college stations point out that the joint programming will enable each station to extend its time on the air to 69 hours a week and to reach about 5,000 listeners.

LINEUP of newly elected officers and directors of the Illinois Broadcasters Assn. [Broadcasting, Feb. 27] includes (1 to 5): Leslie C. Johnson, WHBF Rock Island, vice president; J. Ray Livesey, WLBH Mattoon, secretary; Harold Safford, WLS Chicago, president; and Directors Arthur Harre, WJJD Chicago; Charles Caley, WMBD Peoria; Merrill Lindsay, WSOY Decatur, and Charles Cook, WJFF Herrin. Election was held at the association's annual meeting at the Leland Hotel in Springfield, Ill.

JASPER L. CUMMINGS, former commercial manager of WEED Rocky Mount, N. C., and now president of General Wholesale Hardware Co., that city, joins WQEC and WMFA (FM) Rocky Mount, as commercial manager, succeeding RAY THOMPSON, resigned. Mr. Cummings will continue his connection with the hardware firm.

MARK WODLINGER appointed sales manager of WOC Davenport, Iowa. He has been with station for 15 months. Formerly with WQCA魔龙, Ill., he will be in charge of sales for radio and television at WOC.

ARTHUR J. McCAYPER joins sales staff of WLAW Lawrence, Mass. He formerly was with New York Evening Post and Herald Tribune.

W. MILLER MONTGOMERY, sales representative for WIS Columbia, S. C., since 1945, appointed local sales manager of station succeeding C. WALLACE MARTIN, resigned.

H.R. REPRESENTATIVES Inc. appointed national representative for WQCG Kalama, Wash., and WJIM-AM-TV Lansing, Mich. WJIM-TV is scheduled to begin telecasting April 1.

AUSTIN C. LESCOURBA, noted journalist and industrial advertising consultant, awarded French Legion of Honor for his "services rendered to French cause." This is third French decoration he has been awarded.

HAROLD DAY, ABC radio and TV sales development director for spot sales department, elected president of New York Metropolitan Alumni Assn. of Colgate U.

BUD STIMSON with ABC's stations' department for past three years, transferred to network's television sales department as account executive.

JOHN RYAN, former account executive of WQXE New York sales department, joins sales staff of WOR-TV New York.

CHARLES B. ISAACS, formerly on sales staff of WCAO Baltimore, joins sales staff of WQV New York.

J. MacKENZIE WARD, salesman at MBS Chicago, resigns to join CBS western sales staff in Chicago March 27.

WILLARD DAVIS resigns from sales staff of KTIA (TV) Hollywood to go to San Francisco.

C. C. BEMENT, new to radio, joins sales staff of WMDN Midland, Mich. He replaces HARRY G. WILLIAMS, resigned.

J. FRANK JOHNS, media and radio director of Melamed-Nobles Adv., Minneapolis, for past four years, resigns to enter station representative work, covering accounts in Minneapolis-St. Paul area for non-competitive Midwest stations.

He entered radio in 1931 with Free & Peters, Chicago, and later moved to Howard H. Wilson Co., same city. In 1943 he joined sales staff of WCCO Minneapolis. He has been appointed Twin Cities representative for KFGO Fargo, N. D., and WMIL Milwaukee.

ROBERT HOWARD, NBC Western manager national spot radio and television sales, named to membership in Radio Pioneers.
In Detroit, WWJ is more than a great radio station... more than a source of entertainment for the nearly one million homes in the Detroit area. WWJ, Detroit's FIRST station, has consistently been the leader in community service and enterprise.

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

When you give your product story the benefit of WWJ's community acceptance, it receives added prestige, more attentive ears, less selling resistance... resulting in increased sales in a market that did three billion dollars retail business last year!
WHITE HOUSE NEWS

Henle Would Reform System

THERE'S a way out of the problem of the "deteriorating" White House news conference, Ray Hanle, of Sunoco's 3-Star Extra, NBC news feature, told the 20th Century Club at Buffalo, N. Y., on March 2. Mr. Hanle suggested newsmen write out subjects for Presidential discussion hours in advance of each news conference, thus permitting the President ample time to look into a given subject.

The radio newsman warned that the conference may become a thing of the past if exclusive interviews are granted by the President to "trained seals" and "personal favorites." He said the news conference is the bridge over which flows information between the President and the general public.

If this system were destroyed, he said, the channel not only would be cut off but exclusive interviews could lead eventually to a reporting of the news favorable to the President.

Deterioration, Mr. Hanle said, has set in because of the wide range of questions—a good many of them insignificant—which are fired pell-mell for the President to answer. Current operation of the White House news meeting elicits information from the President in a "disordered, haphazard manner," he said. The written question, requiring news conference preparation, Mr. Hanle concluded, would avoid any trend toward the exclusive interview.

U. OF ARIZONA games in National Invitational basketball tournament at Madison Square Garden aired by KTUC Tucson and Arizona Network, via direct lines from Garden to Tucson.

CHARLES POWELL, joins WCSF (FM) Columbus, Ind., as news editor and special events reporter. He formerly was with WABV Vincennes, Ind.

BOB NEAL, for past four years with WGR Cleveland, as play-by-play announcer of Cleveland Browns football team and sports director, moves to WERE same city, general manager. Before joining WGR, he was with WSIM Lansing, Mich.

MacDONALD RICHARDS appointed director of farm services of CFRN Edmonton. He joined CFRN in 1946 after five years overseas with Canadian Army, is member of Agricultural Institute of Canada, secretary-treasurer of Edmonton and District Agricultural Society, and before war was advertising agency account executive at Toronto.

MRS. FRANCES JARMAN, women's news editor of WODC Durham, N. C., is winner of women's commentator contest recently conducted by Wendy Warren and the News on CBS to select best local news story submitted by woman radio reporter.

PUBLICITY COPY

Oklahoma U. Publishes Guide

PATTERNS OF PUBLICITY COPY. By Stewart Oylas. U. of Oklahoma Press. 139 pp. $2.75.

TOP-FLIGHT publicists, the stories they prepare for newspaper publication and the devices they use in preparing their stories, are discussed in this volume, as a guide to writers in this field.

Book is aimed at publicists, students, and teachers as a manual for the creation of copy—from the idea, through research, editing and the final draft. The book includes comments on publicity copy writing by George Crandall, CBS director of press information; Sidney H. Eagles, vice-president in charge of the NBC news department, and Jim O'Bryan, MBS director of press relations.

RRN Baseball Off

PLANS for feeding New York Yankee baseball broadcasts to the 11-station Rural Radio (FM) Network have been abandoned, Michael Hanna, general manager of RRN and WHCU-AM-FM Ithaca, N. Y., said last week. The plan was shelved at the suggestion of the Yankee management, which questioned the last practicability of radio relay feeds by WHCU to other RRN stations. Weather conditions and other factors bearing on reception were involved in the decision, Mr. Hanna said.

LITTLE theatre production of "The Philadelphia Story" in Portsmouth, Ohio, featured Bob Whitaker, newsmen and announcer, John Michaels, announcer, and Ann Deven, promotion director, all of WPAY-AM-FM that city.

Canadian Awards

SECOND ANNUAL Canadian Radio Awards under the sponsorship of the Canadian Assn. for Adult Education, Toronto, are to be announced in May. Three times as many entries have been received as last year, a total of 160, including many French-language programs. The largest group of entries are in the "community service" and "social and public issues" categories, with talks, music, drama and children's programs following. Radio committee is headed by Wis McQuillen, radio director of Cockfield, Brown & Co., Toronto advertising agency, and includes T. J. Allard, Canadian Assn. of Broadcasters, Ottawa; Neil M. Morrison, CBC, Toronto; Frank Peddie, representing radio artists, Toronto; and J. R. Kidd, secretary of the sponsoring body.

Hundreds of outstanding American Folk—Band—Concert—Hawaiian—Novelties—South American and Spanish renditions included in over 3500 musical selections contained in the SESAC Transcribed Library—ALL FOR AS LITTLE AS $40 A MONTH!

SESAC, INC., 475 Fifth Avenue, New York 17, N. Y.
YOU MIGHT BAG A SIX-FOOT MOUNTAIN LION*

BUT...

YOU NEED WKZO-WJEF TO CAPTURE WESTERN MICHIGAN!

If you’re shooting for real penetration in Western Michigan, WKZO, Kalamazoo, and WJEF, Grand Rapids, are the stations to use.

BMB and mail-pull figures prove that this CBS combination has an exceptionally large rural circulation.

And within their home cities of Kalamazoo and Grand Rapids, WKZO-WJEF get top Hooperatings year after year.

For Total Rated Periods (Dec. '49-Jan. '50) WKZO actually got a 59.8% Share of Audience and WJEF, 26.5%!

In addition to giving advertisers about 59.7% more listeners than the next-best two-station combination in these two cities, WKZO-WJEF cost 20% less!

Let us or Avery-Knodel give you all the truly amazing facts. You’ll really be impressed!

*J. R. Patterson killed a 276-pound mountain lion at Hillside, Arizona, in March, 1917.

WKZO first in Kalamazoo and Greater Western Michigan (CBS)

WJEF first in Grand Rapids and Kent County (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

avery-knodeL inc., exclusive national representatives
AAA, ANA

(Continued from page 26)

will be reviewed that morning in a session to be introduced by Fairfax M. Cone, Foote, Cone & Belding, AAAA vice chairman.

Appearing on the ethics agenda are George Reeves, J. Walter Thompson Co., who will view the Wheeler-Lea act governing advertising content, and Julian L. Watkins, H. B. Humphrey Co., agency copy.

Saturday sessions will include a preview of the new $40,000 sound and full-color poster picture on advertising's role in the American free enterprise system. A first draft of the film also will be shown at the ANA meet. Mr. Cone will preside.

Other sessions will cover developments of the advertising research foundation; the new BMB study (No. 2) with Albert Lampert, Cebanese Corp., and BMB director as speaker; the 1950 census, discussed by Dr. Vergil Reed, J. Walter Thompson Co.; and advertising public relations. Mr. Brockway will review work of the Advertising Council Inc. He is chairman of the council's executive committee, and currently Mr. Peabody will trace the attitude toward advertising as reflected in 1941 and the progress it has achieved.

Thursday Sessions

Closed circuit sessions Thursday will begin with an executive session and election of officers and directors, and a proposal to incorporate AAAA as well as an AAAA member group insurance plan. Other discussions will center on agency management problems. Officer and director nominations will be submitted by the AAAA advisory council headed by Thomas D. Blood, Kenyon & Eckhard, New York.

AAAA board of directors' organizational meeting will be held Thursday at 5 p.m. when the board will elect an operations committee to meet monthly in intervals between board meetings. 1950 association budget will also be up for approval.

Members of the board of governors of the six AAAA regional councils and 13 local chapters will meet Wednesday prior to opening of the convention.

A hospitality committee, headed by Mrs. Clarence Goshorn, will handle arrangements to entertain the 150 ladies expected to attend. Miss Elaine Carrington, radio script writer, will address ladies luncheon affair Friday. A ladies' golf tournament for members and guests, with gross, net and tourism prizes, will be held that afternoon.

Opening session of the ANA Wednesday March 29 will go into the theme "What I Expect From Advertising Today." Participants include James J. Nance, Hotpoint Inc., on the top management viewpoint; Ben Wells, Seven-Up Co., on the consumer viewpoint; and Philip Liebmann, Liebmann Breweries, on the advertising manager's viewpoint.

A "midget musical" will be entitled "The ANA Hot Springs Review," featuring the Suzuki Marionettes and words by Warwick & Legler.

Sandberg Presides

Wednesday afternoon meeting will be the " Invite to Get More Mileage Out of Your Advertising." John V. Sandberg, Pepsodent Division, Lever Bros., will preside. Tapping panel will be Ward Mauro, Wildroot Co.; Frank T. Hypp, A. Asch Inc.; George Duram, Lever Bros.; Robert Gunning, Robert Gunning Assoc.; Eldridge Peterson, Printer's Ink; Robert Gray, Esso Standard Oil Co.


Problems of industrial advertisers will be taken up Thursday morning with L. Rode Walter, Flintkote Co., as keynote. Taking part in the session will be F. O. Smith Corp.; M. Russell Kambach, J. M. Sharp, Aluminum Co. of America; Russell Applegate, Gilbert Miller, DuPont.

A. W. Lehman, managing director of the Advertising Research Foundation, will speak on business paper studies conducted by the foundation. William H. Collins, Dravo Corp., will review results of an ANA survey of industrial advertising.

Thursday afternoon's agenda includes a discussion of ABC by Thomas H. Young, U. S. Rubber Co. Marion Harper Jr., president of McCann-Erickson, will speak on the topic "What Price Television," with a panel discussion following.

Radio and Television Panel will be moderated by A. N. Halberstadt, Procter & Gamble Co. Taking part will be Mr. Harper; Niles Trammell, NBC board chairman; Frank Stanton, CBS president; Leonard Bush, Compton Adv.; A. C. Nielsen, head of A. C. Nielsen Co. Two others will be named later. Panel topics range from TV impact on radio listening to the FCC "freeze" and the prospects for color.

Friday Agenda

Friday morning's program includes a talk on status of advertising by W. B. Potter, Eastman Kodak Co., ANA board chairman. Guy Berghoff, Pittsburgh Plate Glass Co., and David Tibbott, New England Mutual Life Insurance Co., will speak on the public relations campaign to promote understanding of industry and advertising. Fred Willkie, Joseph E. Seagram & Sons, will discuss community relations.

A. O. Buckingham, directing an ANA study of advertising budgets, will discuss his findings. Stuart Pfeiffer, Border Co., will explain work of the Commerce Dept. Advertising Advisory Committee. Cyrus Ching, U. S. Federal Media- tion Director, will review labor.

At the Friday luncheon Philip Graham, publisher of the Washington Post (WTP), will wind up the three-day meeting with an in- terpretation of how events and their impact on business and advertising. The delegates will leave Friday afternoon for the joint session with AAAA.

THAT honorary degree makes Bob Henderson (r), KOIN Portland, Ore., happy. The D.D. degree was bestowed on Mr. Henderson by John D. Gross, owner of Parkrose Work and Play Preschool, Portland, in appreciation of the m. c.'s announcements on THE KOCN Klock which informed snowed-in kiddies as far away as 150 miles that their local schools were to be shut down during a Pacific Northwest blizzard.

NAB Convention

(Continued from page 26)

ton, Ill., is expected to discuss how the growth of FM services can be maintained profitably.

Matthew H. Bonebrake, KOCY-FM Oklahoma City, chairman of the FM Committee, is scheduled to preside at Chicago as the committee has as its theme to discuss FM networking since KOCY-FM feeds a combined AM and FM hookup.

The morning's program is expected to show FM stations how to make radio opportunities for supporting cause histories to be cited. Speakers will be selected to present both sides of the AM-FM duplication argument. If time permits, a question-answer session will be held.

Among topics to be taken up at the FM session will be a proposal to hold a National FM Week during the summer. This event would not be directly sponsored by NAB but would be designed to bring together all groups and persons interested in development of FM broadcasting for an intensive promotional effort.

KC MO Farm Tour

KC MO Kansas City's 25 "touring farmers," now on a farm inspection trip, will tour at the Annual Atomic Energy Show [BROADCASTING, Feb. 6], received official welcome to Paris by Mayor George DeGaulle, brother of Gen. Charles DeGaulle, station has reported. A full program is provided, each member of the party studied first hand French farming and agriculture conditions and spent a night at the home of a French farmer. KCMO's Director of Agriculture C. W. Jackson is accompanying the tour.

Radio's Duty

Catholic Meet Hits Shows

CHARGE that radio and television programs "are failing to meet their responsibility to give "the Christian home" was voiced Wednesday in Detroit at the 18th annual convention of the National Catholic Conference on Family Life. Radio, radio and television leaders were urged to present more programs with "principles of family life."

Noting that the sponsor "has much to say as to what is put on the air," Richard E. Hobbs, radio chairman of the Detroit Archdio- cesan Council of Catholic Men, told the 500 delegates "radio and television fill the need for entertainment, recreation and relaxation for the family, but too often they miss the source of the principle of family life." He added that an increase in strictly religious programs is not necessary but that a much greater integration of religious principles into every program.

SERIES of 13 broadcasts, For the Living, dramatizing known facts about cancer, is being carried by WFAX Falls Church, Va.
The 1949 Alfred I. duPont Radio Awards

**ONE**—to Morgan Beatty, NBC’s ace newsman, heard daily at 7:15 p.m. (EST) on News of the World, sponsored by Miles Laboratories, Inc. the 1949 Alfred I. duPont Radio Commentator Award for:

Accurate coverage of the day’s biggest news stories.

Expert analysis of world and national affairs.

Reliable interpretation of significant events.

Aggressive reporting of the news as it happens.

Consistently excellent gathering and reporting of news by radio.

Just as Morgan Beatty has distinguished himself in 1949... So NBC newsmen and correspondents have always been the recognized leaders in gathering and reporting the news with traditional accuracy and timeliness.

**TWO**—to our longtime affiliate, WWJ, Detroit, one of the two 1949 Alfred I. duPont Radio Station Awards for:

“Outstanding and meritorious service in encouraging, fostering, promoting and developing American ideas of freedom... Loyal and devoted service to the nation and to the community served.”

This honor is particularly timely in 1950 as pioneer station WWJ rounds out a quarter century of operation. From its first broadcast, WWJ has been a notable example of American radio at its best.

NBC... America’s No. 1 Network

The National Broadcasting Company

A service of Radio Corporation of America
FCC Reorganization

(Continued from page 27)

cies. One group includes the substantive aspects of regulation—rules, the determination of policies, the formulation and issuance of rules, and the adjudication of cases. All these functions are left in the board or commission as a whole.

The other group of functions comprises the day-to-day direction and internal administration of the complex staff organizations which the commissions require. These responsibilities are transferred to the chairman of the agencies, to be discharged in accordance with policies which the commissions may establish. The chairman is to be designated in each agency by the President from among the Commission members.

Agencies affected by the additional allocation of powers to the chairman include, aside from FCC, the Interstate Commerce Commission, Federal Trade Commission, Federal Power Commission, Securities and Exchange Commission, National Labor Relations Board, and Civil Aeronautics Board.

Other Studies

Meanwhile in its separate staff reorganization into functional units the Commission last week prepared for consummation of plans for a new Common Carrier Bureau effective April 3, to be followed by studies looking to ultimate creation of a Broadcast Bureau and a Safety and Special Services Bureau.

It had not been decided whether the next study would deal with the broadcast of the safety-special services functions. A fourth bureau—Field Engineering and Monitoring—also will be set up, but the division presently handling this work is already established substantially along functional lines and a minimum of reorganization will be necessary.

Linked with the reorganization move, appointments to the new high-level Office of Chief Engineer, Office of General Counsel, and Office of Chief Accountant were announced March 10 [BROADCASTING, March 13].

Curtis B. Plummer, chief of the present Engineering Bureau’s TV Division, was named chief engineer succeeding John A. Willoughby, who has been acting chief since January 1948, while the incumbents in the other offices—General Counsel Benedict P. Cottone and Chief Accountant William J. Nokes—were appointed to the same positions in the realigned organization.

At the same time it was announced Mr. Willoughby will be assistant chief engineer; Harold J. Cohen, assistant general counsel in charge of common carrier division, will head the new Common Carrier Bureau; William K. Holl, acting executive officer, will get permanent status in that post, and Examiner J. Fred Johnson Jr. will be the Commission’s Chief Hearing Examiner.

Plotkin Likely Candidate

Harry M. Plotkin, assistant general counsel in charge of broadcasting, who has figured in most major FCC activity in the broadcast field over the past several years, is regarded as the most likely candidate for the important post of chief of the new Broadcast Bureau.

In the establishment of the Common Carrier Bureau, appointment of an assistant to Mr. Cohen and of division heads is expected some time this week or early next. The entire bureau is tentatively slated to establish quarters in Temporary Bldg. “T,” at 14th St. and Constitution Ave., NW, Washington.

BOND DRIVE

Planning Meeting Slated

THE TREASURY Dept.’s savings bond campaign and plans for its continued expansion are slated for discussion by Treasury officials and leading broadcasters and telecasters in conferences to be held in Washington this week.

Department officials said Saturday the Commission had been asked to attend a meeting on Tuesday and that approximately the same number of telecasters had been invited to attend this meeting on Wednesday. An industry committee may be formed to help develop campaign policies.

Nielsen

(Continued from page 27)

single film the minute-by-minute listening to four different receivers (either radio or TV or both). No special wiring is required as each receiver uses the electric light lines to transmit its signals to a single master recorder, which may be located in the basement or any other part of the house.

Many of the new mailable Auditor meters have already been installed in radio homes throughout the country, and the New York Nielsen TV Index has relied largely on this new type since inauguration of the service in August 1949, thereby cutting report delivery time by 60%.

As his service grows, Mr. Nielsen hopes to reveal to the industry more clearly the fully percentage ratings. To comply with established custom, he shows percentages, but also the total number of radio families they represent.

"The only true circulation of a program is the number of families reached," he believes. "Radio is reaching and selling families, not abstract percentages. Unless a percentage rating can be projected to a number of families, it is nothing more than an arbitrary index of questionable value.”

NRI Figures

He puts forth strong arguments for NRI’s day-by-day and week-by-week coverage, citing the fact that a certain program on WATV (TV) Newark is 87% higher during the second and fourth weeks than during the first and third weeks of each month. And during the latest four weeks Chevrolet Theatre received New York TV Nielsen ratings which fluctuated in a range of more than 2 to 1, viz: 15%; 27%; 20%; 27%.

Another sponsor recently boasted of its weekly average of 18% of the television audience for his five-day schedule. Day-by-day reports showed that he had 20% Monday, 33% Tuesday, 16% Wednesday, 4% Thursday and 17% Friday.

The big Tuesday increase was caused by a program that preceded a "3 show on the same network, audiences tuned in early. Tuesday’s low rating was because there was a good movie on the opposite network.

Mr. Nielsen released to BROADCASTING a current study he published that for January total radio use per person was than in January 1940 (based on an area sample near 63% of the U. S.). The outstanding trend: a decline in weekday evening, even during the cases in metropolitan areas, where the TV impact is greatest. A 2% loss in metropolitan evening radio usage (in the 65% area) reflected a continuation of the downward trend in evidence during the closing months of last year, he noted.

A study of national radio-television usage trends among all radio homes shows that in January, L p.m. (New York time), 26.8% o. the homes were listening to radio a combined percentage of 24.9% Dec. 31, 1947, this figure was 26.6.

Employe luncheon followed by a show featuring old-time entertainment was the highlight of a ceremony occasioned by WLW Cincinnati's 28th anniversary, March 2. James D. S. Douse (1), board chairman of the Crosley Broadcasting Corp., cut the cake for Rheiny Gou (center), enter- tainer who made the first broadcast under the WLW call letters, and Robert Dunville, president of Crosley Broadcasting.

BMB’s Successor

(Continued from page 29)

ments that might be done by BA were a subject for future discussion.

Present at last Wednesday’s meeting at BMB headquarters, New York were: For NAB, James Miller, president; Henry P. Johnston, VSWG Bir- mingham; Charles Caley, WMB Birmingham; John Smith, WIS Columbus, S. C.; Calvin J. Smith, WKBV Los Angeles; Mr. King, Mr. Mas Mr. Petty and Mr. McLoughlin.

For ANA: Past President; M. L. McElroy, ANA; Lowry Criles, General Mills Inc., and Henry Schalow of Chicago.


GAMES of Birmingham Alabama Barons baseball club will be aire this season. WBF Birmingham, Mon.-Thur. and Sat., Friday and Sunday games w be broadcast by WAPI Birmingham
WPIX First Television Station in America to win The du Pont Award

WPIX has received the Alfred I. du Pont Award for "outstanding public service... through the television presentation of current news and events."

WPIX is pleased with the recognition and proud to serve the public interests of the largest city in the world.

"TelePIX Newsreel" 6:30 P. M. and station closing daily, except Saturdays.

"News on the Hour" 7 P. M. and station closing daily.

THE NEW YORK NEWS TELEVISION STATION
License Fee Bill
(Continued from page 25)
stations is the most costly function performed by the Commission.

Following group of FCC activities were shown by the agency for which charges might be made:

1. Radio application filings, (2) applications for authorizations under Title II of the Communications Act and Cable Landing License Act, (3) continuing regulatory or 'serving' activities, (4) inspections, (5) equipment tests and approvals and (6) miscellaneous filings — which would cover such items as petitions, motions, appearances and similar papers filed chiefly in connection with the conduct of hearings.

On radio regulatory functions, the FCC suggested that "charges might be assessed on a yearly basis or might be required in connection with applications for licenses and renewals of licenses." In regard to equipment tests and approvals, the Senator said his committee was particularly in the "advantage to a manufacturer."

FCC Plans Survey
The FCC told the committee that it plans to survey the matter of charging fees "in other instances of issuance of licenses and in the rendition of other services" but that the current reorganization of the Commission has held up progress.

In its report to the committee, the FCC said a proposal had been advanced in Congress in 1932 in the form of an amendment of the Radio Act of 1927. That would have set a definite schedule of charges to be made by the then Federal Radio Commission. The bill never cleared the Senate committee which studied it the FCC said.

Meanwhile, a spokesman for Rep. King emphasized that the congressman's requested study by the Treasury Dept. would hinge on Congressional approval. Then would come the subsequent reporting of recommendations by the Treasury Secretary, hearings by the committee and a final draft of legislation. At that rate, the spokesman said, concrete proposals "are a long way off."

Evidence that some radio-informed members of Congress were not over-excited or over-concerned about the license tax proposals was seen last week. Sen. Ed. C. Johnson, chairman of the Senate Interstate and Foreign Commerce Committee, said: "That tax thing has been kicking around a long time."

While the California newspaper publisher who suggested the license-tax plan was not identified it is known that John A. Kennedy, editor and publisher of the San Diego (Calif.) Journal, had proposed a charge for the issuance of FCC licenses and for other government services [Broadcasting, Jan. 9]. Mr. Kennedy wrote in his newspaper that there was no reason why the FCC could not charge for the license services it renders "to more than 2,000 broadcasters on the air."

Mr. Kennedy, who is part owner of WSAZ Huntington, W. Va., and former operator of the West Virginia Network, had emphasized that broadcasters are in business "not only as a public service but obviously because radio appeals to them as a pleasant way of earning their bread and butter." These sentiments have been echoed on Capitol Hill by proponents of station license fees.

WCFM (FM) ELECTS
D. C. Outlet Lists Officers
LOUIS H. BEAN, of the office of the Secretary, Dept. of Agriculture, Tilford Dudley, assistant director of the OIO Political Action Committee, and J. C. Turner, vice president of the Central Labor Union, AFL, have been elected to the board of directors of the Cooperative Broadcasting Assn., owner and operator of WCFM (FM) Washington, it was announced last week.

Re-elected to the board were: Wallace J. Campbell, Edward Behre, Mrs. Leon Henderson, Simon H. Newman, Paul R. Ashbrook, Leon Berkowitz, Gardner Jackson, Robert Morrow and Robert N. Nathan. New officers of the association elected by the board are Mr. Campbell, president; Mr. Behre, vice president; Mr. Newman, treasurer, and Mr. Dudley, secretary. Cooperatively owned, WCFM is now in its second year on the air.

CANADA RADIO
New Review Includes CBC
CANADIAN Broadcasting, and especially the Canadian Broadcasting Corp., will be reviewed by the present Canadian Parliament at Ottawa, with announcement that a 25-man radio committee is being established.

Revenue Minister J. J. McCann announced in the House of Com- mons at Ottawa that the committee will report "observations and opinions" on the annual reports of the CBC, will review aims of CBC, and the impact of its regulations, as well as its future developments, revenues and expenditures. Private broadcasting interests, who are gov- erned by CBC regulations, are ex- pected to be heard. The Parlia- mentary Radio Committee will con- sist of 17 Liberals, 5 Progressive-Conservatives, 2 CCF (socialists) and 1 Social Credit party member.

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B R O A D C A S T I N G • T e l e c a s t i n g
To the PRESS and RADIO:

Subject: COMPARING PRICES

March 8, 1950

Railroads get more now for moving freight and passengers than they did before the war, of course, but when compared with prices of other things railroad charges are relatively lower -- not higher. Here's the picture, comparing current prices, rates and revenues with those of 1939:

| Per cent of increase | Prices, wholesale, all commodities. Average up 97% | Railroad wage rates and prices of fuel & supplies, combined. Average up 109% | Railroad freight rates. Up 57% | Revenue per ton-mile. Average up 40% | Revenue per passenger-mile. Average up 36% |

Railroad rates would have had to be higher today but for the way in which railroads have held down costs through more effective utilization of manpower, materials and machinery in producing transportation.

These gains in efficiency have resulted in cumulative savings running into the billions of dollars, which have been passed on to the public. Such savings are due partly to increases in traffic volume, and partly to improved methods made possible by heavy investment in better railroad plant and equipment.

What has been done in those directions points the way -- the only way -- to still better service in the future, produced at the lowest possible cost and sold at the lowest possible rates.

Sincerely yours,

William T. Faricy

March 20, 1950 • Page 53
COMPLETING arrangements which would give him ownership of KRSC Seattle is Sheldon F. Sackett (center), West Coast broadcaster and newspaper publisher. With him are Ray V. Hamilton (l.), partner in Blackburn Co., media brokers, who handled negotiations, and John P. Hearne, San Francisco attorney for Mr. Sackett. Transfer of control from P. K. Loberman and associates, at a price of $112,000, is subject to FCC approval [Broadcasting, Dec. 26, 1949]. Mr. Sackett is president of KROW Oakland, Calif.; KOOS Coos Bay, Ore., and KVAN Vancouver, Wash.

LIBEL ISSUE

Philadelphia Court Upholds Port Huron Decision

A RADIO broadcaster is not liable for libel in the broadcast of an uncensored political speech, a Philadelphia federal judge ruled last week. The case involved KYW Philadelphia (Westinghouse Radio Stations Inc.) fighting against a libel suit brought against it and four other stations by Attorney David H. Felix, of Philadelphia [Broadcasting, Feb. 20, 6].

Judge KirKPatr Ick's ruling, dismissing the complaint lodged against KYW, in effect upheld the FCC's famous Port Huron decision which held a station may not censor a political broadcast even if it contains libel.

Mr. Felix had charged in his complaint filed with the Federal Communications Court in Philadelphia last November that five stations on Oct. 24, 1949, and/or on Oct. 25, 1949, aired a political speech which allegedly was a "false and malicious publication by broadcast." The other stations were WCAU, WFIL, WPEN and WIBG.

Viewpoint Upheld

KYW's counsel contended that there is no liability on the stations involved under Section 315 of the Federal Communications Act of 1934 which prohibits federal censorship of a political speech. The judge upheld this viewpoint. He said:

"If in view of this Section (315), this defendant could not have censored Mr. Meade's speech in any way... without violating the law, then it follows that it was without fault in the matter of the broadcast."

In regard to the Port Huron decision, Judge Kirkpatrick said it gives "fair notice that any violation of the Act in the matter of censorship of political addresses means, in all probability, loss of the station's license and the consequent extinguishment of its business." Therefore, the judge said, the broadcaster could not censor the speeches without violating the law.

He continued:

"The plaintiff contends that the provision of the Act which withholds the power to censor political addresses applies only to speeches made by the candidates for office. If this is so then the defendant would have been free... to blue-pencil the (speech) or to refund it altogether and would have been fairly chargeable with fault had it permitted defamatory matter to go out from its station."

In upholding the meaning of Section 315 of the Communications Act, Judge Kirkpatrick said: "If a candidate for office who authorizes another to make an address in the furtherance of his campaign for office does not thereby 'use' the station within the meaning of the law, the purpose of Section 315 fails. That Section manifestly was enacted in order to safeguard one of the most important features of the democratic process, namely, the opportunity of the people who are going to vote for candidates to hear a full and free discussion of both sides of the issues which affect their choice."

Mr. Felix had asked $50,000 in damages from each of the stations involved.

Problem that plagues small station managers in gathering local news is John L. Woodard, new director (KSWI Woodward, Okla., said: "Make every employe you have a news reporter 24 hours a day."

In his address on "What a Station Expects of Prospective Employment" Mr. Woodard, program director of WKY Oklahoma City, cited health first, for "radio is a demanding occupation." He placed education next and remarked that education and character go hand-in-hand. He stressed that students should learn all about the English language in order for it to be a better tool and for use in ad lib programs.

"Don't Remain Static"

Monty Mann, of Ray K. Glenn Advertising Agency, Dallas, Tex., cautioned his listeners: "Don't ever permit yourself to remain static in advertising, but don't overlook the fact that it depends on you."

Other speakers on employment at the Oklahoma Conference included T. M. Raburn, president and general manager, KGYN Guymon, Okla., and Maybelle Conger, Central High School, Oklahoma City.

In addition to Mr. McAllister, speakers on sales and market problems included: Webster Benham, commercial manager, KOMA Oklahoma City; Otto F. McAllister, manager, KSMI Seminola, Okla.; James W. Curtis, KFRO Longview, Tex.; R. Runkle, Oklahoma City advertising manager; Ernest Watson, manager of KBIX Muskogee, Okla.; and Clem Sperry, advertising director, Oklahoma Tire & Supply Co., Tulsa.

The television seminar also was addressed, in addition to Mr. Badders, by Bill Tack, television manager of KSDK-TV St. Louis; F. M. Randolph, KOTV Tulsa; Hoyt Andres, WKY-TV Oklahoma City.

Tuesday Session

The dinner on Tuesday, bringing the conference to a close was addressed by Mr. Towler and Norman R. Glaze, chairman and president, Sponsor magazine. Conference sessions were chairmained by William Morgan, owner and general manager, KNon Norman; Mr. Banded; Martin Copeland, general manager, WFAA Dallas, and Lawrence H. Snyder, dean of the Oklahoma U. graduate school. The news clinic was organized by Willard L. Thompson, School of Journalism, Oklahoma U.

Okla. U. Meet (Continued from page 20)
"tell me, Philip:

Anything new on tv, in New York, during 1950?"

"New? Why, old fellow, there's something sensational! Haven't you heard?"

"Why, no—do flutter it out..."

"WOR-tv—and only WOR-tv on channel 9, in New York, will carry the BROOKLYN DODGERS' GAMES IN 1950!"

"Hah—a thing called baseball, no?"

"Baseball? That's an understatement, old man. It's AMERICA! It's one of the greatest things that'll happen in the Spring, except—well, maybe a second choice called love."

"Well, Philip, you can combine, can't you?"

"Certainly can, old boy—both go together—but if I were a sponsor, or his advertising agent, I'd pick some stuff now around the games, or on the station that's carrying one of the biggest things in tv for 1950—the DODGERS' BASEBALL GAMES on WOR-tv channel 9, in New York?"
ADVERTISERS: Now, you can buy Hollywood-produced, audience-tested, high-Hooperated TV shows on a spot basis at prices you can afford!

One of Paramount’s TRANSCRIBED SHOWS: 15 minutes, five-times-weekly, open-ended for commercials. Film-recorded as broadcast over KTLA, Los Angeles, since January 1949. Syndicated throughout U.S. . . . with some good markets still open.


FORMAT: The whimsical adventures of a high-spirited youngster called Beany, usually aboard the “Leakin’ Lena.” The cast (all unusual plastic hand puppets) includes those pictured above: Hopalong Wong, a cheerful Chinese cook; Beany; Uncle-Captain Horatio Huffanpuff; Honey, a friendly bear cub; Cecil, a versatile but frequently seasick sea serpent and Mr. Nobody, a chatterbox invisible to everyone. Also, Dishonest John, sly trouble-maker; Susie, a pigtailed cutie; and Clownie, a circus stray.

RESULTS: Beany’s Los Angeles sponsor, Budget Pak, Inc., offered a plastic toy, “Train of Tomorrow,” for 50¢ cash and wrapper from 19¢ or 29¢ candy item. This self-liquidating premium, in the 10 weeks from September 12 to December 2, 1949, pulled 84,000 replies—a looker-listener cash outlay of $64,680 of which $42,000 was cash remitted, $20,160 spent for candy, and $2,520, postage.
INDUSTRY attorneys last week were pondering the effects of ASCAP-government anti-trust consent agreements which direct changes in ASCAP licensing methods covering radio and television. These agreements, as well as sweeping organization reforms within the industry, may be influenced by ASCAP as to choice between blanket and per program licenses.

Additionally, attorneys feel the agreement serves to clarify the definition of broadcasting as a separate and distinct art by specifically adding provisions covering TV stations.

**Imposes Restraints**

The judgments enjoin and restrain ASCAP from "requiring or influencing" a broadcaster or telecaster to negotiate for a blanket license before bargaining for a per program license.

The fee issued by ASCAP to an unlicensed telecaster or broadcaster for a per program license should take into consideration the "economic requirements and situation" of stations which air "relatively greater percentage" of sustaining programs and few commercial announcements.

Seeking exclusive, the judgment pointed out, should be a "genuine economic choice" by stations between the per program and blanket licenses.

The fee, for both commercial and sustaining programs, at the option of ASCAP, requires payment of a specified amount for each program using an ASCAP composition or be based:

1. In the case of commercial programs—upon the payment of a percentage of the sum paid by the sponsor of such program for the use of the broadcasting or telecasting facilities of such radio or television broadcaster, or

2. In the case of sustaining programs—upon the payment of a percentage of the card rate which would be applicable for the use of its broadcasting facilities in connection with such program if it had been commercial.

The second judgment supersedes the 1941 consent decree which followed radio's revolt against the society's exorbitant demands and resulted in reorganization of the society. The consent action also would release ASCAP's internal organization; prescribe how ASCAP will deal with commercial users of its music; require ASCAP to make changes as to eligibility for membership, conduct of its elections and distribution of its revenue; prohibit ASCAP from suing motion picture exhibitors; and cease practice of monopolizing foreign music licensing in this country.

The "International Cartel" phase, covered in the first judgment, could conceivably have some long-range effect on broadcasters and telecasters who might contemplate use of British, French and other foreign musical works. ASCAP is ordered to "terminate all arrangements" which have given it exclusive control in the United States.

Herbert Bergson, assistant attorney general, in an accompanying (Continued on Telecasting 14)

**COLOR HEARING ENDING**

FCC's COLOR TV hearing swung sharply into the home stretch last week as Acting Chairman Paul Walker spurred witnesses and counsel to keep testimony and clarifying examination to the point in the court's finding that "pictures" are "as different as "lacks." Developments at the Wednesday-Thursday-Friday sessions included:

- Expectation that the direct case may be completed by the end of next week and report that the cross-examination estimate had been pared to about 30 hours.

- Announcement by CBS that it has developed a dot sampling, horizontal interface technique for its system which "doubles" overall resolution and increases horizontal definition to "full 525 lines." It does not telegraph consistency problem. RCA promptly called this an admission of CBS system's "weakness" and evidence of "superiority" of RCA's compatible, all-electronic system (See story Telecasting 13).

- Revelation by Phileco it has single tri-color tube of its own in the laboratory on which "pictures" have been viewed, although no other details were given. The firm claimed it's still too early to set color standards and said more development should be allowed.

- Further Commission questioning of witnesses on the desirability of establishing multiple color standards covering all major systems brought general opposition to such a plan.

The hearing appeared to be moving into the last lap as only a half dozen further witnessss were to appear for direct testimony by last Thursday night. Colomel Corp., New York plastics fabricator admitted to the proceeding just a fortnight ago (Telecasting, March 13), was expected to testify Friday about the $9.95 color converter it has developed for the CBS system.

AT&T To Appear

American Telephone and Telegraph Co. and Western Union Telegraph Co. had to appear to present a summary of existing and forthcoming television relay facilities. Dr. G. H. Brown, research engineer of RCA Labs, Div., is to present additional technical data relating to noise levels and other similar problems while CTI indicated it may have brief additional evidence. Both CBS and NBC are scheduled to give details on color programming problems.

The hearing is slated to run this week also on Wednesday, Thursday and Friday. It was hoped cross-examination would begin next week.

Meanwhile, the Commission denied the petition of Packard-Bell Co. to appear at the hearing and testify on its concern over the potential "monopoly" situation in the color manufacturing field (Telecasting, March 13). FCC indicated further that if Packard-Bell, Los Angeles set manufacturer, has no "substantial scientific data" to contribute.

CBS led off the hearing last week with further testimony by Dr. Peter C. Goldmark, its engineering and research department director. The inventor of the CBS system stated inclusion of the horizontal interface principle in his field sequential system is a refinement which can be added after proper field testing and would not affect standard CBS already in use. (Continued on Telecasting 11)

**TELECASTING**

Page 37 • BROADCASTING

March 20, 1950
By DAVE GLICKMAN

WITH 15 years of radio and more than 101 straight weeks of television advertising to its credit, Eastern-Columbia, Los Angeles department store, has parlayed its trade name via audio and video into one of the best known in American retailing.

Utilizing a catchy singing commercial with hard selling copy, plus short, simple buying and promotion; this 58-year-old firm has built that trademark into one of the nation's outstanding success stories. Tick, Tock, Tick, Tock, Time To Shop

At Your Downtown Department Store

Eastern-Columbia, Broadway at 9th.

A simple little jingle, but it has caught the public fancy in the past five years of consecutive multiple daily use as an audio signature. And this radio merchandising formula has been potently adapted to video since Eastern-Columbia started using that medium more than 101 weeks ago. Many a network star, such as Jack Benny, Frank Sinatra, Eddie Cantor and Dennis Day, also helped to enhance the value of the firm name by gaging the jingle on their weekly program.

Separate Stores

From its founding in 1892 until the late 1930s, Eastern and Columbia were two separate home furnishing and apparel stores, connected only through similar ownership. In 1931 the first move toward their eventual merging came with completion of the present 14-story building on corner of Broadway at 9th St., in downtown Los Angeles, now a landmark because of the big clock and tick-tock chimes in its majestic tower. Housed under the same tower, the stores still did business as Eastern and The Columbia.

Consistent users of newspapers, Eastern and Columbia had on occasion used spot radio to advertise locally. There was no regular schedule and no way then to check results.

Then, in 1955, Edward C. Stodel, head of Stodel Advertising Co., servicing the account, convinced J. M. Sieroty, now president and general manager, and James P. Siegter, advertising director, that radio should be employed as a regular direct selling medium.

That was 15 years ago when the firm utilized a weekly quarter-hour Hollywood news and star interview program on KFI. The original $118 weekly radio appropriation has since grown to more than $1,000 per week.

Stodel's Aims

After joining of the two firms into a full-fledged department store under name of Eastern-Columbia, in early 1938, it became one of Stodel's prime tasks to make radio accomplish three vital assignments: (1) Identify Eastern-Columbia as a complete major department store; (2) make its "off-the-center-of-town" location, corner Broadway at 9th, a byword among shoppers; (3) sell downtown Los Angeles shopping to a highly decentralized community.

Stodel's perfection of the Eastern-Columbia jingle, currently sung by the Sportmen from Jack Benny's CBS show, not only accomplished that mission, but has today made it a nationally known institution, referred to often by advertising men and retailers for its phenomenal success.

But through the years, while the 10-second Eastern-Columbia jingle became the symbol of the perfect radio signature, that firm completed the formula with 10-secs (approximately 25 words) of hard-selling, live product copy. This compact package is presented on a permanent schedule, at select premium time, on the four major network Los Angeles stations—KNX KFI KECA KHJ.

Following three years of preliminary study and experimentation, Eastern-Columbia got its first taste of television in February 1948 when Stodel convinced executives of the firm they should utilize facilities of KTLA (TV), then the only Los Angeles TV station operating commercially.

Formula Set Up

Stodel advised Eastern-Columbia to make its initial step into the new medium along the following lines: (1) Adapt to TV as closely as possible its successful radio formula (in other words, create an audio film version of the original tick-tock jingle to precede all commercials); (2) start with one or two choice spots in order to experiment with display methods, production technique and customer reaction.

At first Mr. Sieroty voted to delay the venture on grounds that the then $5,000 set ownership was too small in comparison to a major Los Angeles newspaper's 450,000 circulation. However, a few weeks later when a major TV set manufacturer offered Eastern-Columbia the opportunity of a co-op sponsorship of two wrestling and boxing telecasts on KTLA, Mr. Sieroty gave approval. Thus started the store's more than 101 weeks of consecutive commercial telecasting.

Jingles on Film

Calling in a well-known maker of motion pictures, Stodel created a 10-second version for television of the Eastern-Columbia jingle signature used on radio. With aid of a special Zoomar lens, the big Eastern-Columbia building is panned from the well-known clock tower to street level entrance, in perfect synchronization to the singing jingle. As the last "Eastern-Columbia, Broadway at 9th," is sung, the camera reaches the front doors of the building and then dissolves into the particular store department to be featured, ready for selling.

With the initial telecast, immediate and favorable high unit sales results were achieved. Five television sets were sold.

Pleasantly surprised by the response, Mr. Sieroty and Advertising Director Siegter immediately approved scheduling of two permanent participation announcements weekly in Shopping At Home on KTLA.

Preparations Made

Intense study and preparation were made to determine the best methods of display, proper backgrounds and settings, camera angles and modeling. Significat to the amount of effort expended by the Stodel staff to make their first announcements a commercial success is the fact that three other major department stores using the same program at that time apparently were not encouraged enough to stay on. They discontinued using television advertising for...
nearly a year, Stodel said.

On the first four participations, Eastern-Columbia, in cooperation with leading appliance manufacturers, demonstrated heavy merchandise. It was also the initial television venture for some of these manufacturers who have since become regular users of the medium.

On theory that TV shoppers could be sold on "what you see," Eastern-Columbia also pioneered in establishing the "shop-by-phone" service on all its commercials.

On the first telecast, a S&H Thor Gladiron was presented. Two were sold immediately by phone, plus three the following day in the store. Cost to advertise was $60. Volume return, $500. And within the 10% cost which the sponsor requires, Stodel points out.

A $329 Leonard refrigerator was featured next, resulting in two immediate phone call orders and one store sale. Volume, $1,000.

After four weeks of similar success, Mr. Sieroty fired a tough test at Stodel. Could TV sell low cost merchandise in volume comparable to newspaper advertising, he asked?

Test Items

Three items were presented for the test. They were a 42-piece set of silverplate for $11.95 in a $9.95 chest, and a $2.95 white goose-down-bed pillow. It took less than three minutes to display and present the selling points. Results were eye opening. Some 45 immediate phone orders came in for the silverplate set, with 17 additional orders for chests and 35 for pillows. Total sales were in excess of $1,000. They were taken in the store, new orders, a pay-out on cost per advertising before the store opened for business the next day. And what's more, Mr. Sieroty will tell you, the store sales turned out to be, as it has been on most items ever since, about one to one to phone orders. The original schedule on KTLA was expanded first to three, then to five weekly participation telecasts during the entire season. Total budget was upped from $50 to $300. Under Stodel's direction, Eastern-Columbia's advertising department, display and art staff and merchandising heads were indoctrinated with the basic requirements of presenting their products successfully over TV. All reportedly needed was enthusiasm, on the part of many exceptional results of the new media spread throughout the store.

Special Phone Service

To handle the orders a special seven-day weekly, 24-hour-a-day telephone service was set up, together a lead number arrangement. Eastern-Columbia's own phone number was used. All television phone orders are systematically received by trained operators who classified and routed them through the order department for prompt servicing.

Although the "carriage trade," an encouraging factor in those early stages was that the first retail customers responding to television reportedly were better than average credit risks. And many were more nearly pre-sold after seeing the merchandise advertised on TV than from any other medium, Mr. Stodel declares.

Store sales personnel were quick to observe the marked reaction of customers to televised sales messages, it was found in a check made throughout the organization. Reported one saleslady, following a telecast announcement featuring Quaker Lace Table Cloths: "The customer came in and said, 'I want to BUY (not see) the table cloth I saw on television last night.'

"I suggested that she see it first on a table setting but she replied: 'I don't need it. I saw it on television. I know what it looks like. Just wrap it up!'

Some 45 other customers responded to this TV advertised, standard priced $8.50 article in one day, according to Mr. Sieroty, 'and 21 were by telephone.'

After one TV spot sold 18 glass top wrought iron dinette sets, priced at $49.50 each, an Eastern-Columbia salesman declared: "It took me a half hour pointing out features of the dinette set to a drop-in customer before I could complete the sale. Yet they televised the set in a minute and six people immediately phoned in orders; 12 were made purchases the following day."

Conclusion of the sales staff is that television, more than any other media, SOLDER rather than merely advertised. An extremely small percentage of return merchandise confirms this point, department heads state.

When KPTV-TV started operating in the fall of 1945, Eastern-Columbia bid more than doubled its television advertising budget to $750, with as many as a dozen telecasts weekly.

Spot Concentration

With development of a highly potent one-minute, live commercial formula, all but two Shopping at Home participations on KTLA were dropped. These three-minute shows have served their purpose in working out methods of display, modeling and direct selling, according to Mr. Stodel. Employing the same policy as is used in radio, Eastern-Columbia started concentrating on fast, hard-hitting spots between high circulation featured shows.

Stodel was one of the first to produce a motion picture type continuity format for live, one-minute commercials, often making possible from 6 to 8 different camera angles or shots in 45 to 50 seconds of visual action, utilizing two cameras.

All spots open with the now familiar Eastern-Columbia televised jingle signature, dissolving quickly into an establishing view with a beautiful model demonstrating the merchandise. The model is employed to keep viewer's eye at all times directed at features described by the off-screen announcer, Stodel explained.

Formula calls for shots establishing setting usage and full impression of item. It always calls for at least one intense close-up for emphatic impression of the product on viewer, Mr. Stodel explained. Windup is a dissolve to the phone service slide and then to a slide version of the Eastern-Columbia signature.

Value Is Proven

Not every television promotion was a sensation, Mr. Stodel admits. But he believes it proved its value as a potent, direct selling media of major importance to a big retailer. Experiments also were made, presenting one-minute spot promotions on the same day a newspaper ad on the item was run. To assure maximum interest the ad carried a line, "See it pictured on Television Station KTVT tonight at 8:30."

In turn, the television presentation opened with a full shot of the newspaper ad before a dissolve to the actual display.

An $8 Edwin Knowles dinnerware set sold this way and clicked off 100 orders, over half by phone, for an $800-plus volume, said Advertising Director Scyster. As 1949 rolled along, one factor became evident to Mr. Scyster and

(Continued on Telecasting 12)
JOHNSON Says No Kinescope Censorship Implied in Bergman Blast

A PROVISION in his movie-licensing bill which could deal a crippling blow to television kinescope recording will be deleted, Sen. Ed C. Johnson (D-Colo.) told TELECASTING last Thursday.

He said all references to television in the bill, part of his moral crusade against the motion picture industry, were inadvertent and would be withdrawn.

Simultaneously he wrote FCC Chairman Wayne Coy in protest against reported plans of Ingrid Bergman and Roberto Rossellini, to "show in the United States a series of half-hour dramatic films for TV release in the U.S. this summer.

"While I hope that neither the Commission nor the Congress will be compelled to fix programming standards for the industry," he wrote, "nevertheless I feel that I should call your attention to the brazen threat which is implied" in these reports.

Sen. Johnson's letter, commending Congress for its speech delivered at the U. of Oklahoma (see story, page 29), continued:

"It would be most unfortunate if American television licensees were to be unwisely enough to deal with such immoral characters, since television naturally enters the home physically and entertains the family circle in a most intimate relationship. I am really grateful to television for the relatively splendid job that has been done thus far."

In Sen. Johnson's bill (S 3207) introduced in the Senate last Wednesday reference was made to include the transmission of film on or by means of standard television equipment. As originally drawn, the bill would have required distributors of both film for TV and for movie release to pay a fee of $10,000 for Commerce Dept. authorization. The requirement, however, Sen. Johnson said, will only apply to "the showing of motion pictures to the public, upon payment of an admission fee, in a place regularly devoted to, or intended for the showing of motion pictures."

He told TELECASTING that he had no intention of including television in his license bill because the moral character of television programming comes under FCC's responsibility in the matter of public interest.

Meanwhile, over in the House, Rep. Homer D. Angel (R-Mass.) echoed the general sentiments of Sen. Johnson and Comr. Coy. He declared that "unnatural interest" and "lasting impressions" were instilled in the minds of the "multitude of salacious and sexual stories and crime problems" that are "depicted on the screen and over the television circuits...radio, television, magazines and comic books."

Reaction to Sen. Johnson's assault on the film world came swiftly with the Motion Picture Assn. of America finding the measure a "police state bill" and warning "newspapers, press associations, magazines, books, radio, television and all media of expression would be the inevitable next victims."

AMA to Discuss TV

SHORTAGE of TV on other media is the topic of a panel discussion to be held March 28 at the radio-TV luncheon meeting of the American Medical Assn. at the Hotel Shelton, New York. Participants will be announced shortly.

AMERICAN TV

Showings March 27-April 7

TWO-WEEK series of demonstrations of the American television system will be staged March 27-April 7 by Radio Mr. Assn. for the benefit of a group of European radio dignitaries invited by the State Dept. to visit the United States.

The European delegates will represent 12 nations belonging to Study Group II of the International Radio Consultative Committee (CCIR) of which the U.S. is a member. Later they will inspect television in France, the Netherlands and Great Britain prior to attempting to reach an agreement on international TV broadcast standards.
announces the appointment of

HARRINGTON, RIGHTER & PARSONS
INCORPORATED

as national representative

effective March 9, 1950

☆

WAAM, Baltimore
WBEN-TV, Buffalo
WFMY-TV, Greensboro
WDAF-TV, Kansas City
WTMJ-TV, Milwaukee
WTIT, Washington

Represented nationally by

HARRINGTON, RIGHTER & PARSONS, INC.

Television Station Representatives
WHEN television enters the home, radio can count on taking a sustained back seat. Although radio interest in television may be expected to wane as the length of set ownership increases, televising will continue to predominate radio listening during telecasting hours.

These conclusions may be drawn from the latest Television Audience of Today report issued by Adver-\textsuperscript{1}tisers Telecasting, New York, N. J. By half hour periods the survey covers radio listening and televiewing in 546 television homes in the New York-New Jersey television area. Monday through Friday and Saturday-Sunday television habits are reported for 210 homes owning television six months or less and 336 homes owning television for seven months or more.

Although television starts slightly earlier on Monday through Friday in homes which have owned a set over seven months—0.7% as shown in the 10:30-11 a.m. period—the percentage of homes which devote time regularly to watching video is smaller. In the under six-month group, televiewing starts in the 11-11:30 a.m. period with 3.3%.

Largest Group 10-10:30
Largest percentage of television families reportedly use the set in the 10-10:30 p.m. time segment Monday through Friday for both length of ownership classifications. In the under six-month group, however, 94.3% are reported for TV (Table I) while in the over seven-month group the figure is 75% (Table II). While neither group reports any radio listening at that time, the under six-month ownership classification shows only 0.6% using both radio and TV simultaneously or 5.2% using neither. In the homes which have had video over seven months both radio and TV are in use in 8.5% of the homes while 16.7% report neither in use.

The 10:30-11 a.m. period shows the largest percentage of radio listening in both length of ownership classifications. In those homes which have had video for over seven months radio set use averages higher than in the newer TV homes. It is worthy of note however, that radio listening is higher in the 12-1 a.m. and 5:30-8:30 p.m. periods in the six-month ownership homes than in the over seven-month homes. This increased radio audience appears to come from a group generally more interested in radio than those watching television since the video percentage figure increases from the preceding half-hour period Monday through Friday.

Combining all television homes, the percentage of those listening to the radio leads those watching television until 3:30 p.m. Monday through Friday. Adverreports.

### Telestatus

**March 20, 1950 Telecasting Survey**

#### Table I

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**Editor's Note:** Sources of set estimates are listed for each city as available and since most are based on professional estimates made in unassessed communities. Told sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scatter sets in areas not included in the survey.

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**Weekly Television Summary**

March 20, 1950 Telecasting Survey
Baltimore, Md.—WMAR-TV added another “TV Success Story” this week with the sale of more than $7,500 worth of merchandise through a single half-hour program which cost the sponsor $240.00. The client manufactures and sells a vertical type food mixer and blender. A half-hour film devoted mainly to selection of health foods and the use of fruits and raw vegetables was produced, using the mixer, which retails for $29.95, in the demonstration. No advance publicity or promotion was given the program.

A special telephone number and address were flashed on the screen for less than one minute at the conclusion of the film-lecture, and viewers were urged to place their orders.

Within the next 48 hours, a total of 262 orders had been received by both mail and telephone, totalling $8,044. The client, Natural Foods Institute of Olmsted Falls, Ohio, has ordered a series of subsequent programs of the same type on WMAR-TV.
nothing but smiles under our umbrella!

Leonard O. Versluis Stations

Wy A. Steed, Manager

WLAU
AM-FM-TV

REPRESENTED BY JOHN E. PEACOCK, JR.

THESE GREAT MARKETS

O N E M I L L I O N P E O P L E

L O O K F O R T V F R O M

WLAU-TV
GRAND RAPIDS, CHANNEL 7

The only Michigan TV Station outside Detroit

### Telestatus (Continued from Telecasting 8)

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### TV's Effect on Students' Grades Surveyed

The OPT debated whether the effect of television on children's studies can chalk up a point for each side this week. From Fort Worth, Tex., comes a report that television viewing apparently isn't helping the studies of local teenagers. The opposing view is recorded by officials of Abraham Clark high school, Roselle, N.J., who report that grade of students who watch TV regularly have dropped off "over 15%" since the students took up the viewing habit.

After surveying 144 junior high and high school students, Ira Cain, Fort Worth Star-Telegram television editor, found that 60% of the schoolboys and girls with video sets raised their grades over the year before; had 40% lower grades.

And those whose marks improved showed a gain that was 5% below the percentage lost by the students whose grades fell off. Mr. Cain found that 20% of the students had television sets, and less than 15% listed any restriction by parents on viewing time.

The Roselle study was made by Burnett Z. Cooper, English teacher, and Robert Bosset, physical education instructor, at the high school. For the study 50 pupils of approximately the same I.Q. reportedly were selected—half with TV sets in the home, the others without. The report said that "the pupils without television sets in their homes averaged 19% better in grades than the group that had television sets. Careful analysis was made of those who watched television for more than 25 hours a week. In 78% of the cases their marks were poorer than before they had television. The effect of television on those who spent 10 hours a week or less was much less. Only 14% had lower grades."

The survey also pointed out that video apparently had a greater effect on the younger children; boys spent more time watching than girls, and the average amount of time spent viewing varied from 81 Kam's a week for those TV the seventh grade to 19 hours a week for those in the 12th grade.

### 2,398 Advertisers in Feb., Rorabaugh Reports

A TOTAL of 2,398 advertisers used television as a medium during February, according to a preliminary compilation made by N. C. Rorabaugh Co. from reports the hour of air time and of the 98 commercial TV stations operating the first week in February. Breakdown shows 70 advertisers sponsoring 90 network programs compared with 72 sponsors of 93 network shows in January; 438 spot advertisers, compared with 399 in January, and 1,890 local accounts, compared with 1,877 in January. February total of 2,398 is up from a total of 2,158 for January, when 91 of the 98 stations reported.

### Three Stations Announce New Rate Cards

NEW rate cards were announced last week by three stations—\( *TV \) of Pittsburgh and \( **TV \) Rochester.

Effective April 1, KECA-TV rates will be increased approximately 30%. Increase, first since the station went on the air last Sept. 16, represents "realistic approach to growth of the medium and to accounting production costs of TV broadcasting," according to Robert Laws, ABC Western Division sales manager.

Class A night-time, hour rate goes from $100 for live shows to $600 for film shows; $700 for live studio shows. Spot rates increase from $100 for either live or film to $125 for film; $150 for live.

Further Changes

Other changes becoming effective with new rate card include half-hour extension of Class A time to 7:31 p.m. (EST), Monday through Saturday, in place of present 7-10:30 schedule; 12 noon to 11 p.m. Sunday remains Class A time. All other time will be sold at Class B rates, including Saturday afternoon, formerly Class A. Rehearsal charges will be $25 per half-hour per camera in excess of time purchased by advertiser. Advertisers using station prior to April 1 will be given 26 weeks' rate protection.

The new WHAM-TV rates became effective March 1 and set a Class A, (noon-11 p.m., Saturday and Sunday) one-time hour at $250 for transmitter time. This includes ordinary film facilities and normal film preparation and recorded musical background for film commercials but does not apply to programs using live talent and personnel, the card states. Class B transmitter time is now $187.50 for a one-hour time.

Live studio time at WHAM-TV, exclusive of rehearsal facilities, is to be sold in Class A, one-time hour; Class B one-time hour is set at $227.50. Rehearsal time is $25 per half-hour or fraction thereof.

A one-time announcement in Class A is a one-half hour facilities and rehearsal, the rates are $50 for Class A and $37.50 for Class B on a one-time basis.

Present clients will receive the usual 20% in protection on old rates, the announcement states.

The exact amount of the rate increases for WDTV have not been announced.

### Film Report

HAL ROACH STUDIOS INC., Culver City, Calif., has made the half-hour action film, ABC Film for "McGee & Molly" program for network. Same firm producing four one-minute TV film commercial for Union Oil and Cos., also includes "Rehearsal Time" for ABC Western Div. Belding, Hollywood; also completed are six one-minute TV spots for Procter & Gamble, three for Ivory Soap, and three for Drene. Agency: Condon, Hollywood.

The United Artists' newest production release, "Women In The News," has made its debut on TV stations in last week's schedule. The show is a 15-minute woman's newsmagazine produced especially for TV by All-American News, Chicago. It is sponsored in five major markets by Freshener, new patented food preserving container, handed through Guild Bascom & Bonfigli, San Francisco.


Reorganization of American Releasing Corp., Los Angeles (TV film releasing agency), announced. Norman Dempsey, formerly assistant to Glenn Bever, replaces him as president of firm. Mr. Bever resigned post to devote full-time to American Products Corp. Releasing firm moves to new offices at 564 Sunset Blvd., Los Angeles. A four-storey building in addition to releasing film, will produce commercial spots for TV.

Kling Studies Inc., Chicago, has opened its new office at Detroit at 1928 Guardian Bldg. Stanley H. Jack, formerly with Ewell & Thubner Assoc., appointed resident manager for Detroit offices.
Color Hearing

(Continued from Telecasting 8)

gested. Neither transmitting nor receiving equipment would be made obsolete, he added.

The CBS refinement was "inspired" by earlier Philco testimony on horizontal interlacing as a means to improve monochrome pictures, the witness indicated under questioning by Comr. Robert F. Jones.

Dr. Goldmark explained "intensive work" has been done on this project in the CBS laboratories during the past four months. Under questioning he indicated the first completely "satisfactory" test results were achieved Monday night, with the CBS system operating on a closed circuit basis with a 4 mc video band. He asserted "double the overall resolution which we had previously obtained" was achieved.

Dr. Goldmark said a number of synchronizing methods are under consideration, "none of which represents complicated circuitry in view of the fact that, in contrast to RCA's required sampling, the horizontal interface sampling does not demand nearly as close tolerances, especially since it has nothing to do with color rendition."

 Asked for details on the synchronizing methods, Dr. Goldmark said some were like RCA's method and others were not. He said he "preferred to elaborate on them" at this time, but did not consider synchronizing a "major problem."

Inviting the Commission and interested parties to visit CBS and witness the development, Dr. Goldmark said that "although it is purely a laboratory arrangement, I am confident that it establishes that the CBS pictures which you have seen by no means represent the maximum potential of the system."

Goldmark Testimony

Prior to revealing the new refinement, Dr. Goldmark presented extensive testimony comparing resolution characteristics and optimum viewing distances of the three chief color systems. He concluded that "whether we take theoretically optimum viewing distances or people's actual viewing distances, one thing seems clear—the CBS resolution falls safely within all possible requirements."

He declined the CBS system permits the closest viewing distance of all three systems, while on the basis of actual viewing habits, as shown by a Rutgers survey, "the CBS system and RCA systems and possibly the CTI system, too, set ceilings on resolutions which are far higher than what the Rutgers survey shows the vast majority of people actually require." He added that no matter where people sit, "they will always be able to tell good colors from bad."

Dr. Goldmark said the CBS system with 408 lines and incorporating the earlier-developed "crispening" circuit, calculated on the same basis as 525-line monochrome with viewing ratio of 4 to 1, "permits a viewing distance to picture height ratio of 5.3 to 1.2" RCA's dot sequential system, he said, has to be viewed according to an 8 to 1 ratio to take effect of the "interfering dot structure." At this distance he charged the RCA picture would resemble only 283 lines. The CTI distance was cited as 12 to 1 with effective picture of 170 lines.

When Comr. Jones indicated concern over the patent situation in TV if any single system were adopted, Dr. Goldmark stated among other things that patent licensees are becoming more demanding of service from their licensees and hence the patent monopoly problem is becoming less important.

Dr. Goldmark said CBS would license anyone to manufacture under its system if adopted and asserted the fees would be "nominal."

Sees 'Confusion'

Asked by Comr. Jones if adoption of more than one system would cure the competition headache, Dr. Goldmark said he saw only "confusion" in a double standard. CBS is not afraid to so compete, Dr. Goldmark said, provided the Radio Assn. "promises to make CBS sets." He added, "I have a hunch they're not excited about the idea."

To questioning by Comr. Frieda B. Hennock, Dr. Goldmark said he believed RCA's system would not be ready for standards even with its newly announced tri-color tube.

On Wednesday afternoon Prof. John W. Riley Jr., chairman of the Rutgers U. Sociology Dept., presented his survey of home viewing habits, made in New Brunswick, N. J., in February. Among main tendencies revealed, he said, were these:

(1) Most viewers normally sit at least 8 ft. from the TV screen and two-thirds at distances greater than 8 ft.; (2) About 50% sit within 50° of the perpendicular to the screen, or almost straight-on, while the other 50% is equally divided between 25° and 30° and over 30° from perpendicular; (3) size of room does not appear to control seating distance although people tend to spread out more in larger rooms; (4) children under 10 tend to sit in front; people over 40 toward the back; (5) most viewers choose seats on basis of custom and comfort and generally about one-third are conscious of distance as determining factor in choice.

On Thursday, Oscar Katz, CBS director of research, presented detailed surveys of public reaction to the CBS color showings during January and February in Washington at the Walker Bldg.

On the first study, covering the Jan. 12 to Feb. 1 showings and based on 9,433 returned questionnaires, Mr. Katz said 96.9% rated CBS color as "much more" (83.8%) or "somewhat more" (13.1%) enjoyable than monochrome while 21.8% rated the overall quality of monochrome re-

(Continued on Telecasting 15)
In 1927 television by radio was demonstrated — both image and sound on the same frequency band by a single transmitter.

Blair-TV Inc. was the first exclusive representative of television stations. The first company to recognize and act on the television stations' real need for hard hitting, single minded, exclusive representation.

Eastern-Columbia

(Continued from Telecasting 5)

Stodel Adv. Co. As TV set ownership soared, ad did costs, not only of time, but of facilities, models, rehearsal, delivery, etc. This called for a re-examination of TV merchandising in the part of Eastern-Columbia.

The plan decided upon by Messrs. Scyster and Stodel, with Mr. Sieroty's approval, was to feature items in cooperation with major manufacturers that could be filmed and used over a period of time. Live spots were to be used only for important one-time sales promotions.

Utilizing some of Hollywood's best known cameramen, film editors and writers as well as actors, Stodel Adv. Co. planned and then produced all spots on items that could be repeated at least six or more times.

Most manufacturers, recognizing the success of Eastern-Columbia's sales technique, quickly cooperated on long range campaigns. Because of Stodel's original policy of motion picture action scripts, it proved practical to test out copy and camera shots on a live broadcast before filming from the very same script.

Products Stressed

Film spots, with Eastern-Columbia's direct selling approach have included such big suppliers as Leonard refrigerators, Wedgewood gas ranges, Emerson television and radio, Karistan rugs, Hoffman television, Proctor toasters, Cameo curtains, Health-Way bar bells, as well as many others, including upholstery and seat cover manufacturers.

These films are being presented in such major Eastern-Columbia spot adjacencies as Hopalong Cassidy on KTLL; Arthur Godfrey, Ed Wyyn Show, Suspense, and Man Against Crime on KTTV, as well as high rated feature Sunday film on KPII-TV.

All Eastern-Columbia film commercials are made silent, using synchronized electrical transcribed announcements for live copy. This, according to Mr. Stodel, has been found much more practical than sound on film spots where regular copy changes are desirable and often necessary.

Eastern-Columbia has made one major venture in TV shows to date. It was an original musical revue Campus to Campus on KECA-TV last fall. The quarter-hour program preceded telecast of every major college football game from Los Angeles Coliseum. With a top Hollywood cast, the revue used as many as five changes of sets and process background settings.

Commercial were cleverly integrated into the 15-minute show with apparel merchandise modeled by featured members of cast. Several leading manufacturers cooperated. Cost per show was $500.

Direct sales results reportedly were excellent. Cooperating firms whose merchandise was modeled confirmed this.

Although Eastern-Columbia still maintains a sizeable radio spot schedule, it is probably the first department store which is a big user of air-time to surpass its AM budget on TV. Last November, for example, the video appropriation was well over the $1,000 mark, according to Mr. Scyster.

Present plans of Eastern-Columbia call for a continuance of the one-minute live and film spot formula of direct selling approach. The Tick-Tock jingle film signature with variations, including novel animated cartoons of the firm's building, will continue to be used.

Commoding the job television advertising is doing for Eastern-Columbia, and the part played in that success by Stodel Adv. Co., Mr. Scyster in a letter to Mr. Stodel, said in part:

It is noteworthy that you have made television advertising pay out for us as far back as the first of 1948 when there were approximately 10,000 set owners in the entire California area, and you are still doing it today, as it passes the $500,000 set ownership mark.

**KBTV(TV) PLANS**

To Be Integrated With WFAA

OPERATIONS of KBTV (TV) Dallas, acquired by the Dallas News from Potter Television Co. (CLOSED CIRCUIT, March 13), will be integrated with that of WFAA Dallas, News affiliate, according to Martin B. Campbell, WFAA general manager.

The change in call letters to WFAA-TV will be deferred for a time, Mr. Campbell said. "For the immediate future," he stated, "we will be integrating the two operations, radio and television, and making permanent changes and improvements in the technical equipment and augmenting the present staff of KBTV with personnel from WFAA."

Mitchell Named

Bert Mitchell, WFAA production manager, has been appointed to direct the integration of WFAA's AM and FM service with TV. Headquarters and studios of WFAA are in the Santa Fe Bldg. Annex, while KBTV is housed in its own new building at 5000 Harry Hines Blvd., just north of the downtown district.

James M. Moroney, vice president of the News and supervisor of its radio properties, is cooperating with Mr. Campbell in handling the merger of the two stations. Mr. Moroney negotiated the purchase.

Mr. Mitchell, who attended the Chicago Television Council March 6-8, planned his return itinerary to Dallas by way of Cincinnati to visit WCPO-TV, WLWT (TV) and WKRC-TV and Atlanta's WSB-TV and WAGA-TV, to observe operations there.

Last month, Ray Collins, assistant manager of WFAA, made observation tours of WDSU-TV New Orleans and WMCI (TV) Memphis. To get some slants on women's TV programs, Julie Benell, WFAA woman's editor, begins a five-day stay today (March 20) at WTMJ-TV Milwaukee.

In the summer of 1948, Mr. Campbell and Mr. Collins took NBC's TV training course in New York, which Mr. Mitchell and Louis Brestow, WFAA continuity director, took the following February.
Color Hearings (Continued from Telecasting 11)

...pointed out that the overall quality of standard black and white television.

He said 32.1% rated the monochrome of the CBS color signal as "foul" compared to standard monochrome while 40% said it was about the same and 3.7% said CBS monochrome was poorer. These last comparisons resulted in clear, unanswerable attacks upon the validity of the studies by opposing parties and FCC's assistant general counsel, Harry Plotkin, assisted by H. H. Goldin, chief of the Commission's Economics and Statistics Div. Mr. Goldin subsequently was asked to take the stand to defend his criticisms.

For some time the other parties have attacked the comparison of color with monochrome during the CBS medical and public demonstrations but have withdrawn their attacks via the CBS system and not via the regular monochrome standard. Such comparison unfairly "biases" viewers, it was contended. Other "errors" are fear of possible guest relationships, and question phrasing or language.

Against Double Standard

On Thursday afternoon, David B. Smith, vice president in charge of engineering for Philco Corp., took a vigorous stand against any double standard test period and even adoption of any single system at the present time. To question-
ing by Comr. George E. Sterling, he indicated he would "abandon CBS" as a system competitor.

Replying to interrogation by Comrs. Jones and Hennock, Mr. Smith claimed there is no such thing as a "limited commercial" test possible under the double or all-standard's trial since the public automatically would put its foot in the door of such a system and the sets involved. He said Philco would be unwilling to sell sets under such circumstances and indicated it would not produce them for such testing.

Picking any single system now for standards, Mr. Smith said, is merely taking the word of the proponents that it will do what he claims it will. Mr. Smith stated he considers 6 mc compatible system in the VHF and UHF possible now but that specific standards must await further development.

He warned against a possible second freeze ensuing in UHF allocation if sufficient care is not taken now to do the job right.

Comr. Jones pressed the Philco witness concerning his firm's similar position during the 1940 proceeding looking toward adoption of monochrome standards and pointed out that during those hearings it was claimed $10 would be the cost to make a set workable on two line and field standards. The Commissioner has charged the record of this monochrome hearing seemed to kill the "voodoo put out on incompatibility of lines and fields" during the present color proceeding.

In his prepared statement, Mr. Smith said during the fall hearing Philco indicated it was "consider-
ably interested in the possibilities of multiplex systems and dot pattern presentation" and that this work "has continued." He said that on Feb. 14 experimental transmission of monochrome and color signals was begun from Philco's WPTZ Philadelphia.

Mr. Smith indicated the labora-
tory work included study of the characteristics of all three proposed systems and it was during this dis-
...ing the development of a single tri-color tube....

Meanwhile, CBS last week petitioned the Commission to strike earlier testimony by Radio Mfrs. Assoc. witnesses relating to cost estimates for conversion and adaption of existing and future sets to receive the CBS system. CBS charged that FCC had asked for further revised estimates based on new data to be supplied, that CBS had supplied voluminous informa-
tion to RMA, and RMA now has indicated it has no further evidence. CBS contended the earlier testimony is hence rendered "obsolete".

DuMONT PLANS

Revamps Production, Programs

REORGANIZATION of DuMont TV Network's production and pro-
gramming department has been an-
nounced by James L. Caddigan, DuMont director. All production facilities will be integrated and programs will be supervised by a central group of executives rather than a local station official, according to Mr. Caddigan.

Four major sections have been organized handling program development and procurement, production, studio supervision and training. Alvin Hollander, formerly supervisor of Studio A, has been named manager of production fa-
cilities, new post; Don Russell was named chief announcer, and Miss Duncan MacDonald was chosen to head the new training section.

WHITE-SANFORD

...and in multi-weekly TV shows

...TV surveys show WCPO-TV has
to the most viewers most of the time!

WCPO-TV CINCINNATI, OHIO

Call a BRANHAM Man for availabilitys

WCPO-TV Channel 7

WCPO-TV . . . 7

TV STA . B . . . 2

TV STA . C . . . 1

...and in multi-weekly TV shows

WCPO-TV takes 6 out of the top 10 shows

...TV surveys show WCPO-TV has the

THE CBS announcement Wednesday that it plans to adopt certain "sampling" principles, which according to RCA are inherent in the RCA all-electronic color system, was interpreted by an RCA official last week as an admission of the "weakness" of the CBS mechanical method.

CBS revealed its plan to adopt "sampling" and "horizontal interlace" methods of achieving high picture resolution in its color system (see Telecasting 3).

Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs Div., hailed the CBS announcement as a "significant move" to adopt "important elements" of the RCA system and added:

"Despite this latest move, however, the CBS system will still lack compatibility with the present black-and-white television system. The flaws of color breakup and flicker will still remain in the altered system."

Adrian Murphy, CBS vice presi-
dent and general executive, chal-
...nced RCA statement. He said:

"The RCA statement is sheer ef-
frontery, a gross distortion of the facts and a misrepresentation of the CBS color television system. The CBS color television system has proved that it works as a highly satisfactory broadcast medium. There is no indication that the RCA system is practical for broadcasting. On the basis of existing evidence the RCA system is "unadaptable."

Sanford At KBTB (TV)

J. CURTIS SANFORD is vice president and general manager of KBTB (TV) Dallas, Tex. In the Directory of Film Buyers at U. S. Television Stations (TELECASTING, March 6) Mr. Sanford was erroneously identified with KEYL (TV) San Antonio. The film buyer for KEYL should be Mortimer Dank, program manager.

Page 67 • BROADCASTING

March 20, 1950

TELECASTING • Page 13
THE ALTERNATIVES among which color television issue were summed up in a speech at the U. of Oklahoma's day for theuzzi, the details of
He said he "hoped" but would not "predict" that the answers will be found in time to permit lifting the television licensing freeze "be-
fore your order is in.

The alternatives he listed included the possibility of establishing broad color standards that will be compatible with the major competing color systems
-those of RCA and CBS and possibly that of Color Television Inc.

... In addition to the question of whether set manufacturers might not now begin building adapters into their new TV receivers, so as to reduce the obsolescence factor in event FCC ultimately adopts standards based upon the CBS system.

Referring to the advantages which would come with development of a system on which RCA, CTI and others are working independently, with RCA promising a demonstration of its results within a few weeks.-Mr. Coy

"I hope with all my heart such a tube develops and that when it is shown it will be perfect. How-
ever, in the case of this tube in the case of other much-hailed color television marvels, neither the Commission nor the rest of the industry can afford to count such a color television system as a possible solution in the near future."

CBS Progression
He pointed out that the CBS sys-

tem has progressed farther than any of the other two systems but is currently limited as to picture size and will not permit color trans-
missions to be received in mono-

Coy also raised the question of whether set manufacturers might not now begin building adapters into their new TV receivers, so as to reduce the obsolescence factor in event FCC ultimately adopts standards based upon the CBS system.

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No More!

No More plug-in cartridges!
No More extra pick-up arms!

with the new... Fairchild
TURRET-HEAD ARM

Now. All 3 cartridges in one arm
lateral, vertical and microgroove—or any other combination desired

SIMPLY TURN KNOB

to select cartridge...
Pressure Changes Automatically

Optimum Performance Assured —
Separate Cartridge for Each Function

New Viscous Damping — No Arm
Resonance

New Miniature Cartridges—Lateral,
Vertical, Microgroove

A Fairchild Masterpiece

Fairchild RECORDING
EQUIPMENT CORPORATION
154 St. & 7th Avenue • Whitestone, New York
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<td>SILLIMAN &amp; BARCLAY</td>
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<td>319 BOND BLDG. REPUBLIC 2151</td>
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<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING RADIO ENGINEERS</td>
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<td>GUY C. HUTCHESON</td>
<td>1100 W. ABRAM ST. AR 4-6721</td>
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<td>SILLIMAN &amp; BARCLAY</td>
<td>1011 New Hampshire Ave. RE. 6646</td>
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<td>LYNNE C. SMEBY</td>
<td>820 13th St., N. W. EX. 8073</td>
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<td>WALTER F. KEAN</td>
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<td>ADLER ENGINEERING CO.</td>
<td>TELEVISION AND BROADCAST FACILITIES</td>
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<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant</td>
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CANCER MONTH

Radio Will Aid ACS Crusade

MORE than a million dollars in contributed talent and radio time has been lined up for "Cancer Control Month," which opens April 1, the American Cancer Society announced in Washington last week. The national goal for 1950 is $14,665,000.

An array of radio and screen stars will assist the cancer society's crusade to put over the message of need for more funds for its three-pronged attack through research, education and service, it was announced. Transcribed messages by screen stars Edward Arnold, Carry Grant and Roy Rogers have already been produced and other stars are being recruited for April broadcasting, according to the society.

The talent line-up also includes the orchestras of Guy Lombardo and Xavier Cugat, Mollie McGee in a serious role making a short appeal for cancer funds, Contralto Marian Anderson and Commentator Fulton Lewis Jr.

In addition, all of the 61 ACS divisions will develop local live-talent shows to be presented on time pledged during the drive by a majority of the stations throughout the country. During the 1949 campaign, 1,059 stations used ACS transcribed programs, the society said, representing an estimated $137,162 in time given by the stations.

KPFA (FM) PLANS

Seeks Listener Support

KPFA (FM) Berkeley, Calif., last week announced formation of a sponsoring committee of San Francisco Bay Area civic leaders to spearhead a drive to support the station by listener subscription rather than commercial advertising.

The station has been broadcasting for almost a year on its non-commercial policy. It has been declared a non-profit, educational corporation by the federal government. Listener donations for its support are tax deductible.

RCA INSTITUTES, INC.
One of the leading and oldest schools of Radio Technology in America, offers its training in Radio and Television specialties in addition to the Broadcasting Industry.

Address inquiries to Placement Director.

RCA INSTITUTES, INC.
4 Service of Radio Corporation of America
380 W. 42d St., New York 18, N. Y.
World Renewals

WORLD Broadcasting System has announced the signing of 20 more stations for renewal and extension of the firm's transcribed library service. Stations are:


GREAT testimonials to radio are these letters piled high in CBS Hollywood mailroom in response to radio star Garry Moore's (r) request that listeners drop him a line to help convince a prospective sponsor of his CBS show's appeal. Gathering the mail are A. E. Josel, CBS Hollywood operations director, and Mr. Moore. Over 92,000 letters reportedly were received in the first three days following the call.

WGAf Grant

Taken To Court of Appeals

COMPLAINT against FCC's August 1949 grant establishing WGAf Valdosta, Ga., was filed fortonight ago with the U. S. Court of Appeals for the District of Columbia by the losing applicant in the proceeding. Okefenokee Broadcasting Co. Okefenokee in mid-February was denied reconsideration of the grant by the Commission (BROADCASTING, Feb. 20).

The losing applicant charged that the Commission improperly deprived it of comparative consideration in the proceeding and failed to give full opportunity to be heard. FCC in its final decision to award 5 kw fulltime on 910 kc, directional night, to Valdosta Broadcasting Co. for WGAf, had concluded Okefenokee lacked the requisite qualifications to become a broadcast licensee and hence did not warrant comparative consideration.

Radio news and program department of Johnstown (Pa.) Democrat for Jan. 13 was read in part or in whole by 60% of paper's male readers and 72% of the women. Advertising Research Foundation reported after it had surveyed paper's readers in 136th study in continuing series of newspaper readership analysis.
KOB TAX CASE

DECISIONS of the New Mexico Supreme Court in two cases involving KOB Albuquerque's protest against [BROADCASTING, March 6] appear to station, according to attorneys who cases (5236, 5237).

However, it is believed, the opinions do not clear up confusion over the interstate character of the broadcasting business. The tax status of local broadcasts apparently has not been affected.

The court did not issue a flat ruling that broadcasting is interstate commerce and exempt from such a tax. Instead it held the station liable for a small tax covering business adjudged solely interstate, for which a tax had been paid under protest.

NAB took part in the litigation as a friend of the court.

In one case (5236) Chief Justice Guy reaffirmed a former decision chastising the lower court for its stand that interstate and intrastate business could not be separated. This in effect held KOB liable for four months' taxes on local broadcasts and was based on a procedural technicality which for- nids offering of new evidence that had been available at the first trial.

In the meantime, KOB had brought into contention the tax on mother four-month period which New Mexico statute allowed.

The court held in the second case (5237) that none of KOB's receipts were subject to the tax.

More and Better

TWO NEW BABIES in one day is the boast of C. H. Fisher, president of KUGN Eugene, Ore., in announcement heralding the grant of "shiny new construction permit for a boosting 1000 w on 500 kc unlimited time" to KUGN Inc., on Feb. 24th. The louder and lustier KUGN was followed by a grant to the same owners for the new Voice of Oregon-Washington Broadcasters at Hood River, Ore., on 1340 kc with 250 watts.

The WJBC radio tower...a solid base, 346-foot guyed steel triangular tower, 54-foot RCA FM pyramid antenna (designed to support additional 50-foot TV antenna)...was completely engineered by IDECO. Bloomington Broadcasting Company picked an IDECO tower for two important reasons:

Triangular-Section Safety—Extra rigidity...reduced wind load...freedom from distortion...triangular design—important factors that contribute to IDECO's outstanding safety record.

Complete Engineering—IDECO engineering covers everything from the solid base to the 346-beacon signal...transmission lines, service ladders, platforms, and special accessories. Prefabricated sections fit together easily and quickly...no field cutting or welding is necessary.

IDECO radio towers are in service from coast to coast. Investigate before you build or buy a tower...find out how IDECO can relieve you of all tower responsibilities. Write today for bulletin RT-46 and SSR-1.

International Derrick and Equipment Company
Columbus, Ohio • Torrance, California

KOB Tax Case

Interstate Question Not Settled

The procedural technicality did not appear in the second case, where the station brought in evidence as to its interstate character. The lower court held the station exempt from the tax in its entirety, and the high court affirmed this decision.

Going into the interstate angle, Chief Justice Brice wrote:

We held in the first appeal that all local broadcasting is not necessarily interstate commerce merely because such broadcasts may be heard beyond the borders of a state; and that the burden was on the appellant (appeal here) to establish a right to the return of the tax money, or some part of it, which it paid to the state under protest.

This burden appellant did not meet as to local broadcasts. It rested as to broadcasting, local or otherwise, over its station was interstate commerce; which we held, and now hold is not necessarily true. There is no finding or evidence indicating that any of the local stations over KOB was interstate commerce.

The decision included a reference to the U.S. Supreme Court's dismissal of the Arkansas tax appeal "for want of a substantial Federal question."

Technical

CURTIS C. NEILSON, transmitter operator, promoted to assistant chief engineer at KSL-AM-TV Salt Lake City. He has been with station for 10 years with four years service with armed forces.

OSSIE L. COPP, former audio and division systems engineer for Commercial Electric, appointed audio facilities engineer for ABC. He succeeds JOHN A. COLVIN, who has joined Commercial Radio-Television, New York as chief engineer.

ULEN B. DU MONT LABS, Pasaic, N. J., announces new Du Mont-Holmes "Superspeed" projector in its line of TV broadcasting equipment. Heart of projector is intermittent sprocket which pulls down in approximately 300 microseconds and makes it dual purpose tool for TV stations. First use as direct projector image orthicon camera pickup; secondly it may be used as background projector for studio production. Projector is offered in two models, universal and heavy duty, prices are $2,895 and $4,880 respectively. Both will be available in limited quantity for March delivery.

SIRIANT Assoc., Los Angeles, announces new Concertone Console, Model 702, designed to hold basic Concertone Magnetic Tape Recorder, No. 601. Console features platinum ham- bertone finish, is 24 inches wide, 16 inches deep and 36 inches high, with recessed base.

WJBC...beams FM 400 feet above Bloomington

Another Completely Engineered Tower by IDECO

The WJBC radio tower...a solid base, 346-foot guyed steel triangular tower, 54-foot RCA FM pyolam antenna (designed to support additional 50-foot TV antenna)...was completely engineered by IDECO. Bloomington Broadcasting Company picked an IDECO tower for two important reasons:

Triangular-Section Safety—Extra rigidity...reduced wind load...freedom from distortion...triangular design—important factors that contribute to IDECO's outstanding safety record.

Complete Engineering—IDECO engineering covers everything from the solid base to the 346-beacon light...transmission lines, service ladders, platforms, and special accessories. Prefabricated sections fit together easily and quickly...no field cutting or welding is necessary.

IDECO radio towers are in service from coast to coast. Investigate before you buy...find out how IDECO can relieve you of all tower responsibilities. Write today for bulletin RT-46 and SSR-1.
PRESS AND RADIO CLUB

PRESTIGE lifter of both radio and the press in Des Moines is the opening of the new Des Moines Press and Radio Club. Cooperation between the sound and printing professions brought about its establishment.

As a result, the city now boasts a smartly decorated club room. A former supper club was remodeled and redecorated as quarters for meetings, luncheons, dinners and social activities. A professional finishing job would have cost more than $5,000 but with a membership volunteer unit working “after hours” and on Sunday, the work was completed at a cost of only $500, members report.

The newly-organized group already lists 275 charter members. Charles McCuen, KRNT Des Moines newscaster, is president. Other officers are: Merrill Gregory, managing editor; H. Billis Farmer, secretary; Gene Godt, WHO Des Moines newsmen, treasurer.

The clubrooms are large and attractive highlighted by a radio-depicting panel painted by Bud Sauers and a Fourth Estate panel by Will Connor. Both men are of the Register & Tribune art department.

BOSTON MEET

NERE Sets April 15

TECHNICAL papers, exhibits and a visit to WBZ Boston’s Radio and Television Center will highlight the 1950 New England Engineering Meeting at the Somerset Hotel in Boston on April 15.

Bulk of the day will be devoted to discussions and presentations of technical papers dealing with radio and television. Topics include industrial television, a new pulse generator for television, transient phenomena in loudspeakers, a multichannel PAM-FM radio tele-metering system, design and utilization of a four-phase radio frequency oscillator, a novel coaxial noise diode termination, and an experimental AM transmitter employing crystal-controlled magnetron.

Features field trip will be the visit to WBZ’s facilities following the late afternoon scheduled windup of paper delivery. W. H. Hauser, WBZ chief engineer, is in charge of the radio engineers’ luncheon and Harold A. Dorschug, WEEI Boston chief engineer, is chairman of the papers committee. Business session is scheduled for 4:30 p.m. with the meeting’s conclusion set for 6:30 p.m.

CANADA RATINGS

U. S. Network Shows Lead

AMERICAN network programs took the lead in the national rating report of Elliott-Haynes Ltd., Toronto, for February. First 10 evening programs, with rating, were: Charlie McCarthy 36, Fibber McGee & Molly 34.1, Radio Theatre 33.8, Amos ‘n Andy 33.8, Our Miss Brooks 28.2, Bob Hope 27, Twenty Questions 25.3, My Friend Irma 25.2, Aldrich Family 25.9, and Mystery Theatre 22.2. There were a total of 20 commercial network evening programs in the February rating report.

Five leading daytime programs were Big Sister 28.5, Pete Martin 27.7, Happy Gato (Canadian program) 23.9, Road of Life 19.5, and Pepper Young’s Family 18.5. Leading French-language evening programs were: Un Homme et son Pecher 32, Radio Carabin 34.9, Metropole 29, Ralliement du Rire 27.9, and En Chantant dans le Vieux 25.2. Leading French daytime programs were: Jeneuses Dorees 29.5, Rue Principale 24.7, Maman Lejeune 23, Quart d’Heure de Detente 22.9, and Grande Sour 23.6.

KRIC Baseball

FOR the fifth consecutive year, KRIC-AM-FM Beaumont, Tex., will broadcast all games played this year by the Beaumont Rufneks, Class AA Texas League and New York Yankee farm baseball club, the station has announced. KRIC holds an exclusive contract with the club and has tentatively arranged to feed the broadcasts to other Gulf Coast stations. Last year four additional stations carried the KRIC origination. Ed Dittert, KRIC’s sports director, again will handle play-by-play, the station said. Sponsorships are on a cooperative basis with local merchants buying time.

Detroit’s Most Effective Selling Team!

1340 KC 250 Watts
WEXL-
FM 104.3 MC 18,000 Watts
Royal Oak, Michigan
PRIMARY COVERAGE
900-860 Radio Homes
More than half the total Radio Homes in Michigan, with a retail buying power (1948) of over $3½ billion.

OPERATING 24 HOURS DAILY
Member N.A.B.—M.A.B.

POINTING TO the radio panel is KRNT’s Don Bell, disc jockey.

The ‘Late’ Mr. Phillips

DON PHILLIPS, disc jockey of the early morning Farm and Ranch Hour on KTXL San Angelo, Tex., awoke to find he’d be a little late for work, a fortnight ago. In great haste, he phoned the transmitter to say he’d be in shortly. He dialed what he thought was 7877, the transmitter number, and told his story to the sleepy voice on the other end. Later in the day, Mr. Phillips received a call from A. D. Rust, president of WestTex Broadcasting Co., owner and operator of KTXL. It seems the number Mr. Phillips called in the wee, small hours was 7877, Mr. Rust’s number. Thanks to a boss with a sense of humor, Don Phillips is still heard on KTXL.

SOME 20 million Americans, mainly in rural areas and small towns, either do not hear regularly and clearly AM radio station at all or, at best, can get only one station, according to Rushfinder news magazine.

1930—1950

20th Anniversary Year

46.0

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

5kw (d) ABC 1kw (n)

WBTM

Re: HOLLINGBERY

Page 74 • March 20, 1950
NEVER to be one who would turn his back on newbeak, Craig Lowe, WSGN Birmingham news and special events director, slammed into action when his scheduled Air Force flight to cover Caribbean maneuvers for station's listeners changed of plans. Upon arrival in Washington coinciding with end of the coal strike, Mr. Lowe contacted local U.S. representatives, but was able to call William Mitch, president, District 20 UMW, Birmingham, from conference table. Using Washington facilities, Mr. Lowe gave WSGN listeners first-hand official report of signing of soft-coal contract, with Mr. Mitch urging workers to go back on their jobs.

Teen-Agers Program
DIVERENT East Bay high school is featured each Saturday on KROW Oakland, Calif.'s Teen-Agers. Tunes and Topics show conducted by Ray Yeager, disc jockey. Students of selected high school pick five favorites tunes each week. Interviews by Mr. Yeager of student leaders are also presented.

WBZ-TV's 'Caravan'
LOCAL Caravan of Stars bowed to WBZ-TV Boston audiences on March 18 with Dick Todd, Canadian singing star, as program's first guest star. Other celebrities scheduled to appear on weekly shows are Frank Fontaine, Mary Astor, Bette Davis and others. Program originates from WBZ Radio and Television Center Thursday at 7:30 p.m. Cal. Washington is sponsored by Carpenter-Morton, maker of Carmute paints. Tom Sawyer, WBZ-TV studio producer, is director.

Radio Chapel Program
ANSWER to broadcasters' problems in presenting religious programs is offered by Allen T. Simmons, owner and operator of WADC Akron, Ohio. Mr. Simmons' new show, which started on March 6 of a half-hour-long program that includes local non-sectarian preacher and staff announcer dramatizing stories of Old and New Testament and reading of inspirational poetry. Called The Chapel by the Side of the Road, program urges listening public to attend church of choice rather than attempt to present substitute for church attendance. Week following premiere of program, Mr. Simmons reports, brought encouraging mail pull.

'Helen and Buddy'
TOPICS of top interest of day are learned to housewives by WKSW Buffalo's new Mr. & Mrs. show, Helen & Buddy. Principal characters on program, heard from 4 to 4:30 p.m. Monday through Friday and premier March 13, are Mr. and Mrs. Bud Hulick. Mr. Hulick is best remembered in original radio show Scoop-nagle & Budd, What's My Name? and other network programs. Mrs. Hulick is veteran of stage and for many years was active in her native Buffalo's women's activities. Show also provides music renditions and interviews with visiting personalities.

Aviation History
TRACING history of aviation from its beginnings to present day, KNBH (TV) Hollywood March 17 started new Jenny's to Jets weekly series. Program features showing of some of greatest motion picture films on aviation and its pioneers; in addition to this, noted pilots of past and present appear on program to give their views on future of aviation. Col. Charles E. Hasting Jr., pilot in both World Wars, produces program.

Promote Savings Bonds
AIMED at promoting U.S. Savings Bonds, WWDC-AM-FM Washington has begun non-political and non-controversial program called Labor Speaks in cooperation with Treasury Dept. and organized labor. Program, which is heard Tuesday at 10 a.m., features speeches by labor leaders with its theme-the note the purchase of savings bonds.

CKOY Airs Science
SCIENCE students' appetites are whetted in Excursions in Science, science information program produced by General Electric Research Lab, Schenectady, N.Y., and aired weekly. Program will be heard Tuesday at 10 a.m., featuring discussion of phase of science by leading authorities in field. Material covered in each broadcast is condensed in a "scientific paper" and sent to listeners upon request.

Dignitaries on WBUR Script
HOUR-LONG documentary on WBUR Radio Boston, U.S. station, marked the station's inauguration on March 1. Written into script and playing themselves were President Daniel L. Marsh, of B.U.; Mayor John B. Hynes; Gov. Paul A. Dever and Prof. Samuel B. Gould, station director and head of department of radio, speech and dramatist at Boston U.'s school of public relations.

Baseball Coverage
MAJOR LEAGUE baseball games emanating from the East will be broadcast by KALI Pasadena, Calif. Station acting as Los Angeles outlet for new National Liberty Network, will carry broadcasts of National League games live and recreations of American League contests.

Airs Practical Politics
COMBINING education programming with political analysis, WMRN Marion, Ohio, carried broadcast from Grey Chapel at Ohio Wesleyan U. by Guy Gabrielson, chairman of the Republican National Committee. Address was in conjunction with school Institute of practical politics. Week previously, WMRN aired broadcast by Mrs. India Edwards, executive director of women's division, Democratic National Committee.

Science Quiz
WESTERN Pennsylvania high school students again will compete for college scholarships in 1950 Science Experts' quiz series to be heard on KDKA Pittsburgh Monday nights for seven weeks beginning March 27. Student scientists from public, private and parochial schools in KDKA area will take part in competition which is held annually as forerunner of Budd Planetarium School Science Fair, exhibition of science demonstrations planned and built by high school students. On seventh broadcast, May 8, six finalists will vie for "championship" title and scholarship awards. Ed Young, KDKA production chief, will be moderator on programs.

Appeals to Women
NEW quarter-hour television series, Women in the News, featuring on-the-spot films of happenings regarding the fairer sex, stars on KFTI-TV Los Angeles. Program features Adelaide Hawkins, radio and fashion reporter who also will conduct weekly interview with important woman personages. In addition to servicing and editing film recordings being filmed by camera crews in 18 key cities of country.

TR's New Accounts
TRANSIT RADIO Inc., New York, has signed four new advertisers this month. They are Bauer & Black (Blue Jay products) started March 5; through Henri, Hurst & McDonald; Bell Telephone of Pennsylvania, through Grey & Rogers, Philadelphia; General Foods (Birds Eye frozen foods) through Young & Rubicam, March 1; Manhattan soap through Duane Jones, starting in mid-April. Most contracts are for 52 weeks.

The stars of today and tomorrow are...with the new era in

NEW Thesaurus brings you bigger and better programming packages with top sponsor-appeal...top name artists! You get comprehensive programming, promotion, publicity...a steady flow of current tunes and material...network-quality production. Wire or write today for full details!
Amateur Radio Map

AMERICAN Radio Relay League of West Hartford, Conn., has announced its new and revised edition of the Amateur Radio Map of the World. A four-color special project by Rand McNally, the map has been especially prepared for use by amateur radio stations primarily in their "DXV" or long-distance international communications activities. Price of the 30 x 40 inch map is $2.

Pictorial Discs

A PICTORIAL phonograph record, designed partly for use as inexpensive transcriptions of radio programs, has been developed by Vis-I-Disc Corp., according to International Public Relations Corp., which represents the record firm. The new records are made of unbreakable composition plastic, light in weight, and will be produced for 78, 33⅓ and 45 rpm speeds in 7, 10 and 12-inch sizes. Firm uses a process which permits reproduction of art work from Kodachrome in full color over the face of the disc.

In this historical study of the monopolistic organization of broadcasting in Great Britain, R. H. Coase, reader in economics in London U., describes how the monopoly came into being. He then considers what effect it had on the development of and policy towards competitive services such as wire broadcasting and foreign commercial broadcasting intended for listeners in Great Britain.

The volume also contains a summary of the views which have been held on the monopoly of broadcasting in Great Britain as well as an examination of the arguments by which the monopoly has been justified. Book also is timely as the BBC's current charter expires on Dec. 31, 1951.

Jack EDMUNDS, formerly producer for NBC and CBS and head of program operations for ABC in Washington, appointed program supervisor of KFRC Houston, Tex. From 1931 to 1956 with NBC, he produced the Ed Wynne show, Rudy Vallee Hour, Paul Whiteman's show and Chase & Sanborn show. At CBS, where he spent four years, he produced the Andre Kostelanetz show, Let's Pretend, Sunday afternoon symphony broadcasts and Abe Lincoln in Illinois series.

JOHN S. LUGT joins staff of KSL-TV Salt Lake City as producer. He formerly was with New York Daily News and its WPIX (TV) New York and also with Martin Stone Agency.

HUGH HOLDEN joins staff of WOC Greenhaw, N. C., as program director. He formerly was with WAYS Charlotte, N. C.

STERLING QUINLAN, publicity director of WEWB (TV) Chicago, named program director succeeding E. JOHNNY GRAFF, resigned (see Agencies).

M. MAXINE MULVEY, formerly of KOIL Omaha, Neb., joins writing staff Denver.

NEWTON THOMAS Jr., formerly with WRVA Richmond, Va., joins announcing staff of WXGI Richmond. BELL, NEWMAN appointed chief announcer.

JEFF EVANS joins WLDY Ladysmith, Wis., as chief announcer-engineer. He formerly was chief engineer at KRUL Corvallis, Ore.

GRETCHEN THOMAS appointed women's director of WERE Cleveland. She formerly was with WTAG Worchester, Mass., and WFCI Hartford, Conn. She also was formerly a network actress.

LUELLA ENGEL joins WFPB Middletown, Ohio, to conduct her own show, devoted to homemaking, Mon.-Fri.

GUY KIBBEE, stage and screen actor, joins panel of Mutual-Don Lee Sports for All heard Thursday, 8:30-8:56 p.m. (PST).

TOM CARR, motion picture producer and director, signed by Gilford-Schlich.

Production

ter Productions, Hollywood as teleplay director of KECA-TV Hollywood's The Marshal of Gunfight Pass. Mr. Carr also will prepare pilot for series of the television show. JANE ADRIAN joins cast of Marshal program.

ERNE KERNS, formerly with WAOK Vincennes, Ind., joins WCLI (AM) as sales manager.

DICK JOY starts as announcer on NBC Light Up Time and REI Hollywood-Nancy Dixon show.

DICK HAYMES and JO STAFFORD signed as permanent members of weekly CBS Carnation Content Hour starting March 26. Mr. Haymes will act as m.c.; Miss Stafford as featured feminine singer. This marks first permanent replacement of program's featured singer, Buddy Clark, who died several months ago. Program this week features different singers from week to week.

MARY MARLOW, formerly with Sammy Kaye's band, joins music staff of WOC Davenport, Iowa. She will appear on both radio and television.

NORMAN WHITE, production director, WJR Detroit, named general chairman of Detroit Goodfellow football game. Game is a fund raiser for needy children every Christmas.

LEE MORRIS, announcer at WSB Atlanta, Ga., is the father of a boy, John Lee.

PATRICK MICHAEL CUNNING and MARCIA DRAKE CUNNING, Hollywood and San Francisco TV actresses-producers-directors, are the parents of a boy, Christopher. The Cunnings originated and operated Studio A, independent TV production studio in Hollywood, before moving to San Francisco.

BILL OSTBERG, announcer at WTAG Worcester, Mass., cleared as the father of a girl, Barbara Louise.

DON QUINN, writer of NBC Fibber McGee & Molly and Halls of Ivy shows, will receive Joe Miller award as "top gag writer in the country" from Gagwriters' Institute. Award will be given during observance of Institute's National Laugh Week, April 1-8.

JACK GARDNER, chief announcer, KLAC Hollywood, is the father of a girl, Valerie, born March 8.

ERNE EVANS, former film program director of WPIX (TV) New York, is the father of a boy, born March 4.

WKRC CAMPAIGN

Daytime Listening Stressed

In an attempt to capture the overall audience lead in Cincinnati, CBS outlet WKRC has announced launching of a program drive with emphasis on daytime listening. Claiming top Cincinnati Hooper for evening listening, WKRC has scheduled six local shows addition-

ally on its daytime schedule. Of these, four are sponsored. Neighborhood Grocery Stores and Salad Time vegetables, respectively, sponsor a housewives interview and a song and chatter show, both by Dave Upson. Ed Libby's platter giveaway is sponsored by the Cincinnati Times-Star and two early morning new shows are backed by Nemantini.

In addition, WKRC announced acquisition of Procter & Gamble's daily serials, Guiding Light and Big Sister, contracts for 15-minute weekly shows for Patricia Stenvens Modeling School and Nash, and announcements for General Mills, "Skating Vanities," Garrett wines, Induction and Ladies Home Journal. The campaign is in charge of General Manager Herman Fast and Paul Shumate, program director.

Page 76  March 20, 1950
DISCUSSING the April 1 CBS debut of the Brock Bar Ranch, and the product, are (l to r): William W. Neal, president, Liller, Neal & Battle, Atlanta advertising agency which has handled the account since its inception; W. E. Brock Jr., president, Brock Candy Co.; Sunshine Sue (Mrs. John Workman), star of the show, and Tom Connolly, manager of program sales, CBS.

WHY TAKE SECONDARY COVERAGE of Virginia's First Market?

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

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

Availabilities and costs from Ro-Tel will prove it.

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

BROCK CANDY SHOW CBS Debut Set for April 1

HILLBILLY show, the Brock Bar Ranch, will make its debut April 1 on CBS under sponsorship of the rock Candy Co., Chattanooga, Tenn. Originating in Richmond, Va., the show will be beamed initially from 40 stations in 13 Southern states and will be heard Saturday, 7-7:30 p.m.

Provence of the program was presented last Saturday (March 18) on WDDO Chattanooga, CBS outlet, with W. E. Brock Jr., president of the sponsoring firm, as m.c. Others present included Ben. W. E. Brock, company founder, and other members of the Brock family. According to the sponsor, it is believed to be the first time a Chattanooga manufacturing plant or commercial enterprise of any type has contracted for a continuous radio advertising program on a national hookup.

1950 ‘YEAR BOOK’ ADDENDA

CHANGES and additions received after the 1950 Yearbook went to press are included in the following list which will also serve to correct some errors made in compiling the last volume. For convenience, the information is arranged numerically by Yearbook page number.

Page 23---RCA Executive Personnel add: Frederick M. Audrain, assistant vice president in charge of Washington District; Charles B. Sproule, assistant vice president.

Page 55---Consulting Engineers add: L. J. N. du Trel & Assoc. 204 Homedale Ave., New Orleans. Tel.: Audubon 6917.

Page 94---KSB Salinas, Calif., Dr. Harry Morgan is chief owner; Karl R. Landy, general manager; Robert Knight Cobb, chief engineer. National rep.: Western Radio.

Page 99---KSPA Santa Paula, Calif., C. B. Martin is commercial manager; H. F. Neff is general manager. Station is 75 kw. and 10 kw. at 500 meters. Tel.: Audubon 9067.

Page 100---KHTB Waterbury, Calif., Sen. Luther E. Gibson is owner; George Hill, general manager and program director; W. E. B. Blumenstein, chief engineer. Station is 50 kw. and 10 kw. at 500 meters. Tel.: Audubon 9067.

Page 102---KPRC Walsenburg, Colo., Tom G. Banks Jr. is owner and general manager; C. C. Morgan, commercial manager. Station is 50 kw. and 10 kw. at 600 meters. Tel.: Audubon 9067.

Page 108---WTPC Washington, D. C., established in 1926.

Page 112---WLAK Lakeland, Fla., established in 1926.

Page 116---WALB Albany, Ga., under network, delete MBS and add ABC.

Page 122---WGBA Columbus, Ga., F. D. Chapman is president; Ed J. Hennessey, commercial manager; Sidney Bell, program director; William H. Atkinson, chief engineer.

Page 126---WVOP Vidalia, Ga., Loren Porch is chief engineer.

Page 134---WRO Des Moines, add Ralph Evans, executive vice president; D. D. Palmer, vice president and treasurer, and William D. Wagner, secretary and WOFO.

Page 148---WFMB Dayton, Mass., Ansel K. Goodwin, president; Donald L. Coleman Jr., chief engineer; Cordier, vice president and treasurer. Tel.: Home Line, 455 Main St., Tel.: 0377.

Page 158---WLAW Lawrence, Mass., Albert E. Foster is station manager.

Page 197---WNSH New Bedford, Mass., David J. Shurtleff is sales and promotion director.

Page 199---WOR West Yarmouth, Mass., John E. Stuntz is general manager.

Page 203---WHO Nashua, N. H., James W. O. Lillen is general manager. Station is 50 kw. and 10 kw. at 600 meters.

Page 207---WBNX FM New York, debut.

Page 210---WBIX Utica, Ra-Tel is in charge.

Page 223---WAND Canton, Ohio, Wylie Laseur is commercial manager.

Page 225---WCAP Philadelphia, Pa., M. J. Robinson is general manager.

Page 237---WJZM Clarion, Tenn., Joseph R. Fife is commercial and sales promotion manager.

Page 241---WJET Erie, Pa., Bill Trafton is general manager; Jack Edwards, program director; Marion N. Sneed, chief engineer.

Page 273---WWJW Louisville, Ky., delete Reese Reinecker as vice president and general manager and substitute Fred W. Thomas.

Page 337---WCVT Norfolk, Va., William H. Mann is chief engineer, DeJoe, Franconia and Stanley Strickland.

Page 349---WYMP Montgomery, Va., G. D. M. Kerr is program director, replacing James F. Houston.

Page 353---WFRF Eau Claire, Wis., Robert E. Frei is program director; Oskar Sieff, chief engineer.

Page 359---WKTV La Crosse, Wis., new ABC affiliate.

Page 364---WTMJ Milwaukee, Wisconsin, says: W. H. Wetherby is general manager of WMJU.

Page 366---WNYO New York, delete from charge list, WNYO.

Page 371---Woburn, Mass., John W. G. Grant, Jr., president, Brock Candy Co.; Sunshine Sue (Mrs. John Workman), star of the show, and Tom Connolly, manager of program sales, CBS.

Page 386---MBS Counsel under Kirkland, Fleming add: Percy R. Russell Jr., MBS Central Division, Carroll. H. Erskine is sales manager.


Page 421---Department of Agriculture, correct spelling of Mrs. A. W. Esty.

Page 447---Under Frequency Measurement add: L. du Trel & Assoc. 204 Homedale Ave., Tel.: Audubon 6917.

NFB signs with Washington Park and Arlington race tracks, both Chicago, for exclusive broadcast rights to top horseplay starting in May and continuing through September.

Acme in Sound Reproduction

The NEW LANG-WORTH Transcription

LANG-WORTH FEATURE PROGRAMS, INC.

137 W. 57th ST. NEW YORK 19, N. Y.

Network Caliber Programs at Local Station Cost

March 20, 1950
WOSC Fulton, N. Y., reports it is conducting a unique experiment in sponsor education Wednesday, March 22. In conjunction with Chamber of Commerce, station will hold dinner at which sponsors and prospective sponsors will meet station’s staff members. They will be told how radio advertising can benefit them and how to use radio more effectively in order to obtain a larger sales response than is possible in other media. Those present also will receive advance copies of current program plans and bear advance broadcasts of future programming highlights.

Bag Promotion
TO produce series of one-minute interviews now being broadcast 24 times weekly over WLAW Lawrence, Mass., Chief Announcer Richard Hickox traveled 1,000 miles by automobile. Sponsored by Megowan Educator Food Co. of Lowell and Chicago, series is being presented to listeners to stimulate consumer interest in New Educator Saltine container called “Inner Crisp” bag. Grocers in WLAW listening area were interviewed regarding their opinions on value of container. As additional promotion, paper mailers and grocers were provided with supply of post cards by Megowan Co. to mail to customers and friends to notify them of times they would be held over station.

Square Dance Promotion
KGW Stockton, Calif., McIchayle Broadcasting Co. outlet, and sponsor report all-out promotion of recent broadcasts of The Saturday Night Square Dance. Station sent letters to leaders of all dance groups in listening area informing them of broadcasts and carried spot announcements and news-paper advertising on show. In turn, Danialy’s Dry Goods Co., sponsor, had store personnel dress in square dance costumes and featured square dance fashions. Square dance music also was played over store’s public address system all day long.

‘Name the Stars’
OFFERING $8,500 in prizes for the winning answers, WEAU-AM-FM Eau Claire, Wis., has been conducting its “Name the Stars” contest in which persons are asked to identify 44 radio stars whose pictures are run in newspapers, along with 50 words or less on “My favorite WEAU star is...” Station reports that “Name the Stars” offers tremendous “tune-in” hypothesis to listeners. Car offered as first prize is displayed daily in surrounding towns and second prize, spinach organ, is played on air each evening.

Breweries for Lombardo
BREWERS, among purchasers of The Guy Lombardo Show, produced and transcribed by Frederic W. Ziv Co., are being sent promotion pieces by Ziv Co. Prepared by W. B. Philyea, sales promotion manager, mail piece is sent to president of every brewery in country—with carbon copy of letter going to ad agency of each brewery. Letter points out show’s consistent top rating in key markets. As “read” on inducement, name and address of recipient are typed in red ink.

Limerick Contest
BOY or girl sending in best conclud- ing line for any one of three limericks, is being awarded new, completely equipped bicycle by WXXW Albany, N. Y., Sibh Herrick on his 409 Club, heard weekdays. Contest, closed March 31, is in conjunction with World Music Inc.’s publishing of “Bicycle Song.”

Turner’s Pull
MORE THAN 1,400 requests for handicap tool sales catalog were received by Ulmer Turner after one-time offer during debut of its new WBRR (TV) Chicago show, Hobbies for Profit, station reports. Show is sponsored by Warner Electric Co. Mr. Twibor, who demonstrates home handicrafts that can be converted into profit items, is news editor of station. He is spon- sor’s representative through Paul Grant Agency, Chicago.

Favors From KCBS
PARTY favors carrying promotional material plugging Party at the Palace, Mon.-Fri. audience participation show, sent to trade by KCBS San Francisco. Material contained brief profile on M. C. Bill Weaver, Vocalists Ellen Connor and Ray Hackett and his orchestra, stars of program. Walter Conway, KCBS promotional man- ager, originated promotion stunt.

Hotel Tie-in
KENYON & ECKHARDT, New York, distributed 2,600 cards to hotel patrons visiting city, as promotional tie-up with The Ford Theatre production of “Room Service” on WCAU-TV Phila- delphia. Cards calling attention to Ford dramas and hotel room service were placed on tables in hotel rooms. Twelve hundred cards were distributed in conjunction of Hotel Assn.’s meeting at Benjamin Franklin Hotel. In addition red and white cards that were in hotel lobbies in color of keys were sent to radio and TV editors throughout country. Cards read: “Recipient will please use this key as a reminder to enjoy ‘Room Service.’”

‘Daytime Drama’ Parade
FASHION line, featuring McKetrick-Williams Co. designs named after 10 brent known Procter & Gamble day- time serials, has been announced. Called “Daytime Drama” dresses, each product reflects P&G shows. Among them are “Peggy Young” (Pepper-Young’s Family-NBC) and “Anna Mo- lone” (Young Dr. Malone-CBS). Kick- off of promotion will be first of nation- wide series of fashion shows at Stork Club luncheon in New York. Projects to be bolstered by program commerci- als and other forms of advertising.

‘Sell With Del’
“YOU Sell With Del” is bold-face legend on new direct mail promotion piece sent to trade by KPIX (TV) San Francisco. Copy tells of proven sales effectiveness of KPIX afternoon disc jockey show featuring former band leader Del Courtney. “When you buy participation on the Del Courtney show,” copy advises, “you take your place on the show with the outstanding— personalities who regularly visit the Del Courtney show—Rudy Vallee, Peggy Lee...”

Cue From Tailor
CUE from tailor is taken by Mutual in its promotion of “Mister Plus.” Mailing piece is headed “Mister Plus presents...” and displays pair of shoes. Inside of folder advises advertisers “how to custom- tailor the airwaves” by “tailoring their coverage to match their marketing pat- terns as snugly as they can.” Reason why this new offer to the trade is the most serviceable ever made,” folder reads, is because of Mutual’s “flexi- bility.”

Multi-color Pencils
PENCIL that writes in multi-colors (one stroke) is being distributed by Rex Dale, m. c. of WCKY Cincinnati’s Makebales Ballroom for service charge of 104. In conjunction with pencil distribution, Mr. Dale holds weekly “doodling” contest with the winner receiving a four- colored “doodle” receiving a $10 prize.

WDSU-TV Sets Pace
TWENTY-PAGE Sunday supplement of the New Orleans Times Picayune on March 5 was devoted exclusively to television, including full- page station operating in the area, high- lighted section both in news stories and editorials. The best reason why the newspaper is the television interest.” Mr. Sweasy pre- dicts number of TV sets in the New Orleans area number about 26,000.

KCOL Rifle Trophy
MARKSMANSHIP award—KCOL Rifle Trophy—was presented to Lafayette, Col., rifle team early this month by Herb Hollister, KCOL Fort Collins, Col., owner. Team was winner of the northern division championships of Colorado Rifle Assn., broadcast over KCOL by Sports Director Jack Hitchcock. Show is known as the best rifle,air rifle, in all clubs’ towns.

WDVT (TV) Camera Miniature
MINIATURE TV camera—4¼ inch ceramic—distributed at first anniver- sary dinner of WDVT (TV), DuMont TV Network owned and operated out- let in Pittsburgh, is responsible for flood of complimentary letters from the 200 guests at Jan. 24 affair, according to station. Miniature was designed by Harry Munson, WDVT film director.

Personnel
ANDY MURPHY, former publicity writer at ABC and NBC Chicago, joins press staff of WBMM-CBS Chicago.

FRANCIS X. ZUZULO, MBS’ assistant director of press, named to board of directors of U. of Missouri Alumni Assn.

MARTHA CURRY, formerly of NBC Hollywood press staff, and Dennis Buckley have announced their marriage.
THIS trio chatting at cocktail party during the IRE convention and show in New York March 6-9 includes (1 to r)—Haraden Pratt, chief engineer, Mackay Radio and former president of IRE; FCC Comr. Friede Hennock, and Raymond Guy, manager, NBC radio and allocations engineering.

Agencies

(Continued from page 10)

offices in Beverly Hills, New York and San Francisco. Prior to joining Associated, Mr. Welborn for four years had his own Los Angeles agency, Marion E. Welborn & Assoc.

TED WHITE, manager of Beaumont & Homam, Seattle, appointed public information chairman for Seattle-King County Chapter of American Red Cross campaign.

S. S. (Bud) SPENCER, West Coast radio and television director of Foote, Cone & Belding, is the father of a boy, William Jeffrey, born March 11.

KENNETH W. AKERS, president of Griswold-Eshleman Co., Cleveland, appointed to managing committee of Advertising Hall of Fame. Committee named annually to supervise operation of Advertising Hall of Fame.


FEDERAL Ad. Inc., New York, acquires entire floor of 383 Madison Ave. directly opposite its present quarters. On April 1 agency will move and consolidate its entire staff in that space. For past two years accounting and research departments have been located at 1 Park Ave.

KATZ Ad., San Francisco, moves to new quarters in Russ Bldg.

EDWARD S. KELLOGG Co., Los Angeles, opens Portland, Ore., offices in Panama Bldg. at 854 S.W. Third Ave. Phone is Broadway 0710.

New Business

(Continued from page 13)


BLATZ BREWING Co., Milwaukee, March 30, renews sponsorship of Roller Derby, ABC-TV, Thurs., 10:30 p.m. to conclusion, for additional 26 week period. Program will be carried by 13 ABC-TV stations.


JULES MONTEMERI Inc., Chicago (Stoptette deodorant), will begin sponsorship on April 12 of What's My Line, CBS-TV quiz program now heard on Thursday evening, but changing to alternate Wednesdays in 9-9:30 p.m. time-slot. Agency: Earle Ludgin, Chicago.

WANDER Co., Chicago (Ovaltine), renews effective April 27 Howdy Doody on NBC-TV, Mon.-Fri., 4:45-5 p.m. segment. Agency: Grant Adv., Chicago.


Adpeople • • •

R. C. PECK, who has been with Cities Service Oil Co., New York, since 1946, appointed advertising and promotion manager, succeeding ROBERT S. BLOUNT, recently named sales manager of Boston Division of Cities Service.

ARCHIBALD R. GRAUSTEIN Jr., director of market research for Thomas J. Lipton Inc., New York, resigns to rejoin Lever Bros. Co., as director of market research. He originally joined market research department of Lever shortly after graduation from Massachusetts Institute of Technology in 1937.

JACK C. GRIFFIN, account executive with Sherman & Marquette Agency, Chicago, appointed advertising and sales promotion coordinator of Consolidated Grocers Corp.

FLIGHT TO CUBA

KGW Newsmen Cover Trip

MASS flight of private planes to Havana, Cuba, which left Portland, Ore., Feb. 25 under sponsorship of the Portland Chamber of Commerce, is being accompanied by two representatives of KGW, Portland's NBC affiliate. The pair are Bob Thomlinson, director of special events and chief announcer, and Earl E. Peterson, technical supervisor. They are handling, respectively, a tape-recorded commentary on the proceedings and supervision of all radio equipment.

The flight, second such sponsored by the Portland Chamber and covered by KGW, numbers 86 light planes, 244 pilots and passengers, and is accompanied by a USAF C-46 "Commando" from the 408th Troop Carrier Wing. The big ship will act as tour press and headquarters ship. Mr. Thomlinson and Mr. Peterson served in similar capacities on last year's flight to Portland, Me.

The tour is composed of businessmen, farmers, civic and commercial leaders from the Northwest. Dual purpose is to take a vacation and promote the Portland Rose Festival, Pendleton Roundup, Oregon itself and the Pacific Northwest. The tour has contacted 44 stations, including five in Hawaii, as well as all networks and their newsmen and the various chambers of commerce along the route.

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

Arising from Editorializing, Speeches, Newscasts, Ad Libs, Financial Comment, Mystery Plots, Gossip Announcements, Man-on-the-street Interviews.

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

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

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION

Insurers' Exchange Bldg. — Kansas City, Mo.
"ANY RADIO program that's good enough for children will have interest for adults," Gloria Chandler, of Gloria Chandler Productions, New York, declared at the March 4 afternoon general session of the Third Annual Western Radio-Television Conference, meeting in Seattle.

Miss Chandler offered a series of recommendations for effective children's programming to the 85 assembled educators and public service radio specialists:

1. Start with a good story, one that builds in interest and dramatic intensity as it goes along.
2. Push a button in the child's imagination, capitalizing on his actual experience.
3. Give the young listener a chance to participate—for example, by singing along with the program.
4. Don't be afraid to try new forms. New technique approaches should be adapted to the material being used.

Miss Chandler's observations came in the conference's closing panel on "What Gives a Program Interest," fourth of a two-day series of general sessions.

Jennings Speaks

Speaking at the March 5 session, George Jennings, director of the Chicago Radio Council and president of the National Assn. for Education by Radio, told the gathering, "If we can get one teacher in a school building interested in radio as a teaching tool, it won't be long before that interest spreads throughout the building. And it will then very soon extend beyond the building—to the parents."

He cautioned, however, that radio programming for in-school listening must be built in close cooperation with teachers and curriculum people, in order to supplement most effectively the regular classroom teaching.

On television's usefulness in public service programming, Lee Schulman, program director of KQV-TV Seattle, noted that the high expense of video operations usually requires that public service ventures be combined with commercial possibilities.

As an earlier session, Don S. Somerville, school specialist in radio at Oregon State College, predicted that in-school use of television would develop five times as rapidly as had radio in schools. He recommended that stations and teachers know what is available in suitable programs for students.

Speaking on "Letting the Public Know About Programs," Milo Ryan, associate professor of journalism at the U. of Washington and former promotion director of KIRO Seattle, urged the educators and others interested in public service programming to cooperate fully with commercial stations to build audiences, particularly for one-shot shows. Responsibility rests with the person requesting the show to help provide the audience, he asserted.

Tom Herbert, public relations manager of the Seattle Chamber of Commerce, emphasized that those concerned with educational and social agency efforts must cure themselves of the idea that commercial stations are required to put on such shows.

John C. Crabbe, radio director of the College of the Pacific, Stockton, California, was re-elected chairman of the Western Radio-Television Conference, and Mrs. Inez Richardson of Stanford U., T. Palo Alto, was re-elected treasurer. Elected to the new post of public relations coordinator was James M. Morris, program manager of KOAC Corvallis, Ore. Los Angeles was selected as the site of the fourth annual conference, to be held in 1951. William Sener, director of the radio department at the U. of Southern California and manager of KUSC Los Angeles, was named 1951 conference chairman.

Harold E. Maples

AROLD EDMUND MAPLES, 59, general manager and vice chairman of the board of Albert Frank-Guetzler Law, New York advertising agency, died March 5 in St. Petersburg, Fla. Mr. Maples had been with the agency since 1928.


SUPPORTS FCC

Crane Hits Trafficking

NORTHWEST broadcaster E. B. Crane has told FCC "the extent to which trafficking in authorizations granted by the Commission has been permitted or attempted has been a genuine menace to the radio industry in recent years." He sup- ported FCC's proposal to automatically forfeit the construction permit for any applicant who fails to file in good faith a construction permit application.

Mr. Crane added, "I have personal knowledge of several recent instances in which the holders of construction permits granted by the Commission have made no serious efforts to construct a station, but very strenuous efforts to sell the permits." Mr. Crane indicated the salability of CBPs "can even be used as a club over existing broadcasters" with the latter being forced to "buy off potential competition."

Mr. Crane stated he believed that CBPs are "a fraud and should be very infrequent and noted that the "possibility of hardships... would be a fair risk for the Commission to impose on every applicant."

Mr. Crane's station interests include KXL, Portland, Ore.; KXLF Butte, KXLJ Helena, KXL Missoula and KXLQ Boise, Mont., and KKLX Spokane, Wash.

TRAFFICKING?

Ironon "CP" Is Offered

A QUESTION of potential trafficking in frequencies was raised as printed penny postcards were circulated fortnight ago offering a station for sale as soon as the construction permit is issued by FCC.

The cards carried the name of James Coston, 746 Nellig Ave., Florence, Ala., and said his Washington attorney "advises that my application for CP for Ironon [Ohio] has been processed to point where a CP will be issued when site selected.

"The price is $1,750. First come, first served."

FCC authorities said their recei- ption of such applications is for 1,200 pm with 100 w filed by Coston-Tompkins Broadcasting Co., a partnership of James Goodrich Coston and Julian Lanier Tumpkins.

The application has been set for March 29 with a competing application of David W. Jefferies for the same facilities at Ironon. Mr. Jefferies, however, has petitioned for dismissal of his application.

Cancelling Proposal

The Commission, in a move against trafficking in frequencies, has pending a proposal to cancel (with certain limited exceptions) any CP which is transferred—or the transfer of which is sought in an application filed with FCC—before the station begins program tests [Broadcasting, Jan. 16].

FCC's proposed rules "would halt an important aspect of this trafficking," Mr. Crane asserted. He added, "I have personal knowledge of several recent instances in which the holders of construction permits granted by the Commission have made no serious efforts to construct a station, but very strenuous efforts to sell the permits." Mr. Crane indicated the salability of CBPs "can even be used as a club over existing broadcasters" with the latter being forced to "buy off potential competition."

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BMI Honored

TRIBUTE to service of Broadcast Music Inc. was paid by the Alabama Broadcasters Assn. at its March 10-11 meeting, held at Huntsville. The association noted that BMI is celebrating its 10th anniversary as an industry source of music. President Carl Haverlin and the staff were commended along with board members for their service and their encouragement of fresh material and new talent.
NOVIK ANSWERS

FCC Query on Series

S. NOVIK, president of WLBI New York, has asserted in a reply to the FCC that the station did not invite any of the Fair Employment Practices Commission members to air their views after the station was awarded a series of editorial time supporting FEPC, because to do so would have been to cause "controversy where no controversy, in fact exists."

Mr. Novik stated his position in reply to an FCC inquiry as to whether affirmative action stations seek to offer views differing from those presented in its three-series editorial series on FEPC Jan. 13.

The question whether the obligation of the licensee is satisfied if merely the time is available, if requested, or whether he must affirmatively seek out and present a differing view, depends basically upon the "controversial issue[s] involved," Mr. Novik wrote. "There are situations where WLBI might editorially not permit an opposing point of view to be presented even though the sponsor could claim that the issue is controversial, and a fortiori, in a case such as that, WLBI would not affirmatively seek out opposing and present their views."

The issues of religious and racial tolerance, said Mr. Novik, may be open by "an isolated few," but WLBI was not then extremist in a controversy where the evidence could claim that the issue is controversial, and a fortiori, in a case such as that, WLBI would not affirmatively seek out opposing and present their views."

Mr. Novik said that if the station "literally" on "such highly controversial issues as government funding, U.S. vs. U.S. R. relations, present legislation affecting P.'s or birth control, WLBI could not only "afford opportunity" to those who opposed our point of view but would affirmatively seek out and present a different point of view either as a serial broadcast, or in the form of a regular panel debate or round table discussion."

-R EXPANDS

Adds San Francisco Office

-R REPRESENTATIVES Inc., only organiza
tive firm, has opened a San Francisco office, Frank M. Headley, resident, announced last week.

James A. Alsopgh, former ac
t executive of John Bills, and before that an account executive of KJBS San Francisco, has been named manager of the -R San Francisco office, which is located at 314 California St. Telephone is Exbrook 2-8407.

SHELBY CASE

FCC Examiner Revises Ruling

REVISED initial decision was is
d the FCC Hearing Examiner J. D. Bond last week to deny ap
cation of Shelby Broadcasting Co. for a new AM station at Den
ter, Tex., on 1400 kc with 250 w full time.

Examiner Bond found that the applicant was unable to determine the actual legal and ownership status of the applicant, a co-partnership of O. L. Parker and A. C. Childs of Center. The finding declared that on Jan. 9, 1949, certain partnership interests were sought to be transferred to outside parties and the ownership situation is now in dispute and confused. Examiner Bond further criticized the applicant for not in
ing any party to answer the charges as they occurred. Original initial decision of last September was set aside for further hearing in December.

The initial ruling concluded with the statement:

"Even if we had before us a legally and financially qualified applicant, we would find the instant application wanting for the following reasons:

1. The necessity for com
eral and de
dependability in the relationship of broadcast station licensees to this Commission demand that license applicants exhibit a higher degree of responsibly and integrity than has been demonstrated by this partnership and its partners. They undertook to secure money from another station permit
tee in exchange for the privilege to keep the station without disclosing that fact. They sought to conceal the individual and partnership interests from a potential creditor of one partner.

2. They failed to advise the Commission at the further hearing—whether voluntarily or otherwise—of the interven
ging changes of control which they brought about. They conspired to cause undis
closed strangers to become secretly the real owner in interest of the station, and they tried to prevent the rights to the construction permit issued to them from being adjudicated by the Board of Game.

And finally they evaded all of these transactions with secret conditions so confusing that it is impossible to determine ownership rights of any of the partners and any evidence being considered by the Board is irrelevant to the application."

NATIONAL ASSOCIATION OF RADIO NEWS DIRECTORS

Membership Certificate

National Association of Radio News Directors, U.S.A.

Jack Shelley, WIB, Des Moines, Iowa

In testimony submitted, the President and Executive Secretary of the National Association of Radio News Directors, U.S.A., certifies that Jack Shelley is affirma
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tely a member of the Association.

Radio Editorials

WHLI Cites Civic Influence

SUCCESSFUL and efficient use of radio editorials designed to marshal public opinion and spur action on the community level is claimed by WHLI Hempstead, L.I., following the recent railroad disaster at Rockefeller Centre, L. I.

WHLI sent its special events crew, together with News Director Jerry Carr and Public Affairs Director Arthur E. Paterson Jr. to the scene of the accident for interviews and other data. Then the station prepared an editorial calling for prompt installation of a safety device, and urging listeners to write to the Public Service Commission. A second editorial was aired 24 hours later asserting that human failure alone was not responsible for the accident, and that the PSC had been negligent.

After the second editorial was repeated, public opinion was "immediate and forceful," WHLI reports, with PSC ordering a hearing the next day and ordering installation of the safety device. In addition, the Nassau County grand jury de
cided to launch a sweeping probe. WHLI reports it was deluged with mail and telephone calls supporting its stand.

NARND SCROLLS

Certificates Being Mailed

NATIONAL Assn. of Radio News Directors is mailing to paid-up members permanent NARND mem
dership certificates, according to Jack Shelley, of WHO Des Moines, NARND president.

The certificate was drawn up by John Bills of WQAM Miami, Fla., member of the board of directors and chairman of the group's con
tinuing study committee of the wire services. Mr. Bills, who had the certificates engraved and printed, is shipping them out for signature by Mr. Shelley as president and Soren H. Munkhoef, WOW-TV Omaha, Neb., as executive secretary.

"The idea of these certificates," Mr. Shelley said, "is to give NARND members something in the way of a permanent indication of their interest in professional issues and the general public which NARND has increasingly enjoyed.

PREMIUM MEET

Moran To Speak on Radio-TV

AMONG the top executives to speak before the National P re
mium Buyer's Exposition in Chicago to be held March 28-31, will be Joseph H. Moran, vice president of WANG & Rubinstein. Mr. Moran will dis
cuss "Premium Promotion by Radio and Television."

Other speakers will be Carl W. Hei
d, president of Continental Tobacco Sales Inc., Chicago; James Harvey Jeffers, president of Curtis Circulation Co., Philadelphia; Philip C. Stevens Jr., vice president of Bedroom Advocate, and vice president of Premium Advertiser, who will sponsor the event.

Farr Joins NAB

SIRNADY FARR, Correspondent, Tex., attorney, has joined the NAB legal staff as an attorney and as
tistant to Don Petty, general coun
el. He succeeds Richard Jencks, who resigned recently to accept a post on the CBS legal staff, and joins Vincent Wasilewski, as an NAB attorney.

SALESMEN! For BIG Results In This BIG Market Use The BIG Station!

KFB

00,000 WATTS OMAHA BASIC CBS

HARRY BURKE

SOUTHERN NEVADA

March 20, 1950 • Page 81
**Classified Advertisements**

**PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10¢ per word—$1 minimum. Help Wanted 20¢ per word—$2 minimum. All other classifications 25¢ per word—$4 minimum. No charge for classified ads over 35 words. Send to Box 849E, Broadcasting.

Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Building, Washington 4, D. C. BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

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**Help Wanted**

**Managerial**

Established FM station with pending A.R.I.B. license, seeking experienced manager. Location near large city. Must be a hard worker and hustler. Good voice, announcing. Progressive Announcer with good voice wanted. Must have excellent record in FM operation. Good salary plus opportunities for advancement. Write Box 849E, BROADCASTING.

**Salesmen**

900 watt network station in Eastern Michigan; excellent market; 15% commission on all sales; large draw account. Box 847E, BROADCASTING.

Wanted—Salesmen, sales gasfifty dollars per month and up. Ability to sell gas, oil, furniture, etc. Box 850E, BROADCASTING.

Help engineer for 5 kW network station in western Michigan. Box 851E, BROADCASTING.

Top copy in on 5 kW network station. Box 852E, BROADCASTING.

Producer-announcer wanted for newscast on daily AM station. Box 853E, BROADCASTING.

Production-announcer wanted for newscast on AM network. Box 854E, BROADCASTING.

**Announcers**

Announcer-writer wanted by network. Good voice and ability to write copy a must. Box 855E, BROADCASTING.

**Help Wanted (Cont'd)**

Wanted—Deep south NBC affiliate needs capable staff man with at least two years experience. Experience as play-by-play announcer at station located in expanding market of over 200,000. Apply with resume and current samples. No phone calls. Box 856E, BROADCASTING.

Immediate opening in southern Missis- sippi for sports and DJ announcer. Right man can earn extra money by booking. Submit additional disc and full details. Box 857E, BROADCASTING.

Chief engineer for 5 kW network station in western Michigan. Box 858E, BROADCASTING.

Production- announcer wanted for newscast on 5 kW network station. Box 859E, BROADCASTING.

**Situations Wanted**

**Managerial**

Manager: Forget your management problems. Just give me your problems. Running a western station tired of cold weather and planning to move to California. Twenty unusually successful years of management in both radio and newspaper. Best of qualifications in control operation, sales, promotion, programming, plus an outstanding record in employee relations, public relations and a leadership in civic activity. My first concern is not size of station but rather location and community opportun- ity. I would be interested in a position anywhere in the west or south. Box 861E, BROADCASTING.

Announcer, experienced, must have RCA board experience for network station in both east and west. Box 862E, BROADCASTING.

Alabama ABC affiliate has immediate opening for capable announcer, strong voice, good writing ability. Must have experience. Box 863E, BROADCASTING.

Announcer-writer wanted by network. Good voice and ability to write copy a must. Box 864E, BROADCASTING.

A real deal McNeil! If you're on the broadcasting air, you can make a good morning and a good evening with both big and small clients. Contact us at once. Send all details immediately. Box 865E, BROADCASTING.

**Situations Wanted (Cont'd)**

Executive type, dynamic, aggressive, successful, experienced, seeks opportunity in AM, 590E, BROADCASTING.

Biography University radio-business grad, fully experienced salesman. Announcer-writer, 30, married, hard worker, aggressive with good judgement. Excellent advancement. No high pressure methods, have car. BROADCASTING.

Versatile college grad with excellent education and public relations. Excellent announcing opportunity. Radio ex- perience a must. Box 869E, BROADCASTING.

**Announcers**

Announcer—good voice, announcing. Willing to travel. Box 870E, BROADCASTING.


Wanted in Charlotte, football, basketball, boxing, College of Charleston. Box 872E, BROADCASTING.

**Sportsmen**

Sportscaster, play-by-play, college. Thirty years experience, proficient. Box 873E, BROADCASTING.

**Situations Wanted (Cont'd)**

Announcer-writer, good voice, seeking AM opportunity. Box 874E, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-writer, play-by-play, college. Thirty years experience, proficient. Box 874E, BROADCASTING.

Announcer-writer, play-by-play, college. Thirty years experience, proficient. Box 874E, BROADCASTING.

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Announcer-writer, play-by-play, college. Thirty years experience, proficient. Box 874E, BROADCASTING.
TRAVELING SALES REPRESENTATIVE FOR LEADING TRANSCRIPTION COMPANY

Liberal commissions. Territories open: South, Southwest, New England, Delaware, Colorado, Minnesota, Wisconsin, Illinois, Indiana, Kansas, Missouri, Nebraska, Missouri, Kansas. Send photo and references. No interview for third man with auto. BOX 418, BROADCASTING

ANNOUNCERS

Large midwestern AM-TV operation needs experienced announcer-execs for "personality" roles on both radio & TV. Salary open. Send record, plans and background to Box 408, BROADCASTING.

WANTED COMBINATION ANNOUNCER-ENGINEER

The man we want must be a GOOD an- nouncer and know PRODUCTION. He must also know engineering. Only EXPERIENCED men will be considered for a steady job, with good salary and excellent working conditions. We are a Mutual-Doyle Lee affiliate located in the heart of Southern California's playground; come to country, down and get. If you're FULLY EXPERI- ENCED, send photo, resumes and $45 down to E. W. Lee, KFXX, San Bernadino, California.

Announcers

WANTED

For Sale Stations

MIDWEST OPPORTUNITY

One kw FM independent station in Northern Illinois. Second richest county in state. Sixth richest in U. S. 72,000,000 retail economy. Only station in county. Has highest elevation in Illinois. Excellent opportunity for advertising executive or agency for market testing. Present owners have other interests. Can be had for less than option to buy or attractive terms. BOX 555E, BROADCASTING.

RP bridge—practically new radio frequency bridge, type 916A for sale at a substantial re- duction. Complete. PORTLAND.

Employment Service

EXCHANGE your worries for top audience-building disc jockey. We're D.J. talent agents. Tell us your needs. We find right man for you. Costs you nothing. Kaye-Deutschman, 1440 B'way, N.Y. 18, N.Y. BOX 47E, BROADCASTING

FOR RENT—our skill in finding right disc jockey for you. We're D.J. specialists. Tell us your needs. We do everything. You pay D.J.'s salary only. Kaye-Deutschman, Inc., 1440 B'way, N.Y. 18, N.Y.

COMMUNIST TAG

Bill Seeks Air Identification

MOVE on Capitol Hill to require an organization, listed as "subversive," to identify itself as a "Communist organization" when sponsoring a broadcast or telecast has been in- creased.

This provision is contained in measure (S 2311) to control sub- versive activities by setting up a "Subversive Activities Control Board" or watchdog panel to keep tabs on Communist and Communist front organizations. Sponsored by Sen. E. M. F. Mundt (R.S.D.), Homer Ferguson (R-Mich.) and Olin D. Johnston (D-S.C.), the bill last week had hurdles the Senate Judiciary Committee and was ex- pected to come before the Senate.

An identical bill (HR 7896), in- troduced by Rep. Richard M. Nixon (R-Calif.) in the House, was referred to the House Un- American Activities Committee. According to Rep. Nixon, the radio- TV section of the bill is designed as a "positive means of enforcement" and will apply only "to the organizations already found to be subversive as defined by the legislation."

The bill also would outlaw use of the mails or other means of inter- state or foreign commerce unless the following was contained: "Dis- seminated by . . . , a Com- munist organization."

The radio-TV provision reads: "Such an organization shall be unlawful for any organization which is registered under Section 7, or for any organization with respect to which there is in effect a final order of the Board requiring it to register under Section 7, or for any person acting for or on behalf of any such organization—to broadcast or cause to be broadcast any program on radio or television station in the United States, unless such program is identical with a program described in the following statement, with the exception that the organization being staled in place of the bland 'is also' followed by the program is sponsored by a Communist organization."

WOW SOUTH TOUR

Gets Off on Schedule

WOW OMAHA'S farm study tour of the South began on schedule last week with approval from the U. S. Department of Agriculture. Following the tour, the stations will be available for the following end of the coal strike. Fate of the 16-day project through the southern states and Cuba hung in the balance for a week because of the railroad's coal walkout. Tour Leader Mal Hansen, WOW's farm director, said.

The 17-car, all-Pullman special is traveling 27,000 miles from the farm states to the "New South." The tour began March 15, and it's return slated for March 30. First stop was the cattle area of Okla- homa and Arkansas. Train tour members were guests of Gov. Roy Turner. Each day's activities are being recorded for Mr. Hansen's "Radio-TV Farm Service Reporter program."

WCFM (FM) STAND 'Left-Wing' Charge Answered

EDITORIAL in the Saturday Even- ing Post, Page 4, issue, which cites WCFM (FM) Washington being part of the radio arm of the "left-wing-propaganda machine," was answered March 8 in a broad counter-attack by George M. Bernstein, manager of the station.

"We do not comprehend the Post's use of the term 'leftist,'" Mr. Bernstein said. "We regard ourselves as moderates or even conservatives on the contemporary scene. . . . If, by 'leftist' the editorial means that we maintain a policy of allowing equal time to all points of view in a controversy issue, that would be the denial of freedom of the airways to unpopular opinions, or that we provide a falsifying of our time to all religious groups, then, in truth, we are 'leftist'—but this certainly places radio stations that would not be classified in a rather unfortunate light."

Mr. Bernstein continued: "Per- haps if the long established radio stations followed a policy of allow- ing all sides equal time—provided for in the FCC Act, which is often disregarded—it would not be necessary for stations like WCFM to devote so much of their time to the broadcasting of arguments unheard elsewhere."

He said WCFM's microphones will remain available to all legitimate points of view. "Moreover," Mr. Bernstein con- cluded, "WCFM and the stations associated with it do more than pay lip service to freedom of the air. They practice it."

ETC Charge Denied

PHILCO CORP., Philadelphia, and Sylvania Electric Products Inc., both of which filed complaints with the Federal Trade Commission that they violated price discrimination provisions of anti-trust laws in purchase and sale, respectively, of color picture tubes, FCCd's complaint charged that Sylvania has granted lower prices to Philco, which "knowingly" induced and accepted them from Sylvania and other tube manufacturers.

ANNOUNCER—ENCEE

Large midwestern AM-TV operation needs personable, experienced an- nouncer-execs for "personality" roles on both radio & TV. Salary open. Send record, plans and background to Box 408, BROADCASTING.

THANKSGIVING

INSTALLATION of music-equipped vehicles in the Minne- apolis-St. Paul area has been as- sured with Broadcasting Services Inc. signing a contract with the Twin City Rapid Transit Co., auth- orized by the senate, the installation will commence late this month and transitcasts will begin around June 1 though no FM outfit has definite- ly been set. Announcement was made by Charles Green, president of the transit firm.

Arrangements between the transit- company and Broadcasting Services, which is affiliated with Transit Radio Inc, Cincinnati, call for installation of receivers in about 500 buses and street cars in the area. Programming format will be similar to that followed in 20 other TR cities, with schedule to run from 6 a.m. to 10 p.m. or midnight, ac- cording to Myles Johns, president of Broadcasting Services.

WARD WEEK

CBS Stars Aid Promotion

WARD Johnstown, Pa., attracted national attention to the city's 1960 sesquicentennial celebration for- night ago with special promotion spots by an array of topnotch CBS stars.

A CBS affiliate, WARD called on the network for cooperation of name stars in planning observance of "WARD Week." Theme of the spots was: "Best wishes to Johnstown, Pa., on its sesqui-centennial celebration and here's wishing 150 years more of good living and good to WARD."\

Contributing special messages were Red Skelton, Garry Moore, Amos 'n' Andy, Burns & Allen, Bergen & McCarthy, Art Linklette, and many others. In addition, spots were aired on such programs as Theatre of To- day, Garry Moore Show and Andrews and Godfrey's "Merry Mac" program. Locally WARD aired special local talent broadcasts, remotes and giveaways, with varied promo- tion stunts. City's Mayor Walter E. Rose proclaimed "WARD Week" March 8-11 on major newscasts.
FCC Actions
(Continued from page 71)
cisions Cont.: Gulf Beaches Broadcasting Co., Inc., St. Petersburg Beach, Fla.—Designated for application for new station on 1320 kc 1 kw ERP to operate from Webster City, Fla. party to proceeding.

CP Granted—WGBS-Miami.—Granted CP to change daytime directional antenna pattern, to move transmitter and add a new auxiliary transmitter at Fort Lauderdale, Fla.

KYUM Yuma, Ariz.—Granted CP to make studio relocation for new license fee. Consent condition that permittee accept certain interference that may be received from television station in Mex, which, in accordance with terms of Consent Decree, is not in public interest.

KMDW Seattle, Wash.—Granted license to operate from new studio to be located in El Paso, Tex.—Granted license for new remote pickup KA-4025.

KTVX Salt Lake City, Utah.—Granted license to operate from new studio to be located in Salt Lake City.

Kﰃ(176,490),(933,947)

March 14 Decisions ...

by a board

Request Dismissed—The Conn. Electronics Corp., Bridgeport, Conn.—Dismissed as moot request for Counsel of Conn. Electronics Corp. that oral argument scheduled for April 14 be dismissed, as it was learned Mar 25 et al., to be advanced to earlier date, April 10, 1950, in order to assure opportunity to address themselves in court. Consent condition that on this matter the strike portion of reply brief of Hunting-

by a board

March 14 Decisions ...

Condition Denied—WDRB Louisville, Ky.—Denied extension of time to submit measurements to FCC for new remote pickup KA-1893.

BCBS Co., Miami.—Denied grant of studio license for new remote pickup KA-1078.

KWNX News & Talk, Tex.—Denied request for voluntary assignment of CP from partnership to newly formed corporate entity—Comal Broadcast Co., capital stock of which will be owned by assignor partners in same CP for respective partnership interest.

KYOV Blythe, Calif.—Granted re- quest to change frequency to 1561 kc.

WBBF Chicago.—Granted CP to make changes for new studio in accordance with terms of license. Consent conditions attached to respective hearing.

March 14 Decisions ...

by a board

Notice Denied—WCCM The Tower Realty Co., Cum- berland, Md.—Denied motion to strike exceptions of Central Broadcast Co., Inc., and scheduled oral argument for April 14 at 11 a.m. in re Docket 9359.

Oral Argument

Solicited oral argument for April 14 at 10 a.m. in proceeding involving applications of Bellevue News-Democrat, Belleville, Ill., et al, Docket 7844.

BY THE SECRETARY

KPHO-Phoenix.—Granted license to change frequency, increase power, install new trans, install for new trans, to NSM, from 100 kw 150 kw to 120 kw 150 kw.

WBCS Inc., Charleston, S.C.—Granted license to operate from new studio located at 30A 32.84, 37.82, 37.98 mts. to the public, and change power from 10 kw to 15 kw in KA-5681.

KQAN News & Talk, TX.—Granted request for voluntary assignment of CP from partnership to newly formed corporate entity—Comal Broadcast Co., capital stock of which will be owned by assignor partners in same CP for respective partnership interest.

KYOJ Blythe, Calif.—Granted request for change of frequency to 1561 kc.

KSBF Broadcast Co., Corp. Norfolk, Va.—Granted CPs and licenses for new remote pick up KA-6025.


KBBN Broadcast Co., Inc., Kansas City, Mo.—Granted CP and license for new remote pickup KA-6025.

K有力 Amusement Co., Live-

K pulumi, Fla.—Granted CP and license for new remote pickup KA-6025.

KBlaster Broadcast Co., Cleveland, Ohio.—Granted CP for new remote pickup KA-6025.

KBCB Broadcast Co., Inc., Chicago.—Granted CP for new remote pickup KA-6025.

KBCB Broadcast Co., Inc., New York.—Granted CP for new remote pickup KA-6025.


Voice of the Rockies Inc., Colorado Springs, Colo.—Granted license to operate a new trans, and grant license for new trans, to NSM, from 10 kw to 15 kw in KA-5681.

Mid-America Broadcast Co., Louisville, Ky.—Granted CP for extension of completion dates as shown: KA-1893, April 10 1950; KA-2097, April 10 1950; KA-2098, April 10 1950; KA-5681, April 10 1950.

KIIK Salt Lake City, Utah.—Granted CP for extension of completion date to be April 28, 1950.

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TR'S ANSWER

TRANSP radio's triumph in the capitol nation's capital has asked the FCC to deny a complaint that would rule transit-broadcasting contrary to the public interest.

The 12-page brief was prepared by Pierson & Ball, Washington law firm, on behalf of Transit Radio Inc., Washington Transit Radio Inc. and the Capital Broadcasting Co. (licensee of WWDC-FM Washington which holds a TR franchise).

Transit Radio's volley was directed particularly against the complaint filed before the FCC by Washington Attorneys Franklin S. Pollock and Guy Martin on their own behalf which paralleled complaints filed earlier by Transit Riders Assn. FCC has the matter under study [BROADCASTING, Feb. 20, 18].

Opponents of music-equipped vehicles, the brief argued, have "waved their objections in the face of constitutional phrases clouding the fact that they have no applicable to the...situation." It also averred that the issue was settled by Public Utilities Commission of Washington's "mission ruling" in favor of transit radio.

(2) the no disputable questions of fact require hearing the petition in a FCC, and (3) the petition show action to deal with the "beyond its (FCC's) jurisdiction.

Means. Pollock and Martin had charged in their petition that transit radio is "ultris the public interest" an urged the Commis- tion to halt service. They also asked the FCC to rule that transit radio violates Commission rules and regulations governing station licensees. They announce and initiate policy of license revocation "as far as necessary", take any final action of license, renewal and permittee bids, and furnish attorneys with copies of the contract between Washington Transit Radio Inc. and Capital Broadcasting Co.

The Transit Riders Assn. petition, filed by R. A. Seeling, association vice president, contained a resolution noting the spread to the "score" of cities of radio-equipped vehicles and that the FCC was the only agency which has direct jurisdiction over the conduct of radio stations.

Scores Petitioners

The transit radio interests scored the petitioners for seeking revocation of station licenses "for the benefit of their personal and wholly subjective desires... are diametrically opposed to the public interest, convenience and necessity."

Immediate object sought by petitioners, the brief went on, "is the prohibition of reception; the primary motive is an objection to the potential commercial system of radio broadcasting; the ultimate result desired is the extension of governmental supervision and control to the continuing interests."

The brief further contended that transit radio opponents object to transit radio because it is a commercial project. They object to the fact that radio stations and receiver owners may make a profit. They object to the fact that the radio programs received in transit vehicles contain commercials. In essence, they object to the present system of commercial broadcasting.

Viewing the petitions as one phase of attack against "the industry known as transit radio," the brief said:...

... their efforts before other agencies have been unsuccessful but petitioners are well aware of the fact that... before various agencies and courts may indirectly serve to accomplish the...cannot legally achieve. (They) use these petitions as a basis for new partial as a program... cloaks for... and... intimidation of advertisers which they would be compelled to make. Petitioners appear... upon the... that if they... large enough... that the people will... their cities.

The PUC, the brief cited, ruled on Dec. 29, 1949 that the installation and uses of radios in street cars and buses of Transit Co. are not inconsistent with public convenience, comfort and safety.

Protest Against FCC

If the PUC was in error, Transit Radio continued, then the law "provides a method for reviewing their decision."

Attached to the brief was a percentage analysis of the 1949 composite week of WWDC-FM programming that Transit Radio believes "disproves the petitioners' allegations that WWDC-FM is not maintained in balance." It further maintained that "this type of balance by specialization has been publicly app- proved by the Commission, the industry and the listening public."

The brief continued:

It is sincerely hoped that at some time in the future these transit sets will represent a small minority of the FM receivers in operation, but until that time arrives, the transit sets in use serve to create circulation which is otherwise difficult to establish and even more difficult to prove. They make possible the program service that is available to FM receiver. Use...

... it would be a strange concept indeed to hold that radio stations cannot... advertisers unless at the... whether they are at home, in bars or restaurants, or in transit vehicles.

The public, the brief pointed out, is the final test for a decision as to what programs are in its interest.

"If the place of reception is to become the controlling criteria, a new system of regulation will... system is neither desir- able or legal under our present laws and economic system," the argument concluded.

FCC Actions (Continued from page 85)

Decisions Cont.

Co., Mount Vernon, Ohio, in proceeding to file for exceptions to initial decision, is proceeding to... upon applications of Paulkner Co.,... Media, Ark... 100, Conwy, Ar. 

Thomas H. Beach, Birmingham, Ala...

-Grant leave to amend... name of applicant to... Co...改变... change to... change to... of individual to... to show... revised financial data... 

Texas Star Radio, Co., Dallas, Texas.

-Grant extension to March 15 to... opposition to... for rehearing filed... March 15. 

(By Comr. R. M. Webster)

KWKJ Burbank, Calif. -... hearing a... matter of revocation of license of... continued from March 20 to April 3 ann... 7 Burbank, y Mount, 

(By Comr. Paul A. Walker)

FCC General Counsel-Glant... tense to March 20 to... findings of fact in matters of revocation... 

(By Examiner Elizabeth Smith)

WLBW Gainesville, Tex.-Grant leave to... applications... of KJAN... Co.; further ordered petitioner... that the... Hearing on... foyer to... on... of... 

(By Examiner H. B. Hutchinson)

WENJ Canton, Ohio.-On... Commission's motion, hear... 

March 15 Applications...

ACCEPTED FOR FILING

License Renewal

License renewal applications filed by four stations for... for... filing date. 


Modification of CP

Following FM station... modifications... and... date. 

WJBE-WM New Orleans, KJIC-WF St. Louis, Mo., WMHT Maywood, N. C., KSL-Salt Lake City, Utah, WNAE-FM Warren, Ohio. CMC... in station L. 

WFL-TV Salt Lake City-Mo.,... WJME-WM Warren, N. C. 

-WMC-FM Rice Lake, Wis.-CP change... . License to... 

TENDERED FOR FILING

KNOE Monroe, La.-CP change... 

KREI Farmington, Mo.-CP change... 

WREO-WM Kansas City, Mo.-CP change... 

AM-900 kc-CP change... 

WREO-WW Kansas City, Mo.-CP change... 

AM-1300 kc...

KDTH Dubuque, lowa


Pf-6 JA

4-watt-equlv. hi-fi... magnetic tape recorder and amplifier priced... 1019.50.
**Box Score**

**Summary to March 16**

**New Grantees, Transfers, Changes, Applications**

| AM Stations | 50 | 319 | 1,001 |
| TV Stations | 40 | 259 | 1,266 |

**Two on the air**

1,010, 1,010, 1,014

Estimated construction cost: $1,010,000. Principals in Sabine Independent Broadcasting Co., a 50% owner. Kenneth R. Smith, manager, and 55% interest in WATH Alamo, Ala.; Cyril W. Sudduth, general manager and owner. WATX and 50% owner WCNO. Filed March 7.

**Gates Radio Company**

Quincy, Illinois

Telephone: 522

Washington, D.C.

Tel. Metropolitan 0522

March 20, 1950 • Page 87

**U. S.-Cuban Treaty**

(Continued from page 25)

on 10 regional frequencies (the two AM stations operated under the old NARBA); Cuban Class 2 rights on 16 1-B channels; 1kw rights on the 1340 kc local channel, and other privileges which would increase the limitations on the seven existing U.S. stations and guarantee that future U.S. grants on 11 channels would protect Cuban operations on those frequencies.

The U.S. 1-A channels involved were 640 kc (KFW Los Angeles), 670 kc (WMAQ Chicago), and 830 kc (WCCO Minneapolis), with Cuba relinquishing previous rights on 890 kc (WENR-WLS Chicago). The 1-B frequencies on which Cuba would be awarded special privileges were 680, 810, 850, 1000, 1050, 1060, 1070, 1080, 1090, 1110, 1130, 1150, 1190, 1250, 1550, and 1660 kc.

Regional frequencies on which Cuba would have "high power" rights were 550, 570, 590, 630, 790, 910, 920, 950, 980, and 1150 kc.

DECCO Records Inc. last year recorded net earnings, after taxes, of $360,870, or $1.44 a share on 776,600 shares of capital stock outstanding, according to the company's annual report.
Richards Hearings

(Continued from page 28)

mand," misunderstood by some em-
ployees, and lacking in biased views other-
wise those normal to the average person.

"There is no admission of guilt by Mr. Richards, and there never has been," the lawyer said.

Reviewing Mr. Richards' career and character, Mr. Fulton declared: "He has been and is privately critical of the Roosevelt family. He believes that the action of James Roosevelt in urging the Commission to investigate these stations and to hold these hearings was biased and prejudiced and caused by James Roosevelt's dislike of Richards' political views."

He said Mr. Richards "asserts that he has a right to have and to express privately his own opinions with respect to the Roosevelt family and their motives in their attacks upon him, so long as he does not broadcast false or defamatory ma-
terial concerning them over his radio stations."

William Burns, former radio news writer and now a Los An-
geles Times reporter, was the next witness. He identified letters which he had sent to FCC Comr. Paul A. Walker in February and March 1946, when he was secretary-treas-
urer of Radio News Club of Los Angeles.

Roberts Second Witness

FCC's star witness, Mr. Roberts, former director of public affairs for KMPC and now KFWB Holly-
wood newscaster, was the second witness.

President of the Radio News Club when the news-sllating charges were filed two years ago, he said Richards was anti-Semitic and an arch enemy of the Admin-
istration. He claimed Mr. Richards directed him to slant newscasts against the Democratic Admin-
istration and the Roosevelt family, and to minimize the Truman posi-
tion and eliminate the President's speeches. He quoted Mr. Richards as referring to President Truman as "the neckless salesman in the White House."

Mr. Richards, he declared, spe-

Mr. Richards, he said, made un-
complimentary remarks about Wil-
liam Paley, CBS board chairman; Brig. Gen. David Sarnoff, RCA board chairman, and Robert Kint-
ner, now ABC president. Identify-
ing them as Jews, Mr. Roberts testi-
yed Mr. Richards said "they are in league."

Backs Republicans

The witness asserted that Mr. Richards "said newscasters should guard against this Jewish move and we should lend our efforts through the medium of news to strengthen the political position of the Republican party so it could get into power in 1948."

Mr. Roberts said he once told Mr. Richards he was violating his broadcast license by news-sllating, and that Mr. Richards replied: "To hell with the FCC. Let them take our license away. We'll go down with the ship flying."

Mr. Roberts told Examiner John-
son that Mr. Richards frequently held meetings with KMPC staff members to tell them how he wanted the newscasts handled. On one occasion, Mr. Roberts stated, he had an-
nouncers practice saying the word "Republican" in an effort to have it sound as good on the air as "Democrat."

He testified Mr. Richards in-
structed him to use material from anti-Administration columnists and news commentators as factual news and to incorporate it in newscasts without mention of source. Any-
thing anti-Administration was in-
structed to be used as fact, he added.

Mr. Roberts said he didn't al-
ways follow instructions and re-
ported that he and his staff de-
veloped a technique of comprom-
ising regarding Mr. Richards' instruc-
tions, according to his demands and then slipping in a paragraph that would attempt to give the other side.

"If I figured," Mr. Roberts said, "that he would only hear what he wanted to hear." This technique didn't always work, however, be-
cause sometimes Mr. Richards would dictate the entire text of a certain portion of a news broad-
cast, he added.

SUMMER DISCOUNT

Crosley Plans Bonus Ti.

A SUMMER bonus time plan was an-
ounced last week by Robert T. Dunville, president and general manager Crosley Radio Co. It will apply to WLW Cincinnati and to three Crosley television stations WLWT Cincinnati, WLWC Columbus and WLWA Detroit.

The plan will provide a tim-
bonus of up to 25% for spot radi-
ator and up to 60% for spot television users. It will be more than justified if it helps solve the summer hiatus problem," Mr. Dunville said.

The new schedule calls for bol-
time during July, August and Sep-
tember. Advertisers using 52-week radio schedules would receive 20% bonus time; new accounts with 10-week schedules 15% bonus and new accounts with 10-12 week sched-
ules 20%. New accounts for 6 negligible less than 5 months would receive a 25% bonus.

The television stations observe a 40% summer discount in time costs or a 50% bonus in facilities if the same gross amount is spent during the period.

REPORTEDLY lowest-priced three-
portable radio sold by 2C Victo since the war, currently being shipped to dealers for immediate dis-
tribution. Radio is new version "Globe Trotter" portable.

when its BMI "Pin Up" Hit—Published by Hill & Range

HALF A HEART

On Records: Al Trace—Col. 38693; Al Morgan—
Lon. 571; Eddy Howard—Mer. 5349; Bill
Lawrence—Vic. 20-3663; Jack Owens—Dec.
24874; Gordon MacRae—EMI 843; Nat
Richardson—Mer. 421 Jon & Sandra Steele—
Coral 60165.

On Transcription: Dick Jurgens—Associated;
Gordon MacRae—Capitol.

broadcasting • telescript
MIXED reaction on the All-Radio Talks came last week following preveux. A previous program was voiced in a survey of viewers who tuned in during March 15.

Frank E. Pellegrin, vice-president of Transit Radio Inc. and former NAB broadcast advertising director, observed that the New York showing was marred by what he described as "an atrociously bad sound and lighting system. He added that the New York audience, "a hypercritical" and the film should not be judged on the basis of a New York survey. He said he likes the film and believes it will do a lot of good.

In a joint report, three Spokane area stations executives agreed they would not want "a single one of their advertising accounts now on the air to see the film. The film was shown to an audience of sub-

Presentation film "Lightning That Talks" received a great deal of good public relations.

The film was shown to an audience of sub-

LORAIN TRIAL ENDS

The trial of a case involving the Lorain Journal and its publishing company was completed in Cleveland last week. The trial was heard by Federal Judge Emerich B. Freed.

Upon completion of the Government's presentation, Judge Freed denied a motion by the defendants for a new trial on the grounds that they were denied a new trial.

"The trial included testimony of 66 witnesses for the Government and one for the defense. The latter, Samuel A. Hovitz, who with his brother Isadore owns the Journal, contended a newspaper cannot be compelled to take advertising; that the Journal did not restrain interstate commerce; and that conviction would violate the free press amendment of the Constitution.

The Government's presentation was made last week through the efforts of the Ohio State Bar Association and the American Bar Association, both of which have expressed interest in the case.

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AT&T COLOR TIMETABLE, 1952, CALLED 'TOO LATE'

TIMETABLE of 1952 projected by Frank A. Cowan, head of Engineering and Long Lines Dept., American Telephone & Telegraph Co., as earliest for AT&T provision of coaxial cable to transmit RCA color system, was called "far too late" by engineering executive in FCC's Friday hearing on color TV.

Mr. Cowan, in outlining firm's plans of increasing cable's TV bandwidth from 2.7 mc to 4 mc, said if broadcasters want faster program, they would have to bear part of construction costs. He said it would take two to three years to make present cable capable of passing 4 mc TV signal. Acceleration would cut this down to about end of 1951, Mr. Cowan added. He also revealed color relay system would be more costly than existing black and white for monitoring and testing.

If broadcasters need to "meet demands for color," assuming FCC adopts standards, Mr. Cowan predicted, question would be whether they want "slowdown of normal expansion" of present monochrome facilities. Building up to 4 mc bandwidth would not increase rates necessarily for TV broadcaster, he said.

Also in hearing, Myron J. Greenwald, vice president, Colomut Corp., New York, displayed firm's $7 (wholesale) color converter called "Vice-_scope." It consists of three-color laminated disc 12 inches in diameter, mounted on shaft connected to 1/70 HP induction type motor. Can be used on any size tube after picture reduction to five inches, Mr. Greenwald added.

U. W. RATES STAND

WESTERN UNION will be permitted to retain its present rates for play-by-play baseball wire service, subject to outcome of pending case involving broadcasters' protests that rates are unreasonable and discriminatory. Action was taken by FCC Friday in view of imminence of baseball season. On basis of complaint by WIND Chicago, operator of 22-station Midwest Baseball network, FCC, in granting decision, found rate increase last spring and resulted in examiner's initial decision holding rates to be unlawful insofar as they make extra charge for each station beyond the one subscriber station [BROADCASTING, Jan. 9]. Oral argument on examiner's decision is slated before full Commission March 27.

MORRISVILLE DECISION

INITIAL DECISION anticipating grant of application by WBUD Morrisville, Pa., to change from 1490 kc with 250 w to 1260 kc with 1 kw, DA fulltime, and to move main studio to Trenton, N. J., issued Friday by FCC Examiner James D. Cunningham. Rival application of WTBX Trenton for power boost from 250 to 500 w, and for authority to continue operation during daytime on 1260 kc in lieu of 1300 kc, would be denied on grounds applicant is unable to prove claim of WTNJ and Franklyn J. Wolff, part owner and managing director, made "intentional misrepresentation of facts."

McCLURE MOVES TO K&E

JOHN F. W. McClure, former vice president and general manager of Sofskin Co., subsidiary of Vick Chemical Co., has joined Kenyon & Eckhardt, New York, as merchandising account executive.

FCC HELD DISREGARDING APPELLATE COURT, RULING

U. S. COURT OF Appeals for D. C. was told Friday that FCC is disregarding court's opinion in Easton-Allentown, Pa., case [BROADCASTING, Feb. 27]. Easton Publishing Co., which won court appeal, asked court for writs of prohibition and mandamus requiring FCC to issue findings in case and call off further hearing which has been scheduled.

In petition filed by Elliot C. Lovett, Washington attorney, commissions, called for further hearing "in the apparent hope that something might develop to . . . support its original conclusion" that Allentown Broadcasting Co.'s application for 1228 kc, 250 w should be preferred over Easton's. Petition argued that court opinion upholding Easton appeal from Allentown grant required only further findings by FCC, not further hearing.

Allentown Broadcasting is operating WHOL under FCC's original decision. Decision has been set aside pending further hearing, but with provision that WHOL may continue operation pending transfer of WHOL to group headed by Victor C. Diehm, which Easton had protested, was dismissed by FCC but provision was made for submission of amendment reflecting same changes. Easton claims this makes it "new application" and violates FCC rules.

DR. STEWART SELECTING STAFF FOR POLICY BOARD

DR. IRVIN L. STEWART, chairman of President's Commission on Broadcast ing Policies, Policy Board [BROADCASTING, Feb. 20], hopes to be able to announce selection of staff director for board when it meets in Washington April 20. Most of staff personnel expected to be drawn on loan from FCC and other agencies.

International communications probably will get board's first attention, according to Sen. E. W. McFarland (D-Ariz.), who heads Senate subcommittee making similar study of overall frequency use and communications problems, and who conferred with board members over the weekend [BROADCASTING March 13]. Sen. McFarland said data already collected by his committee will be made available to President's board.

SCRIPPS-HOWARD APPEAL

SCRIPPS-HOWARD Radio appealed to U. S. Court of Appeals for D. C. last Saturday from January 1949 FCC decision denying its application for 5-kw station on 1300 kc in Cleveland and granting rival bid of Cleveland Broadcasting Co. (WBER). FCC based decision on Cleveland Broadcasting on factors of non-newspaper association, local ownership, and integration of ownership with operation. Appeal, filed by law firm of Segal, Smith & Hennessey, followed last month's FCC denial of Scripps-Howard petition for rehearing [BROADCASTING, Feb. 27].

DOWNEY HITS LICENSE PLAN

PROPOSAL by Sen. Ed Johnson (D-Col.) to license movie film opposed Friday by Sen. Sheridan Downey (D-Calif.) as "dangerous" precedent which "might easily" lead to government censorship of radio, TV, other media. Senator Downey earlier had promised deletion of clause in bill covering TV film (see story page 60).

CLOSING CIRCUIT

ENGINEERS' advisory post. Mr. Willoughby, veteran 20 years with FCC, and its predecessor, FRC, has been engaged by friends to see broadcast chief post.

INSIDERS at FCC are also talking about another aspect of Willoughby case. FCC announcement on appointment of Mr. Plummer as new chief engineer also stated Mr. Willoughby would become assistant chief engineer. Official dates, however, do not so state and question has been raised whether any provision whatever has been made for Mr. Willoughby's continued work with FCC after April 3 when he relinquishes acting chief engineer's portfolio.

YOU CAN LOOK for relative quietness at FCC on controversial broadcasting matters until completion of reorganization of broadcast structure as projected in new functional alignment. Appointment of Harry Plotkin, FCC legal "brain," as chief of new Broadcast Bureau, would be followed by plethora of crack-downs in all phases of broadcast operations.

THERE'S no confirmation but it's true that feelers have been extended to AFM President Petrillo to see if he'd be willing to take part in proposed labor panel during NAB Management Conference next month. Music boss is undecided but his advisers favor participation.

THOMAS J. Lipton Inc. (tea), through Young & Rubicam, New York, considering spot campaign for ice tea.

DO NOT write off McFarland Bill (S-1973) as dead duck even at this session. Even though Rep. Sadowitz (D-Mich.) is ill and has been unable to follow through with plans for hearings on numerous pending bills, sentiment is building up in favor of action on McFarland measure, to completely remodel procedural work of FCC and place responsibility with Commission, rather than with staff.

IN RE legislative picture, FCC staff is burning midnight oil working up its case for so-called Commission Bill designed as substitute for Senate authorization which was presented to House Committee several weeks ago [BROADCASTING, March 6]. Commission, or at least majority thereof, plans to go all out in support of pending version and bill and opposition to McFarland measure.

POWER of television as teaching medium to be tested by U. S. Census Bureau in training 100 New York enumerators for April house-to-house fact gathering. Special TV training films produced in Navy's Washington and Long Island laboratories.

CBS NEWS SHIFTS

REASSIGNMENT of several CBS newsmen in recent few weeks completed Friday. James Jackson, of Washington staff, takes over Monday-Friday 6-6:15 p.m. Metropolitan Life news show. Eric Sareid, now on that program, takes over 11-11:15 p.m. news and analysis program. Richard Hostelte, now on 11-11:15 p.m. show, goes to Berlin, replacing Bill Downs who returns to U. S. for Washington assignment.

PEARSON APPOINTED

THREE stations appointed John E. Pearson Co., station representatives, New York, to service them. They are WIL St. Louis, KXON Omaha and KOLN Lincoln.

BROADCASTING • Telecasting
And on this farm he has need for new implements, fencing, paint and electrical appliances for his home. Farmer MacDonald also has the money ... plus the inclination to spend.

Just where can you find this potential customer? Right in the heart of WLW-Land. And there are 689,999 other WLW-Land farmers just like him. All together, they plan to spend $890,000,000 in 1950.*

It's the greatest farm market in history

And the quickest, surest way to reach this rich market is via WLW, which attracts one-sixth—16.1%—of all rural radio listening throughout WLW's four-state area.**

THE GREATEST FARM MARKET IN HISTORY
THE GREATEST SELLING MEDIUM IN THE MIDWEST

Of all farm families in the WLW Merchandise-Able Area, 38.7% listen to WLW more often than to any other station (with 257 stations competing). WLW reaches . . .

85.2% of all rural radio homes in four weeks
69.1% of all rural radio homes during an average week
And, the average rural home reached listens ONE HOUR AND TWELVE MINUTES PER DAY to WLW.

For further information, contact any of the WLW Sales Offices in
Cincinnati,
New York,
Chicago or
Hollywood.

* Special farm consumer survey—now available
** Nielsen Radio Index, Feb-March, 1949

WLW
the nation's most merchandise-able station
Crosley Broadcasting Corporation
New scintillation counter, using electron tube developed at RCA Laboratories, gives faster, more accurate measurements of atomic radiation.

What can you hear through an ear of grain?

When agriculturists want to learn what nourishment a plant is getting, they inject radioactive materials into the soil and trace their absorption with sensitive instruments. Industry and medicine also use this ingenious technique.

Until recently, scientists heard what was happening, by following the passage of atomic materials through plants, or machines, or even the human body, with a clicking Geiger counter. Now a more sensitive instrument for tracing atomic radiations—a new scintillation counter made possible by a development of RCA Laboratories—can do the job more efficiently.

Heart of this counter is a new multiplier phototube, so sensitive that it can react to the light of a firefly 250 feet away! In the scintillation counter, tiny flashes, set off by the impact of atomic particles on a fluorescent crystal, are converted into pulses of electrical current and multiplied as much as a million times by this tube. Extremely faint radiations are accurately measured—providing new and needed information in many fields.

See the newest advances in radio, television, and electronic science at RCA Exhibition Hall, 36 West 49th Street, New York. Admission is free. Radio Corporation of America, Radio City, N. Y.